



# CASE STUDY: PERSONALITY ASSESSMENT FOR CAREER EXPLORATION AND EMPLOYMENT PLANNING

THE WOOFFOUND VISUAL PERSONALITY ASSESSMENT

NAWB FORUM TOOLSHOP  
MARCH 21, 2016

# Agenda

- What is Woofound
- Case Study: Personality Assessment for Career Exploration and Employment Planning
- More about Woofound
- A Few Questions
- Take the Woofound Assessment and Contacts

# What is Woofound?

- A engaging, fast, accurate and visual personality assessment tool that integrates results with careers, jobs and education/training resources
- A tool that works on devices ranging from desktop PCs to smartphones
- A tool used by dozens of WDBs nationwide, including in Seattle, Baltimore, New Haven and Southern Nevada
- An innovative intake experience to help spark career exploration as well as employment and training plans across the full spectrum of the clients you serve
- A tool to use with your team and with employers
- A key partner for Monster in public sector and education



# Jaime Cruz, Chief Strategy Officer Workforce Connections (Southern Nevada's Local Workforce Development Board)

Mr. Cruz is responsible for oversight of Strategic Planning, Quality Assurance, Policy, Analysis, Industry Sector Focus and overall strategy formulation. He is also responsible for the design and implementation of processes that support continual improvement of the local one-stop delivery system, which provides employment and training services to Southern Nevadans.

Before joining Workforce Connections, Jaime held various positions within the Tourism, Gaming and Entertainment industry sector. He was born in Lima, Peru where he earned a Mechanical Engineering degree and later sailed international waters as a Merchant Marine Officer. He immigrated to the USA in 1988 and became a naturalized citizen in 1994.



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# workforce CONNECTIONS

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- *“Full Employment for All Southern Nevadans”*
- *Population in the 4 counties is 2.1 million*
- *Currently 1 comprehensive One-Stop Center and multiple One-Stop Affiliate Sites*
- *Plan in place to transition Affiliate Sites into One-Stop Centers*



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# Improving Service Delivery

- *Making more effective use of client waiting times*
- *Getting a “head-start” on the career coach meeting*
- *Providing “quicker” LMI*



# Igniting the Career Conversation

- *Strengthening the Individual Employment Plans for Adults and the Individual Service Strategies for Youth*
- *Increasing our knowledge of the One-Stop clients*

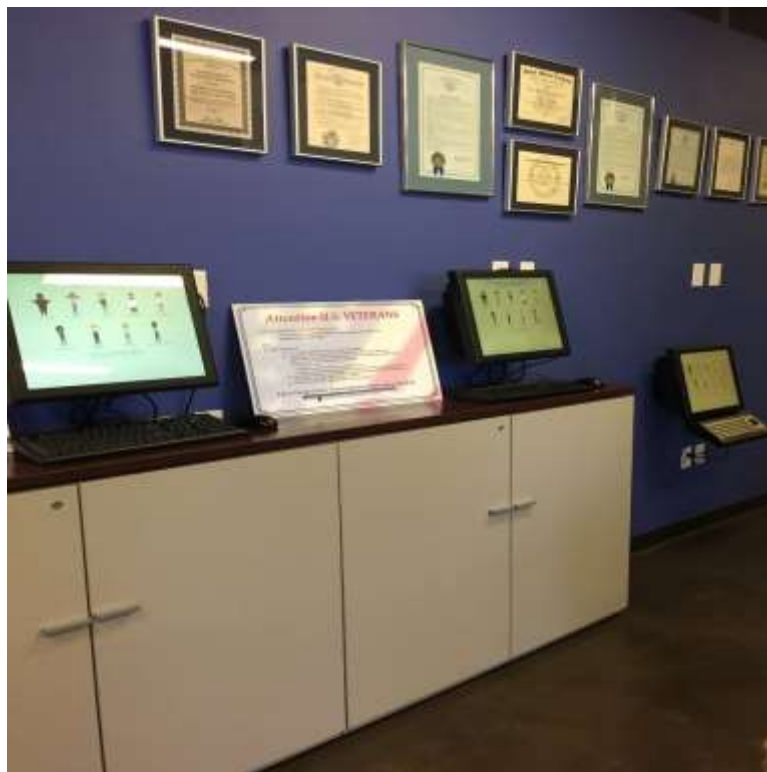


# Accessing the Assessment

- *On kiosks in the waiting area*
- *On computers in the Resource Center*
- *During Career Coach Meetings*
- *On our Website*



