

## TOP 5 REASONS TO CHOOSE



### 1 It's an evidence-based system.

Centered on career theory, Journey features the critical career assessments — measuring interests, skills confidence, and work values — necessary to support reliable career development. Plus, a host of tools and resources help college students and adults identify and secure a satisfying career.



### 2 It's proven effective.

From successful major or program selection and higher GPAs to increased college retention and completion rates, studies have proven the impact of using Journey.



### 3 It contains the latest labor market information.

The system integrates with O\*NET's expansive database so users can view and compare educational requirements, salary information, and future outlook summaries for thousands of occupations directly within Journey.



### 4 It meets the needs of all users.

Whether they're selecting a college major, transitioning to a new job, or reentering the workforce, users get additional direction and resources specific to their unique situations, needs, and barriers.



### 5 It supports accountability requirements.

Administrators, career coaches, workforce center staff, and instructors are equipped with tools to view data, run reports, encourage system usage, and connect with users.



"Journey gets people on the path to know what steps to take, the goals to achieve, and how to get a job reflecting their skills, values, and interests, making career years happy years."

**Anne Kreutzer**

Products Team Leader  
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## Experience Kuder Journey!

Schedule a demo today.

