



CAREERPOWER 3.0[®]

MOVING CAREERS FROM MAPS TO APPS

WHY IS THIS CRITICAL?

Because 21st century careers must run on “self” power. A Self Powered Career[®] engages employees as they steer their talent, passion, and interests toward current roles and beyond.

- Development maximizes talent as employees grow in place to support future needs.
- Growth, engagement, innovation, and individual contributions increase.
- Employees feel connected to the organization and its goals.
- Discretionary effort flows which means you can do more with less.

WHAT IS IT?

The award-winning, time-tested **CareerPower[®]** solution — now in a 3.0 experiential design: Rich, relevant, personal, social — is a new flexible, multi-modality offering developed to meet the needs of today’s evolving workforce:

- Magazine: The whole **CareerPower 3.0[®]** experience — and more — in a magazine style learning guide.
- Web: The entire **CareerPower 3.0[®]** content — and more — in a web-enabled learning community environment (GetCareerPower.com).
- Live: Ultimate flexibility to deliver the experience, when, where, and how it’s needed.
- Sustainable: With hundreds of mini-content lessons, opportunities to self power exist long after the experience is delivered.

HOW IT WORKS

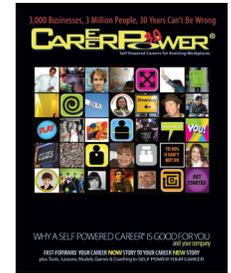
CareerPower 3.0[®] delivers self powered careerists for evolving work places. As participants tap into the content, lessons, tools, games, skill building and coaching moments, they will fast forward their career NOW story to their career NEW story, as they:

- Evaluate CHANGES affecting their career
- Choose roles that INTEREST them, fit values and build skills
- Brand their REPUTATION and market it as an asset
- Develop career OPTIONS that energize and enrich them
- Create ACTIONS to keep them satisfied and contributing
- Appreciate, Advocate and Activate career success through COACHING MOMENTS

OUTCOMES

When participants have completed this experience, they will:

- Confidently apply the **CareerPower 3.0[®]** model to self power their career.
- Identify future trends and stay on top of implications for their own career.
- Discover their interests, values and skills; assess their reputation and learn to manage their personal “brand.”
- Set career direction with multiple options.
- Get and Give meaningful and timely career coaching.
- Draft a development plan; prepare and practice for career conversation.



Based on concepts from Up is Not The Only Way by Beverly Kaye

You can GPS just about anything these days — except careers. Work, workplaces and careers are in a constant state of flux. While maps are great for known destinations, apps create constant career destinations.

Use the CareerPower 3.0[®] model to guide career success and coach others to bring their unique value to their current role, and beyond. Experience CareerPower 3.0[®] in print, web, live and blended platforms. Learn how to move careers up, down and sideways — with confidence.

“If their work isn’t challenging, meaningful and focused on growth and development, talent will leave.”

– Beverly Kaye, Founder, Career Systems International