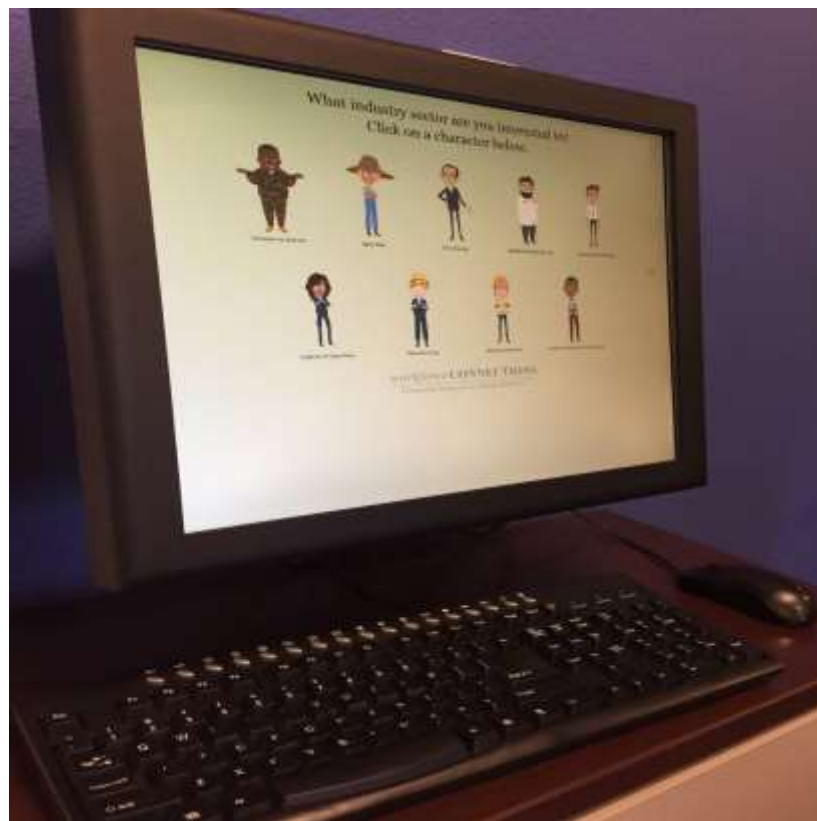
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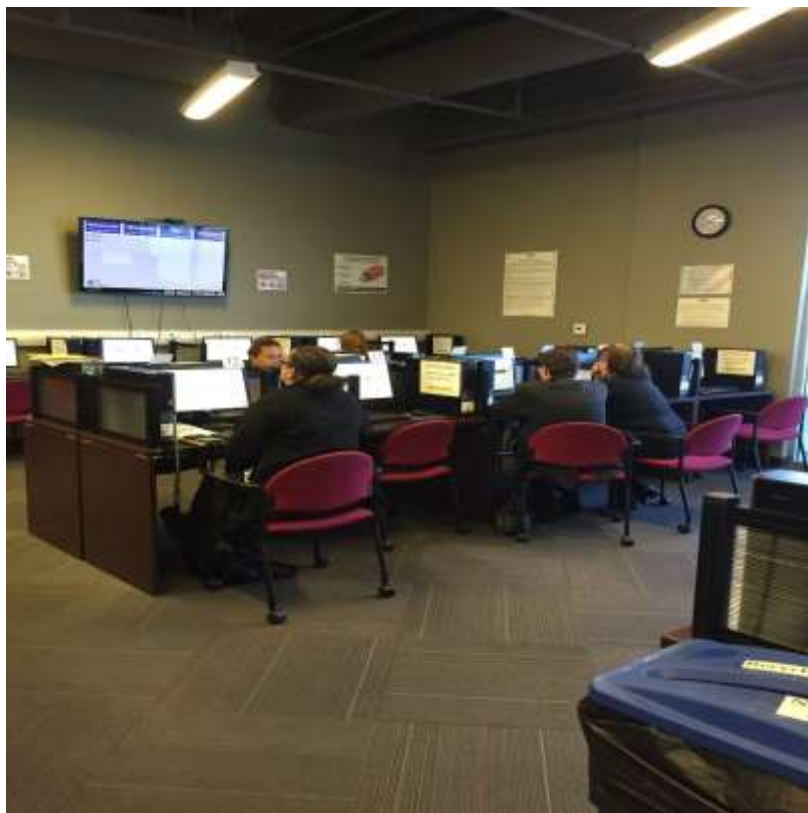
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## Interactive Career Exploration (ICE)



### THE WOOFOUND PERSONALITY ASSESSMENT BY TRAITIFY

The more you know about yourself, the easier it is to choose a career path that best matches you! The 2-3 minute Woofound visual assessment gives you immediate insight into what makes you unique and provides personalized career path recommendations that best match your personality traits.

