DMYSTIFI

CAREER UNRAVELED

# VISION & MISSION

## Vision

Right guidance, to all, for bright career and accomplished life

## Mission

Be the most trusted name for career guidance & career growth

# CUSTOMER VALUE PROPOSITION

## TO
Students, Parents, Teachers, Institutions, Professionals and Employers

## DMYSTIFI
is the AI based engine to help unravel true personality and areas of strength for a promising future

## WHICH
Provides the widest range of globally recognized tests and automated video interviews

## BECAUSE
We're the best and the most trusted Ed-Tech company in India

"Every child is an artist. The problem is how to remain an artist once he grows up."
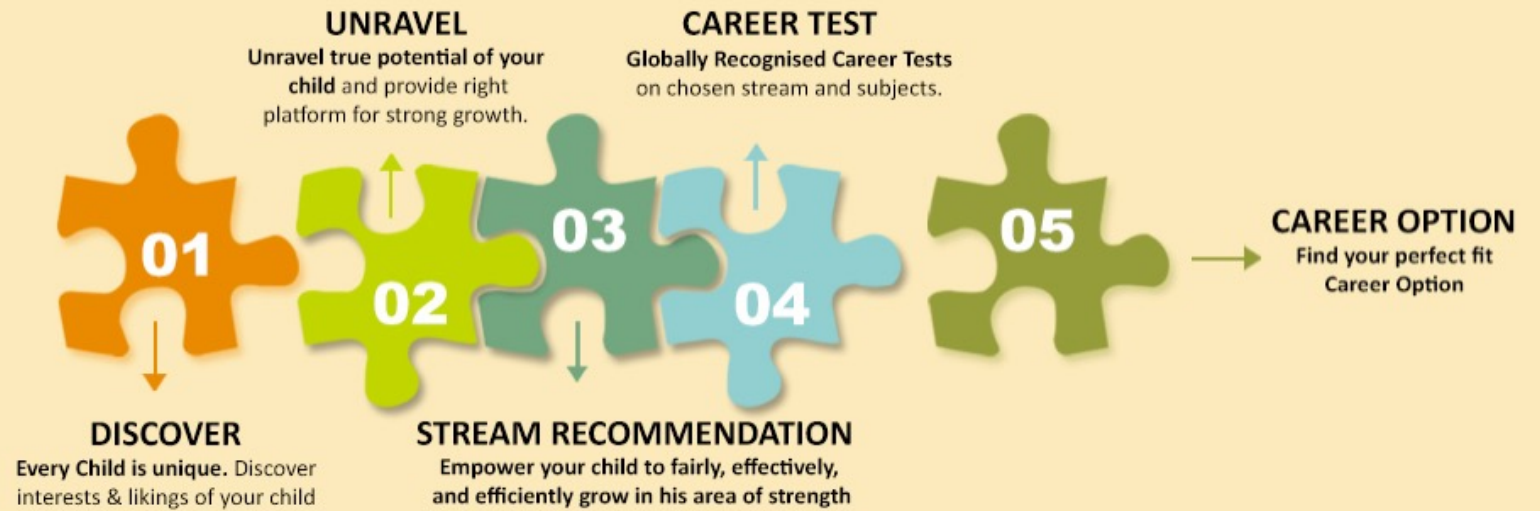
– Pablo Picasso

"IT IS NOT WHERE YOU START BUT HOW HIGH YOU AIM THAT MATTERS FOR SUCCESS"

– Nelson Mandela

- Unravel your talent, Discover your learning style and core strengths
- Find the career options and roles where your talent can thrive
- Achieve greatest heights of success in your area of strength

# OFFERINGS FOR SCHOOL STUDENTS

## SELF ASSESSMENT

- Self – Discovery & Behavioral Analysis
- Interest Analysis
- Know your type of Intelligence
- 100+ Personality Traits/ Characteristics
- Know your Strengths and Weakness
- Aptitude and Cognitive Abilities Analysis

## STREAM SELECTOR

- Discover right stream based on personality, interest and aptitude
- Discover right subject
- Best – fit stream with career recommendations
- Know your skills and abilities
- Aptitude and Intelligence Quotient

## CAREER RECOMMENDATION

- Unravel your career options
- Discover your
  - Workplace habits
  - Communication styles
  - Aptitude
- Solution to Career problems
- Best–Fit career for accomplished future life

# SELF ASSESSMENT (CLASS 5-7)

Self-assessment helps individuals explore personality traits, cognitive ability, social traits, motivations, strengths / weaknesses and learning styles.

