

# The Power of **Personality** Profiling

**Marketing programs to generate leads and engage  
with International Students**



**AIEC Hobart 2017**

Nathan Chanesman | CEO MyCareerMatch

Hung Truong | Head of International Student Recruitment | University of Newcastle

## Our Clients.





Completing a 10 minute career personality profile we identify these characteristics about the student

- Personal strengths and talents
- What makes them unique and how they make a difference
- Careers that best match ... And match these to courses you provide
- How best to communicate with them ... what they'll read and what they'll ignore
- Content to motivate and inspire them ... their hot buttons
  
- Their decision making
  1. what they look for
  2. what concerns them the most
  3. How they make buying decisions
  
- How they manage time, set goals and learn
- How to transition and manage change

Major studies over the past ten years show that when your personality is a good match to the course you are likely to:

- Earn higher grades
- Stick with your choice of major through graduation
- Graduate on time
- Be more satisfied and successful in your career

Tracey R Robbins 2006, “personality – major congruence and college success rate”.  
A longitudinal study, Journal of Vocational Behavior.



# Customised reports are **personalised** for each student with **client** brand and content

MyCareerMatch Career Personality Profile

**MYCAREER MATCH**  
matching your personality with your career

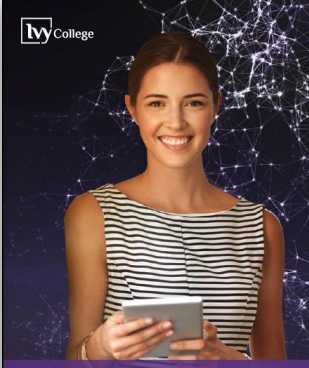
**CAREER PROFILE**

● First Name:  
● Last Name:  
● Date:

**GLOBAL REACH**  
education matters  
www.globalreach.in

Name: ANKISH  
Profile: ANKISH

Ivy College



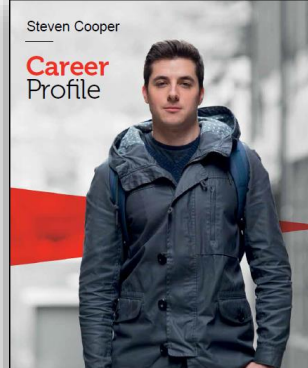
**Your Career Profile**  
Elise Smith  
19 January 2016, 9:34

Call us on 1800 659 881  
to speak to a  
Course Advisor

or visit us online  
www.ivy.edu.au  
RTO Code: 60718

Steven Cooper

**Career Profile**



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**RMIT UNIVERSITY**

navitas Nathan Chanesman  
Sydney Boys High School

**Your career profile**



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Middlesex University London

**Your career match**

First Name:  
Last Name:  
Report Date:

Profile: Analyst  
www.MyCareerMatch.co.uk  
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Charles Sturt University

**Your Career Match**

● First Name: Sam  
● Last Name: Sample  
● Date: 18 June 2013, 10:10

**Curious about your perfect career?**

So are we

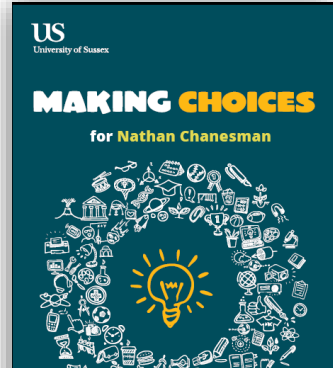
All Charles Sturt University web before university and personal based on all the data to provide knowledge. Use the 'Your Career Match' tool to identify your passions and explore the possibilities for your next career move.

www.CSUAmbassadors | 1800 334 720

Name: Sam Sample  
Profile: DESIGNER  
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US University of Sussex