It's accurate, fast, fun and easy to take!

What do you get?

- A breakdown of how you stack up against Woofound's seven core personality types
- Information about the kinds of people and work environments that help you thrive
- Potential work-related strengths and weaknesses
- Personalized recommendations for careers aligned specifically with your unique set of traits
- Essential details about each career recommendation (what level of education you need, what to expect in terms of salary, potential job growth and more)

How does it work?

As images pop up on your screen, simply select **Yes** or **No**. Woofound's analytical engine immediately converts your **Yes** or **No** responses into a personality profile and uses it to make spot-on career recommendations for you.

## Job Seekers ▾

- General Information
- Funded Partners
- Eligible Training Provider List (ETPL)
- One-Stop Career Center Website
- Interactive Career Exploration (ICE)
- Need Assistance?
- Take me to the Home Page





# Taking it to the streets...

- *Interactive Career Exploration Kiosk*
- *Green Mobile Classroom*
- *Mobile One-Stop*





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# Customizing to our needs

- *Used the “Manage Career Links” feature in Woofound to integrate our existing STEM Career Exploration Workshops to the recommended occupations*
- *Personalized assessment recommendations now include no-cost Career Exploration workshops aligned with Nevada’s Key Industry Sectors*





# Moving forward...

- *Using more of the Woofound features like “Manage Employers” and “Manage Data Fields” to leverage existing resources and increase value to our clients*
- *Using the “Analytics” feature to maximize understanding of our clients and build appropriate capacity to meet their needs*



# Success Story

- *One-Stop Career Center Affiliate Site: HELP of Southern Nevada*
- *Helping both the Career Coach and the Client*





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*“With minimal upfront time investment, the assessment gives our clients valuable Labor Market Information before their meeting with the Career Coach. It helps the Career Coaches better understand their client and initiates a productive Career Pathway conversation. Together they can quickly focus on the specific training and/or employment needs of the client.”*

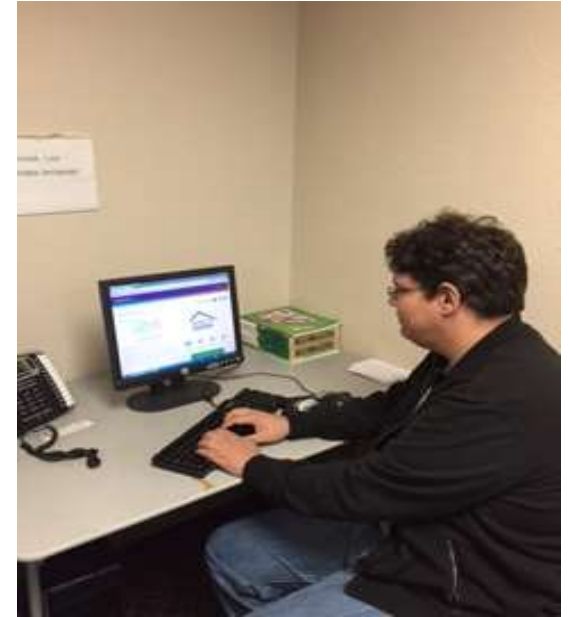


Paula McDonald  
Program Director  
HELP of Southern Nevada



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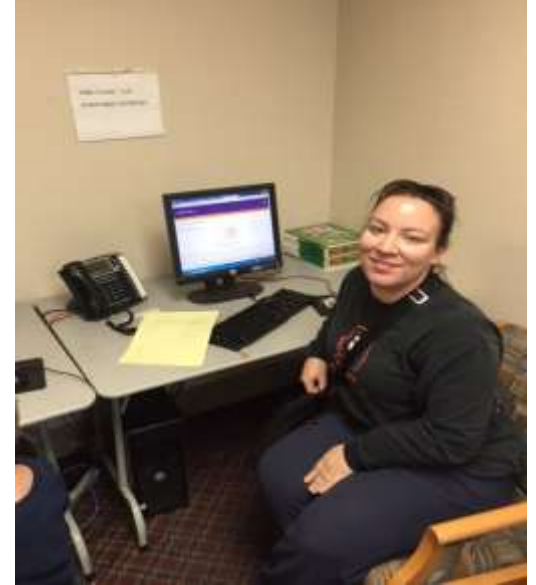
*I found Woofound very user friendly. The assessment tool uses both pictures and words. My preference were the words because I tend to be very analytical, detailed and word oriented. The assessment accurately reflected my interest and skill sets in the fields of science and technology. The Career Coach and I found the results very useful during the first individual session. It provided spot-on career guidance and helped us establish my Individual Employment Plan.”*