Knowing yourself can help you discover new ways to grow and enhance your skills

Understanding of own strengths and weaknesses, can help guide an individual through various phases in life

## Extraversion

Introvert (E-) Prefers to work alone. Is serious, quiet and reserved. Would rather keep work relationships businesslike than get too personal. Generally avoids a leadership role. Makes way for others in group discussions and does not easily express his/her own opinion.

Ambivert (E=) Usually works just as easily with others as alone. Combines a businesslike attitude with personal attention in work relationships. Does not push him/herself forward, but takes charge when there is a reason to do so. Does not express his/her opinion as a matter of course, but stands up for it when necessary.

Extravert (E+) Actively ma with others, at and outside and enthusiastically with c and energetic at work. Rea groups and expresses his/l without beating around th

## Neuroticism

Resilient (N-) Usually reacts calmly, wellconsidered and self-assured when things go wrong. Also recovers quickly after a setback in stressful situations or after criticism by others. Focuses on solutions rather than on problems. Confident of his/her ability to cope with problems. Is generally cheerful and relaxed.

Receptive (N=) Usually reacts calmly and sensibly under normal working conditions. Can react emotionally to sudden pressure, stressful situations or criticism of others or not know what to do for a moment. However, recovers quickly from this and refocuses on solutions instead of problems.

Reactive (N+) Us emotionally to set continue to worry remains focused c than solutions. Ca others personally irritation. Easily c abilities when fac can need some tir back under contro

## Openness

Traditional (O-) Generally prefers the status quo to innovation, and simplicity to complexity. Seldom comes up with new ideas or working methods, but sticks to what has worked in the past. Usually derives opinions from others.

Moderate (O=) Usually wants to preserve what has worked in the past, but has an eye for new things that bring about improvements. Likes to keep things simple but does not avoid complicated problems when he/she has to face them. Now and then comes up with his/her own new ideas or working methods, sometimes against the

Inquiring (O+) Regu new ideas, working r applications. Takes a approach in doing so concepts over simple Comes up with origi and does not accept

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## Extraversion

Introvert (E-) Prefers to work alone. Is serious, quiet and reserved. Would rather keep work relationships businesslike than get too personal. Generally avoids a leadership role. Makes way for others in group discussions and does not easily express his/her own opinion.

Ambivert (E=) Usually works just as easily with others as alone. Combines a businesslike attitude with personal attention in work relationships. Does not push him/herself forward, but takes charge when there is a reason to do so. Does not express his/her opinion as a matter of course, but stands up for it when necessary.

Extravert (E+) Actively makes personal contact with others, at and outside work. Deals warmly and enthusiastically with others and is decisive and energetic at work. Readily takes the lead in groups and expresses his/her opinion directly without beating around the bush.

## Extraversion- Enthusiasm

### Extraversion- Enthusiasm- Warmth

Mostly businesslike | Sometimes gives personal attention | Gives a lot of personal attention

### Extraversion- Enthusiasm- Sociable

Likes to be alone | Occasionally likes to be with others | Prefers to be with others

### Extraversion- Enthusiasm- Excitement-Seeking

Calm pace | Measured pace | Energetic pace

### Extraversion- Enthusiasm- Positive Emotions

Keeps opinions to himself/herself | Occasionally expresses opinions | Readily expresses opinions

## Extraversion- Assertiveness

### Extraversion- Assertiveness- Activity

Leisurely and relaxed in tempo, though they are not necessarily sluggish or lazy | Seen in rapid tempo and vigorous movement, a sense of energy, and a need to keep busy