**MAKING CHOICES**  
for Nathan Chanesman

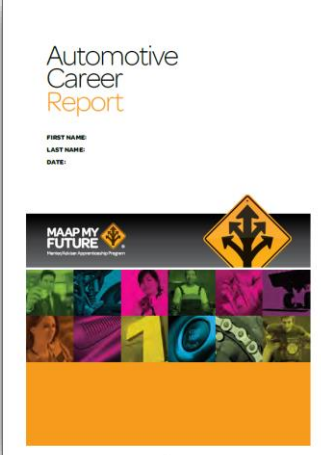


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Automotive Career Report

FIRST NAME:  
LAST NAME:  
DATE:

**MAP MY FUTURE**  
MyFutureFinder.com.au



Northern Sydney Institute Part of TAFE

**Your Career Profile**

First Name: Sam  
Last Name: Sample  
Date: 9 May 2014, 16:34



Nath Chanesman

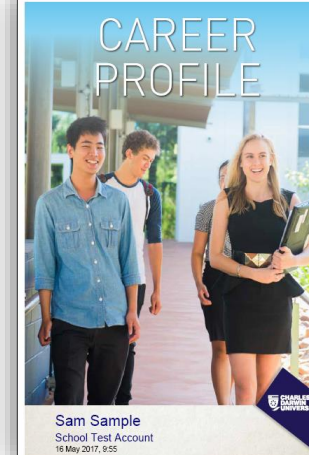
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www.migas.com.au

**CAREER PROFILE**

● First Name: Sam  
● Last Name: Sample  
● Local High School  
● Date: 5 October 2017, 15:17



Sam Sample  
School Test Account  
16 May 2017, 9:55

CHARLES STURT UNIVERSITY

**CAREER PROFILE**

● First Name: Sam  
● Last Name: Sample  
● Local High School  
● Date: 5 October 2017, 15:17

**University of South Australia**

Profits brought to you by The University of South Australia (www.unisa.edu.au) in partnership with www.mycareermatch.com.au career assessment specialists.

Name: Sam Sample  
Profile: DESIGNER/ANALYSER

Career FAQs CAREER PERSONALITY PROFILE

Report generated for



You are a **Promoter Analyser**

**CAREER FAQs**

My Future Finder Career Personality Profile

**My Future Finder**

● First Name: Sam  
● Last Name: Sample  
● MyCareerMatch University Sample Report  
● Date: 4 February 2016, 16:21

**une**  
University of New England

Name: Sam Sample  
Profile: DESIGNER/ANALYSER



## MAKE THE RIGHT CHOICE FOR YOUR FUTURE.

Want to be a leader in your field? Want to make a difference in the world? Want to explore your options and make the right choice for your future? We've got you covered. Our experts will help you explore your options and make the right choice for your future.

- Meet with our experts for a free, no-obligation career consultation
- Explore your options and make the right choice for your future
- Discover the latest in career advice and resources
- Get the inside scoop on the latest in career trends
- Find out how to make the most of your university experience

University of South Australia

## A brighter future

University study can open doors to a brighter future.

Why have any of us chosen to study?

- wanting to learn
- wanting to gain skills
- wanting to get a job
- wanting to make a difference
- wanting to explore your options
- wanting to make the most of your university experience

University of South Australia

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Course	Mode	Start Date	End Date
Accounting	Online	15 Feb	15 Aug
Business Administration	Online	15 Feb	15 Aug
Computer Science	Online	15 Feb	15 Aug
Engineering	Online	15 Feb	15 Aug
Health Sciences	Online	15 Feb	15 Aug
Law	Online	15 Feb	15 Aug
Marketing	Online	15 Feb	15 Aug
Psychology	Online	15 Feb	15 Aug
Social Work	Online	15 Feb	15 Aug
Teaching	Online	15 Feb	15 Aug
Visual Arts	Online	15 Feb	15 Aug

Apply now to begin 29 June  
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 1000 888 845

## U STUDY. U PLAY. U HOPE. U PARTY. U TEXT. U WORK. U QUESTION. U DREAM. U FACEBOOK. U TWEET. U SHOP. U CRY. U EAT. U PLAN. U STRESS. U SLEEP. U SING. U DOWNLOAD. U WONDER. U TRAVEL. U LAUGH. U EXPLORE.

