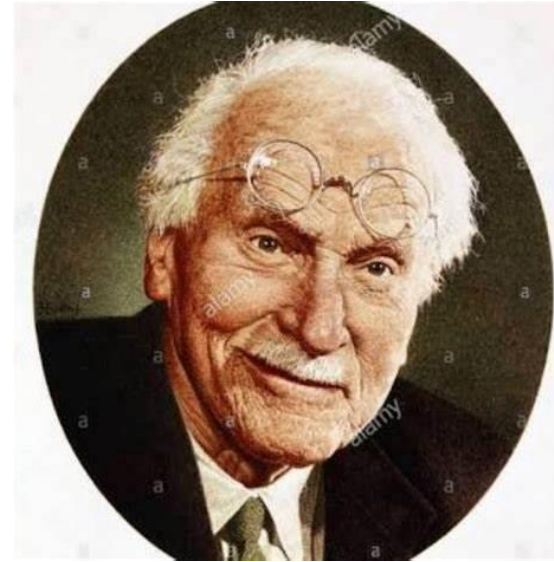


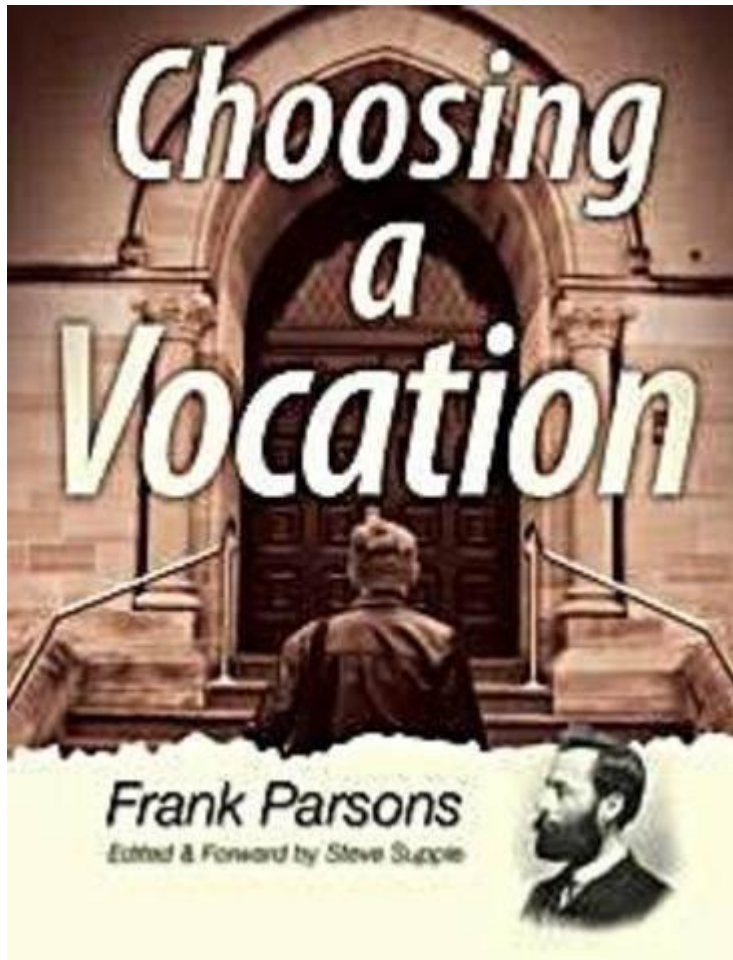
A Fresh Look at Career Matching



By
Dr. Michelle Stewart



Carl Jung - Personality Type Indicators
Jung's original typology is built on two personality attitudes: extroversion and introversion. And four functions (or modes of orientation): thinking, sensation, intuition, and feeling.



Frank Parsons (1854-1908)

'if a young man chooses his vocation so that his best abilities and enthusiasms will be united with his daily work, he has laid the foundations of success and happiness'

Labour Market Intelligence

‘Careers advisers are expert at interpreting LMI and using this with students to enable them to make effective career decisions’ (DfE Statutory Guidelines 2023, p.21).





