

# CPT™

## Career Preference Test

PRODUCT FOCUS

- K-12 School Education 
  Higher Education  
 Vocational Education & Training 
  Corporate Learning & Development

MARKET FOCUS

- B2E 
  B2B 
  B2C 
  B2G

Career Preference Test (based on the Theory of Multiple Intelligences propounded by developmental psychologist Dr. Howard Gardner) profiles individuals on eight distinct mental abilities. Certain innate abilities lend themselves more easily to certain careers. The Career Preference Test (CPT) places emphasis on identifying your strengths so that you can use this information as the basis for career choices.

### Benefits of CPT

- Identification of each individual's dominant and non-dominant intelligences
- Informed choice of higher education and careers based on a person's dominant intelligence
- Experience a more positive and rewarding educational experience due to considered choice after evaluating multiple options, including many not considered due to lack of exposure
- Opportunity to address non-dominant intelligences and develop those traits in a non-threatening environment
- Analysis highlights uniqueness of each individual

### Program Highlights

- 8 intelligence preferences surveyed (Logical-Mathematical, Spatial, Musical, Interpersonal, Intrapersonal, Naturalist, Linguistic, Bodily-Kinesthetic)
- Developed by experienced Psychologists
- Tested across students from 9 schools

### Features

- 104 multiple-choice survey questions
- No time limit; most individuals take 20-40 minutes to complete the survey
- Graphical representation of Dominant Intelligences
- Each individual's intelligence descriptions, typical preferences & careers and preferred learning style highlighted
- Instantaneous results

### Career Preference Test (CPT) Profile