### HOW DO YOU FIT IT ALL IN?

CAREERS AND EMPLOYMENT EXPO

Date: 7 - 8 May 2015  
 Time: 9:30am - 4pm, Sat 8 May: 10am - 4pm  
 Venue: Brisbane Convention & Exhibition Centre, 177 Meades & Gateway Sts, South Brisbane  
 Free Entry

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## We're in the Top 5% worldwide.

What will you study?  
[griffith.edu.au/futurestudents](http://griffith.edu.au/futurestudents)

Know more. Do more.

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### Sunday 12 Aug

Register now at  
[griffith.edu.au/openday](http://griffith.edu.au/openday)  
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Know more. Do more.

## Imagine a place where you can prepare for uni for free...

### Your place.

The Future Learning Program (FLP) is a free program that allows you to prepare for university at home. You can study for up to 10 hours per week, at your own pace, and for free. The program covers a range of subjects, including English, Mathematics, and Science. You can also receive support and advice from our experts.

Apply now for admission:  
 1800 734 327  
[www.unsw.edu.au/futurelearning](http://www.unsw.edu.au/futurelearning)  
[enquiries@unsw.edu.au](mailto:enquiries@unsw.edu.au)

## IT'S MY UNIVERSITY MAKE IT YOURS

UNIVERSITY IS NOT JUST ABOUT GOING TO LECTURE. IT'S ABOUT DEVELOPING YOURSELF AS A PERSON.

Why wait to start your studies?

Apply now to start your studies at ACU. We have a range of courses available for online study, so you can fit your studies around your lifestyle.

ACU

## There's more than one way to start your NextLife

There's more than one way to start your NextLife. You can study for up to 10 hours per week, at your own pace, and for free. The program covers a range of subjects, including English, Mathematics, and Science. You can also receive support and advice from our experts.

Apply now to start your studies at ACU. We have a range of courses available for online study, so you can fit your studies around your lifestyle.

ACU

## A LIFE LESS ORDINARY

### DO SOMETHING YOU LOVE

ACU

Apply now to start your studies at ACU. We have a range of courses available for online study, so you can fit your studies around your lifestyle.

ACU

## RU MOBILE?

### interact with RMIT

Stay connected with everything that's going on at RMIT through web, mobile and social networking. You won't miss a thing.

RMIT

## DEAKIN OFFERS A TOTAL UNIVERSITY EXPERIENCE

At Deakin it's your choice. Multiple courses with all your subjects, a two-year pathway, full-time and part-time study, on and off-campus study, and more. You'll have the flexibility to choose your study to suit your lifestyle. If you are a student of taking a year or two off from study, to work, travel, or volunteer, Deakin's new gap year program is available to support you. As a student at Deakin you'll also be able to negotiate a placement or work experience. You'll receive a quality education that offers flexibility and prepares you for the world ahead. Our courses are designed to meet the needs of the future and our support services will ensure you have a successful learning experience and guide you to achieve your individual career aspirations.

With more than 500 courses to choose from, Deakin offers you a broad range of options. Choose a course to suit your needs and interests. Most programs have an Australian and international intake, so you can study in your home country or abroad. Deakin offers a range of flexible options.

DEAKIN Worldly

## Designed for Life

Avondale

## Motorbike rider Energetic Road tripper Loyal Uni club member Future dentist La Trobe student

### My Life In His Possibilities

La Trobe University

## Study at WA's most preferred university.

Apply now to start your studies at Curtin University. We have a range of courses available for online study, so you can fit your studies around your lifestyle.

Curtin University

## Free Campus Tour

A Campus Tour might be just the thing to help you decide where to study.

Apply now to start your studies at Curtin University. We have a range of courses available for online study, so you can fit your studies around your lifestyle.