# STREAM SELECTION (CLASS 8-10)

Scientifically designed psychometric assessment analyses various personal and professional traits of a student.
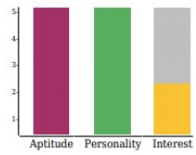
The Stream Selector assessment helps students determine the right stream for students based on their interests, personality type and aptitude and the career options after 10th.
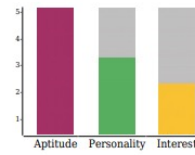
These traits evaluate your skills and abilities required to succeed in that stream and benefits of choosing the right stream based on your strengths, interests and other cognitive abilities.
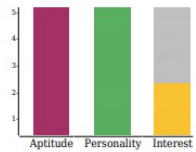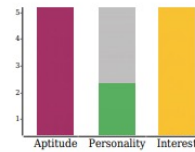
# SHEETAL SEN'S STREAM FITMENT

### Science with Maths

Aptitude | Personality | Interest

### Science with Biology

Aptitude | Personality | Interest

### Commerce

Aptitude | Personality | Interest

### Humanities

Aptitude | Personality | Interest

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## Agreeableness

Challenging (A-) Stands up directly for his/her own needs and interests. Usually sees others as competitors and easily enters into a conflict. Generally thrives on recognition by others, but does not tend to give them the credit they deserve.

Negotiating (A=) Carefully weighs his/her interests and needs against those of others. Does not avoid discussions or conflicts. Wants recognition when his/her own accomplishments justify it and also tends to give others the credit they deserve.

Accommodating (A+) Safeguards the needs and interests of others, often at the expense of his/her own interests. Usually gives in rather than ending up in disagreements or conflicts. Trusts the word of others and takes careful account of other people's reactions.

## Extraversion

Introvert (E-) Is serious, quiet and reserved. Prefers to work alone. Generally makes way for others in group discussions and does not easily express his/her own opinion.

Ambivert (E=) Usually works just as easily with others as alone. Combines a businesslike attitude with personal attention in relationships. Expresses his/her opinion only when necessary.

Extravert (E+) Actively makes personal contact with others. Is decisive and energetic and deals warmly and enthusiastically with others. Readily takes a lead in groups and expresses his/her opinion directly without beating around the bush.

## Conscientiousness

Flexible (C-) Can allow attention to be diverted between tasks. May accept results with imperfections as long as these are acceptable. May work adhoc than structured, and generally has little eye for details.

Balanced (C=) Sets realistic goals. Maintains a balance between work and leisure. Usually delivers good results and has an eye for making things better. Good concentration but can get distracted.

Purposeful (C+) Ambitious and Goal-Oriented. Likes challenges and is driven to be the best. Plans and structures with foresight, paying attention to details. Focussed and does not allow him/herself to be distracted.

## Neuroticism

Resilient (N-) Reacts calmly, well-considered and self-assured. Recovers quickly after a setback in

Receptive (N=) Reacts calmly and sensibly under normal circumstances. Can react

Reactive (N+) Reacts emotionally to setbacks and can continue to worry for a long time. Focused on problems rather than solutions.

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| Subject | Not Fit | Average | Right Fit | Best Fit |
|---|---|---|---|---|
| Accounts | | | | |
| Business Studies | | | | |
| Economics | | | | |
| English | | | | |
| Geography | | | | |
| Home Science | | | | |
| Sociology | | | | |
| Physical Education | | | | |
| History | | | | |
| Dance | | | | |
| Arts | | | | |
| Psychology | | | | |
| Fashion Studies | | | | |
| Political Science | | | | |
| Music | | | | |
| Physics | | | | |
| Agriculture | | | | |
| Astronomy | | | | |
| Biology | | | | |
| Chemistry | | | | |
| Physics | | | | |
| Maths | | | | |
| Computers | | | | |
| Chemistry | | | | |

# CAREER GUIDANCE (CLASS 11-12)

Career guidance is a legitimate choice for a student to choose the right career option and courses after 12th and be able to land safely on the desired career track.

Discover the road map of career options and best courses after 12 th for the students to achieve specific milestones through a series of psychometric tests.

