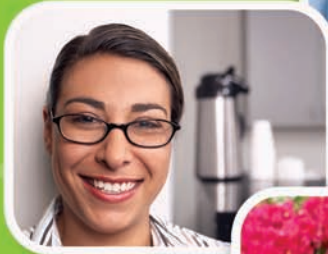


Love what you do?



Help
inspire others too!

Person Match

What is Person Match?

A feature of the *Kuder Career Planning System*, Person Match was developed with the sole purpose of expanding students' knowledge about careers — particularly those that are more unfamiliar to them. We believe that through real life stories about people's career journeys, students can get:

- ✓ **A more realistic description of people in different occupations**
- ✓ **A description of how these professionals attained their careers**
- ✓ **An opportunity to expand the career alternatives they consider**

Person Match does not tell people what they should do; rather, it opens up many possibilities of what they could choose to do.

Person Match is like job shadowing online!

Each career story was carefully written to summarize the journey that a real professional, who reports being satisfied in their job, has taken to be successful in their career path.

The career stories are created directly from a personal interview with professionals in thousands of different fields. Interviews and career stories are then turned into a Person Match "sketch" or career story. The final step in the development of the stories is for our Kuder faculty (a group of individuals with extensive experience in career counseling, development, and research) to add a short paragraph to each sketch about what the "Kuder Coach Says" about this professional.

Matching Students to Person Match Sketches

It would be overwhelming for students to read through the thousands of occupations, so Kuder helps them narrow down the career stories to the ones that they most closely match to based on their career interests.

One of the first steps in career exploration is to learn about oneself. As part of the *Kuder Career Planning System*, students first take an interest inventory that generates a summary of their career interests. In a similar way, we ask all professionals that participate in Person Match to also complete the same inventory. Students and Person Match role models are then scientifically compared to one another. The top Person Match sketches that are most similar to the students are then displayed as part of their summary online so they can read about these professionals.

From Astronaut to Zoologist... the sky's the limit when choosing a career. We know that as students continue to explore a world of career options, the more information we can provide about what these careers are really like, the better prepared and equipped they will be to find a career they enjoy too.

What I like about the Person Match feature is that it highlights careers that might not be on the radar of most high school students. It lets them think outside the box and consider occupations that are not on a typical career chart.

*-Tanya Ickowitz,
Director of Student Outreach Services
Edsouth*

www.personmatch.kuder.com

kuder Person Match

Sample Sketch

Horticultural Therapist

What is Horticultural therapy?

Horticultural therapy has been used for centuries to stimulate health and well-being, and I use my skills to help patients with head injuries or developmental disabilities, as well as the terminally ill. I'm a Registered Horticultural Therapist. Horticulture Therapy programming consists of vocational training, plant propagation, greenhouse production, daily sales, sensory stimulation, landscape construction, and ground maintenance.

How did you develop your interest in this type of work?

While completing my Associate's degree in horticulture, I did volunteer work at a local hospital. It was here that I realized my ability to work with patients using a garden. Their change in behavior amazed one of the doctors. I was eventually offered a job at his rehabilitation facility.

Are you happy with your choice?

For the past 15 years, I have used my horticulture background and my interest in helping people with limitations. It is an awesome feeling to see someone smile or laugh who has not been happy for an extended period of time. It's also wonderful to watch someone regain skills to live on their own.

What do you plan for the future?

I'd like to increase the job placement opportunities for individuals with disabilities. I also would like to educate the general public about people who have had head trauma, mental illness, and mental disabilities, and their impact on society.

The Kuder coach says:

Here's an interesting "left turn" career path — started studying a field that was interesting and happened on an unique application that he/she didn't know existed. But it's not just a one-of-a-kind job — there is an organization that registers horticultural therapists, which gives legitimacy to the field. You should be alert for little-known opportunities like this one.

About Kuder, Inc.

As the industry's leading provider of comprehensive, Internet-based education and career planning tools, we help students and adults create a roadmap for a lifetime of success. Backed by a world renowned faculty and staff, we continue to pioneer innovative products and services for the educational and career assessment marketplace.

Our innovative *Kuder Career Planning System* provides a comprehensive solution for career planners at all stages. The Internet-based system combines research-based interests, skills, and work values assessments with portfolio development, comprehensive educational and occupational exploration resources, and administrative database management.

Additionally we offer a comprehensive curriculum series for secondary and postsecondary classroom application, online professional development and product-based training, and on-going, high quality customer and technical support.

The Kuder logo features a stylized lowercase 'k' in white with a blue dot above it, followed by the word 'kuder' in a bold, blue, sans-serif font. A registered trademark symbol (®) is located at the top right of the word.The Kuder logo features a stylized lowercase 'k' in blue with a green dot above it, followed by the word 'kuder' in a bold, blue, sans-serif font. A registered trademark symbol (®) is located at the top right of the word.

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