Robert Reiss  
WIOA Services Client  
HELP of Southern Nevada

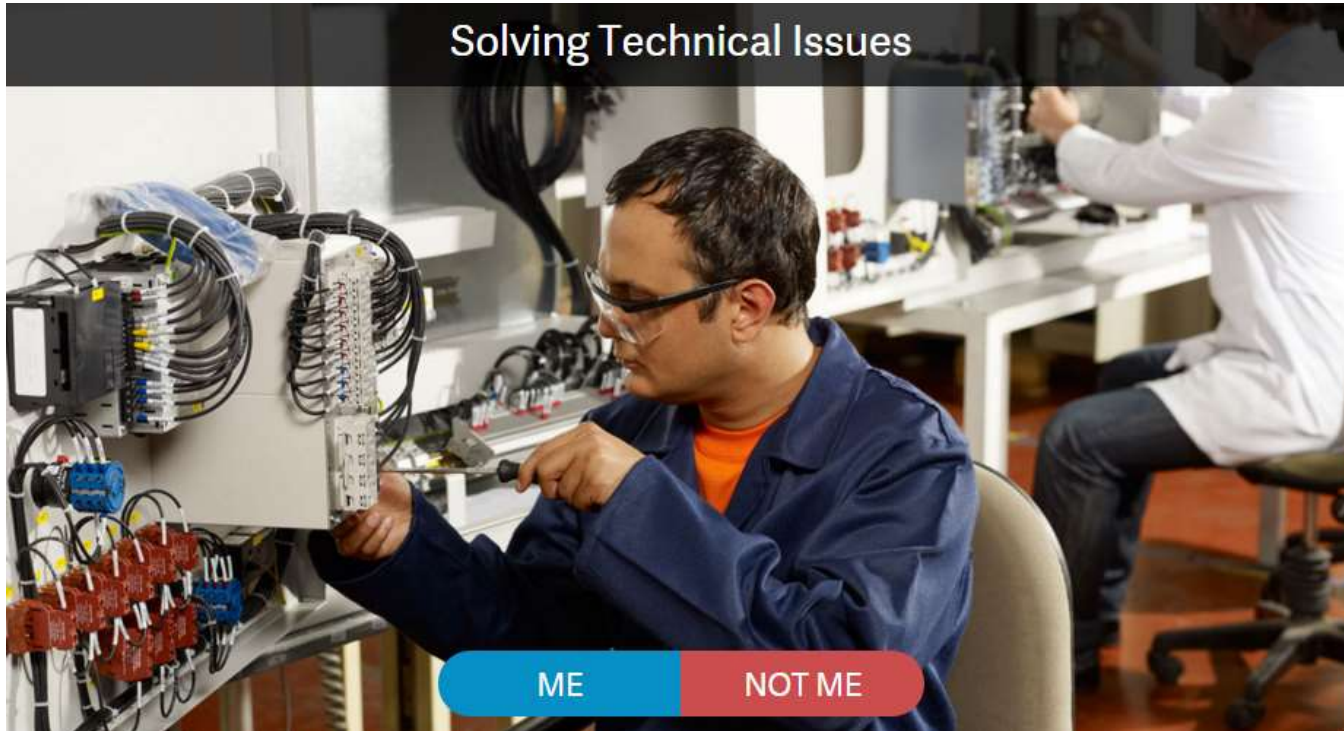


*“I love the medical field, problem solving and helping people. When I took the Woofound assessment it was fun and interesting. I took the results along with me to my first meeting with my Career Coach. We discussed my career plans and we developed a personalized plan for training in order to achieve my goal to be a Phlebotomist. I am currently attending classes and looking forward to applying my new skills in the medical field of Phlebotomy.”*

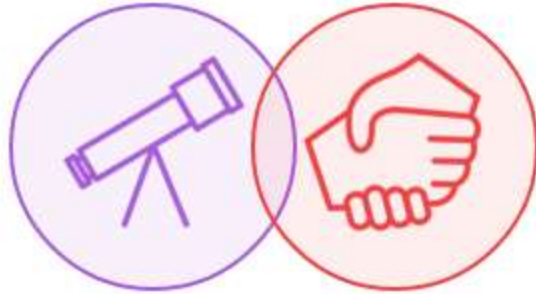


Jenny Green  
WIOA Services Client  
HELP of Southern Nevada

# Woofound: The Assessment



# Instant Personality Results



Visionary/Mentor



# Personalized Career Recommendations

## SEARCH

es. Accountant

## FILTER

Best Match

View All

## EDUCATION LEVEL

None

High School Diploma

Associate's Degree

Bachelor's Degree

Graduate Degree

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Directors, Religious Activities and Education

Plan, direct, or coordinate programs designed to promote the religious education or activities o...