Career Guidance can help clarify thought process by identifying the interests and skills of a student and helps decide best career options to choose based on their stream.

## Your Personality – Who you are? and How can you grow?

### Extrovert

**Style -** Energetic, Expressive, Prominent, Joyful, Friendly, Engaged

You tend to talk first & think later, know a lot of people, don't mind having a conversation and are approachable.

### Sensing

**Style -** Realistic, Practical, Concrete, Traditional, Observant, Factual

You'll get your information from external events; tend to be practical, base your decisions on experience, are down to earth, and notice details.

*"I have no special talent. I am only Passionately curious."*

*- Albert Einstein*

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## Career Clusters Mapping based on your Interests

| | | |
|---|---|---|
| **Arts, A/V Technology & Communications** | 4 | You are inclined towards visual and performing arts, areas of journalism, broadcasting, and films.<br>**Possible Career Options :**<br>News anchors, Newspaper editors, Actors, Directors, Graphic designers |
| **Law, Public Safety & Security** | 4 | You like to deal with the creation, enforcement and application of laws and regulations.<br>**Possible Career Options :**<br>Judges and Magistrates, Social workers, Fire investigators, Criminal investigators, Lawyers, Paralegals and Legal Assistants and managers, Communication directors, Sales and marketing managers, Research Analyst |
| **Human Services** | 4 | You are inclined towards fulfilling the personal needs of other individuals, provide spiritual help to others and counsel people in need of emotional support.<br>**Possible Career Options :**<br>Counselling psychologists, Mental health and substance abuse social workers, Teaching assistants, Nutritionist, Social and Community service managers |
| **Hospitality & Tourism** | 4 | You are inclined towards managing, marketing and operating food and travel related services.<br>**Possible Career Options :**<br>Sales managers, Food service managers, Translators, Travel consultants |

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### Recommended Cluster - 1

#### Human Services

**Transportation, Distribution and Logistics** typically involves planning, distribution, management and logistics of goods and materials, support services and storage facility management. This involves working indoors as well as outdoors.
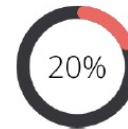
### Recommended Pathways

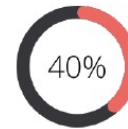| | | |
|---|---|---|
| Care Home Worker | | 50% |
| Social Worker | | 50% |
| Food Service Manager | | 100% |

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## Your Aptitude- Areas of Strength for you

### Vocabulary

Excel in areas that require comprehension and communication skills and clearly understand the meaning behind words and deal with complicated ones effectively.

**20%**

### Sequential

See the big picture and can easily organize ideas and concepts in their mind, even without instructions to help.

**40%**

*"Coming together is a beginning; keeping together is progress; working together; is success."*

*- Henry Ford*

# OUR TESTS CAN BE USED EFFECTIVELY AT THE TIME OF ADMISSIONS

- Class-Sections can be assigned to the students based on

  Learning style like

  - Visual
  - Auditory
  - Bodily Kinesthetic

  Aptitude

  - Sequential, Logical, Arithmetic oriented
  - Vocabulary, Language and Verbal Reasoning
  - Mechanical Aptitude
  - Spatial, Speed & Accuracy

  Personality and Interest

# VALUE PROPOSITION

## *PARENTS / STUDENTS*

- ✓ Know your Personality, Interests, Cognitive Abilities and Aptitude
- ✓ Deeper understanding of self
- ✓ Better understanding of learning styles
- ✓ Ability to improve your skills and learning abilities with better self knowledge
- ✓ Perform better with right Stream and Subjects
- ✓ Plan a better future and an accomplished life with your best fit career option

## *INSTITUTIONS*

- ✓ Online career guidance based on scientifically designed psychometric tests
- ✓ Stronger understanding of learning style and detailed Personality profile of each student
- ✓ Ability to recommend right stream and subjects based on scientific assessment
- ✓ Recommend best fit Career Option based on individual strengths
- ✓ Partner share for Institutions as a %age of overall sales amount

# CONFIDENTIALITY NOTICE