John Holland (1919-2008)



Myers-Briggs Types Inventory



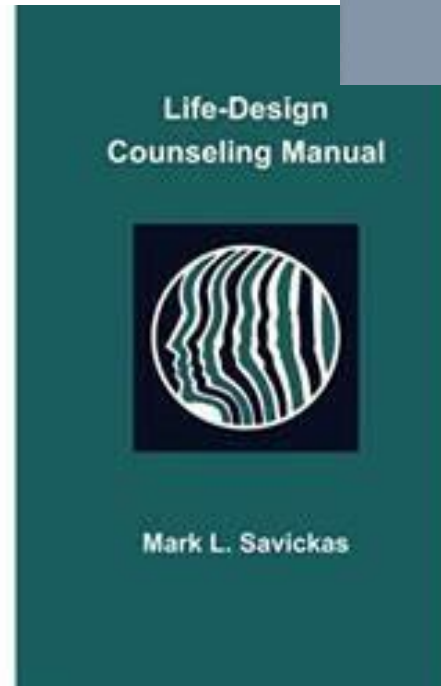
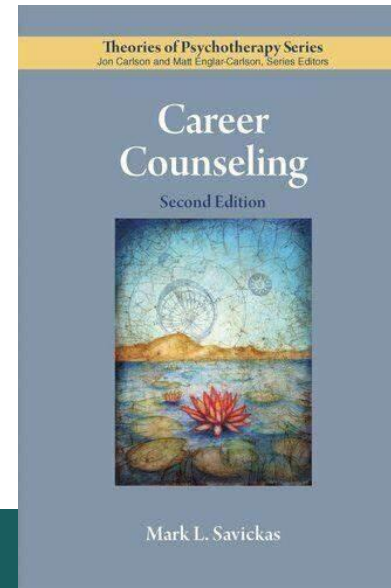
Understanding ourselves helps us to select occupations which are best suited to our personality and lead healthier happier lives.

- Katharine Cook Briggs and Isabel Briggs Myers extrapolated their MBTI theory from Carl Jung's writings in his 1921 book 'Psychological Types'.
- They began creating their indicator during World War II (1939-1945) in the belief that a knowledge of personality preferences would help women to identify war-time jobs that would be the most comfortable and effective for them.
- Briggs Myers Type Indicator Handbook, published in 1944, was re-published as 'Myers–Briggs Type Indicator' in 1956.

Careers Toolkit



Mark Savickas - Life Design

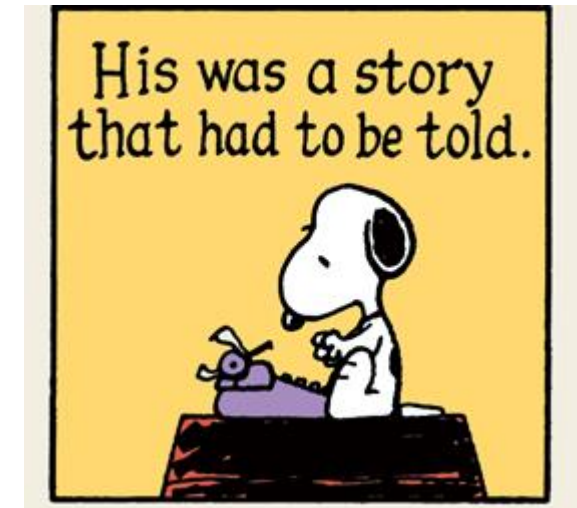


Story telling -
narrative approach



Savickas's six favourite questions are:

1. Role model when young (can be from posters, book, TV)
2. Favourite magazine / TV show
3. Interests / hobbies
4. Favourite books
5. Favourite saying or motto
6. Favourite school subject / those you hated and why





THE END

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