

# The Career Key™

## High Quality

### **Reliable, Valid, & Uniquely Licensable Career Test**

Independent research confirms that The Career Key™ test is reliable, valid, and positively impacts users. It is one of the few that meet professional measurement and ethical standards. And, it is the only one that organizations can license and modify to fit their website needs.

The test is based on Holland's theory, the most researched and used by professional counselors and career educators. It links users to the careers and educational programs most likely to match their personality.

### **The Career Key™ Website Offers Unique and Practical Self-Help Modules**

www.careerkey.org offers more than 20 self-help modules based on the best counseling research and practices; topics like *Learn More about Yourself*, *Self-Employment*, *Choose a College Major or Training Program*, and *Making High-Quality Decisions*.

At no cost, The Career Key™ gives school counselors practical guidance in using the website's modules and test to meet ASCA National Standards, including classroom materials.

### **Respected Organizations Choose & Feature The Career Key™**

Respected organizations choose The Career Key™: Peterson's, XAP.com, The Princeton Review, and the University of North Carolina statewide system.

Featured by the National Career Development Association, the American School Counseling Association, USA Today, PCWorld, and Yahoo.com.

## Easy to Use

**Fast:** The career test takes one-fourth the time of comparable measures.

### **Unique, Direct Link to the Occupational Outlook Handbook (OOH)**

Seamless link to the most accurate, up to date occupational information available.

### **5,000 People A Day Can't Be Wrong**

Popular among students and adults: 5,000 people visit The Career Key™ website daily (www.careerkey.org); 1,500+ schools, colleges, non-profits and libraries link to site;

The test is used worldwide and translated into Chinese, Spanish, Korean, and Romanian.



Dr. Lawrence K. Jones developed The Career Key.™ He is Professor Emeritus at North Carolina State University and president of Career Key, Inc. Dr. Jones earned his Ph.D. in Counseling Psychology and has authored more than 50 publications in the career field, most recently the *Encyclopedia of Career Change and Work Issues* and *Job Skills for the 21st Century*. He is a National Certified Counselor and received the Professional Development Award from the American Counseling Association. Contact: [lawrencejonesphd@earthlink.net](mailto:lawrencejonesphd@earthlink.net); or [julietjones@careerkey.org](mailto:julietjones@careerkey.org)