

BRANTON CAREER DIRECTION MODELSM: TEN BUILDING BLOCKS, ELEMENTS, & ASSESSMENTS
Nancy Branton, M.A., PCC, CEO of Workplace Coach Institute, Inc. (www.workplacecoachinstitute.com)

<p style="text-align: center;">1. Who am I?</p> <p>Personality/Work Styles: MBTI® (www.cpp.com), Golden Personality Type Profiler (www.goldenllc.com), Page Work Behavior Inventory (www.aai-assessment.com)</p> <p>Brand Attributes: Reach 360° (www.reachcc.com/360Reach), Via Signature Strengths (www.viacharacter.org/VIASurvey/tabid/55/Default.aspx)</p>	<p style="text-align: center;">2. What Are My Natural Strengths?</p> <p>Aptitude: Applied Reasoning Test (http://aai-assessment.com)</p> <p>Intelligence: Birmingham Grid for Learning Multiple Intelligences http://www.bgfl.org/bgfl/custom/resources_ftp/client_ftp/ks3/ict/multiple_int/index.htm</p> <p>Natural Strengths: Clifton StrengthsFinder (www.strengthfinder.com)</p>
<p style="text-align: center;">3. What Do I Know and Do Well?</p> <p>Knowledge, and Competencies & Skills: Page Work Behavior Inventory (above), AAI° 360 Assessment (http://aai-assessment.com), Voices® (www.lominger.com), Profilor Multi-Rater Feedback, (www.personneldecisions.com), ONET® Online Skills Search (http://online.onetcenter.org/skills), 360° Reach (above), <i>Test Your Own Job Aptitude</i> book</p> <p>Abilities: O*NET® Ability Profiler™ (www.onetcenter.org/AP.html), CareerLeader® Ability 360° (www.careerleader.com)</p>	<p style="text-align: center;">4. What Interests Me?</p> <p>Career Interests: Career Liftoff Interest Inventory (www.careerliftoff.com), Strong Interest Inventory (www.cpp.com), CareerLeader® (www.careerleader.com), Campbell™ Interest and Skill Survey (www.pearsonassessments.com)</p> <p>Passions: Core Passion Assessment™ Tool (www.corepassion.com) Passion Test (www.thepassiontest.com)</p> <p>Subjects of Interest:</p>
<p style="text-align: center;">5. What am I Motivated to Do?</p> <p>Motivated Skills: Knowdell™ Motivated Skills Card Sort (www.careertrainer.com), SkillScan™ Career Driver (www.skillscan.com), Employee Motivation Instrument (www.SHL.com)</p> <p>Enjoyable Accomplishments: Dependable Strengths for the Internet (www.quintcareers.com/Dependable_Strengths.html)</p>	<p style="text-align: center;">6. What are My Important Values?</p> <p>Career Values: Career Anchors (www.careeranchorsonline.com), Knowdell™ Career Values Card Sort (www.careertrainer.com), Rokeach Value Survey (www.cpp.com), Values Arrangement List (www.goldenllc.com), ONET® Work Importance Profiler™ (www.onetcenter.org/WIP.html), Values Card Sort (http://oca.cce.umn.edu/prototypes/cardsort/values/)</p> <p>Life Values: Prioritizing Life Values (http://www.career-test.biz/values_assessment.htm)</p> <p>Income & Benefit Requirements:</p>

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<p style="text-align: center;">7. What Do I Want to Impact?</p> <p>Purpose: Power of Purpose Quiz (http://inventuregroup.com/Resources/Quiz.aspx), Calling Cards: A Journey of Discovery (www.inventuregroup.com), <i>The Path</i> by Laurie Beth Jones</p> <p>Causes:</p> <p>Legacy:</p>	<p style="text-align: center;">8. What Do I Choose to Do?</p> <p>Roles:</p> <p>Career Field:</p> <p>Jobs/Occupations:</p>
<p style="text-align: center;">9. How Do I Want to Do It?</p> <p>Social Environment:</p> <p>Physical Environment:</p> <p>Work Hours/Flexibility:</p> <p>Amount of Travel:</p>	<p style="text-align: center;">10. Where Do I Want to Do It?</p> <p>Industries:</p> <p>Organization Size and Culture:</p> <p>Ideal Companies:</p> <p>Departments:</p> <p>Geographic Location:</p> <p>Commute Distance and Mode of Travel:</p>