Experience Level



Education

Bachelor's Degree

Match Rate 75.9%



Education Administrators, All Other

All education administrators not listed separately.

Experience Level



Education

Associate Degree

Match Rate 74.8%



First-Line Supervisors of Personal Service Workers

Directly supervise and coordinate activities of personal service workers, such as flight attendant...

Experience Level



Education

Associate Degree

Match Rate 72.4%



Aircraft Launch and Recovery Officers

Plan and direct the operation and maintenance of catapults, arresting gear, and associated mechanical...

Experience Level



Education

Associate Degree

Match Rate 72.2%





# Relevant Career Information



## Training and Development Specialists

Design and conduct training and development programs to improve individual and organizational performance. May analyze training needs.



Print

### CAREER INFORMATION

 Salary Mean:

\$60,780

 Education:

Bachelor's Degree

 Local Salary:

 Research Salary

 Bright Future:



 Employment Growth:

15.50%

 Green Career:



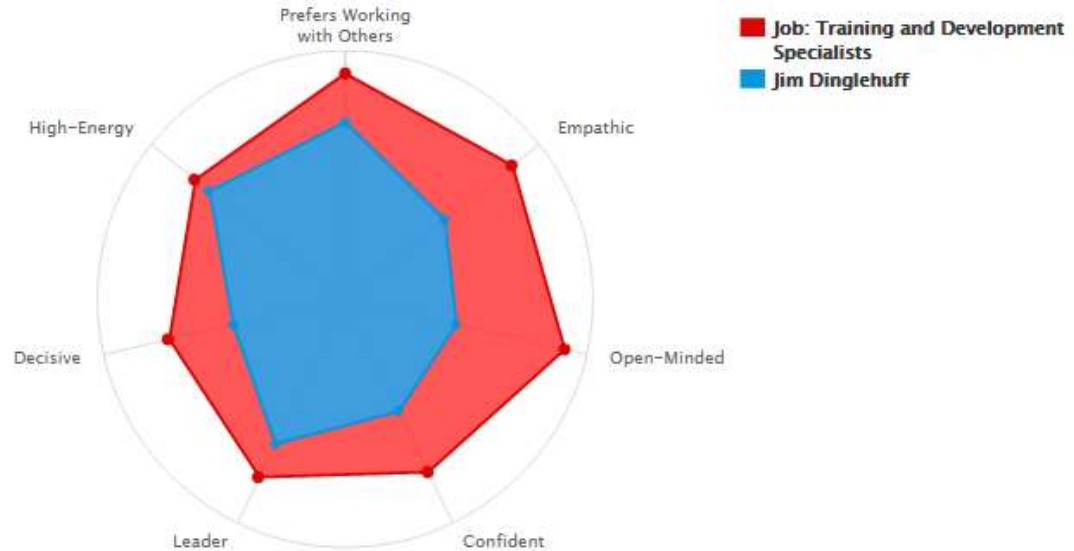
Help ?

[View Career Details on O\\*Net](#)

# Compare User to Ideal Candidate

## 📍 MATCH RATE

This career matches your personality by 69.6%.






# Powerful Admin Interface and Tools




# Customization and Training

Images



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Logo  No file chosen  
235x60 pixels recommended



Background  No file chosen  
1200x800 pixels recommended; for Registration page

## Sub-Organizations

Name City, State

No Sub-Organizations Exist Yet



### Woofound Training Videos

As an Administrator of Woofound, there are many powerful features you can utilize to enhance your experience and improve the career guidance provided to your users. This brief video series covers many of the useful elements and tools within Woofound.



## Try the Assessment

- Stop by our booth (#505) to try it and get a demo
- Go to [mgs.woofound.me](https://mgs.woofound.me) and create an account

## Contact Us

- Jaime Cruz, [jcruz@nvworkforceconnections.org](mailto:jcruz@nvworkforceconnections.org)
- Bruce Stephen, [bruce.stephen@monster.com](mailto:bruce.stephen@monster.com)