Curtin University

## THE COURSE YOU NEED FOR THE CAREER YOU WANT.

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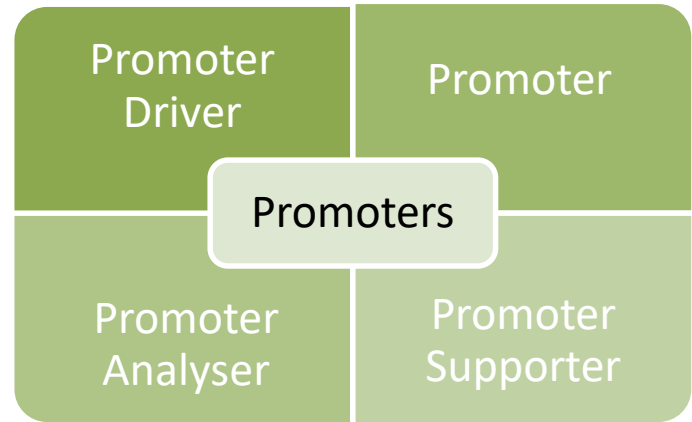
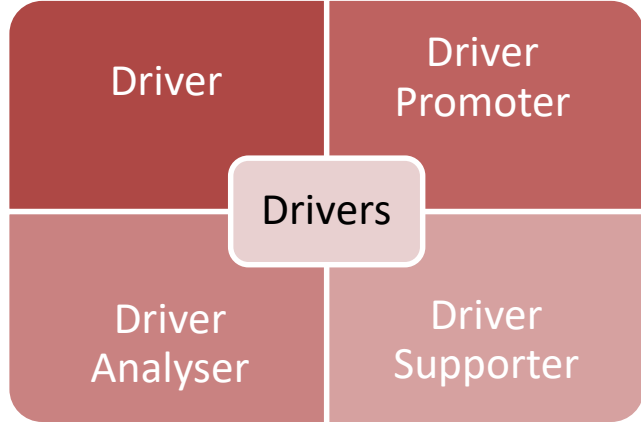
SWINBURNE UNIVERSITY OF TECHNOLOGY

## THAT'S MY PREFERENCE

La Trobe University

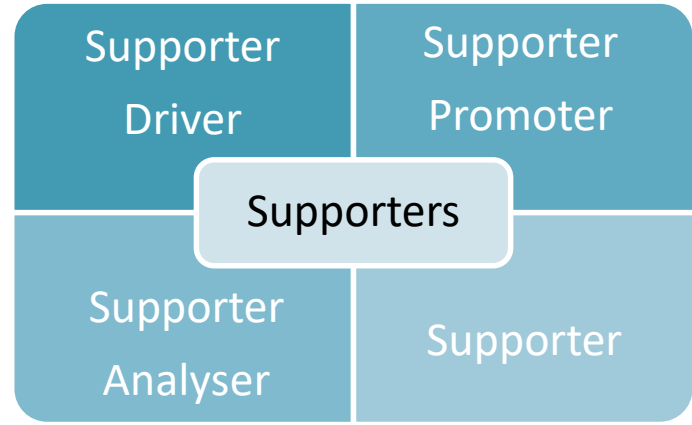
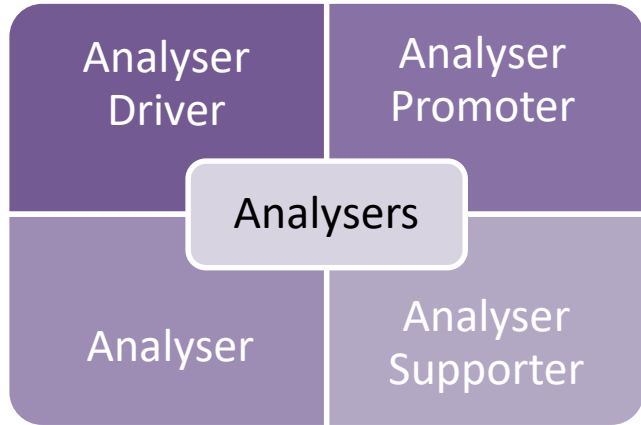
# MyCareerMatch – **DPSA** Personality Profiling

**Drivers** bring problem solving, vision, drive and ambition, confidence and natural leadership.



**Promoters** bring communication and presentation skills, enthusiasm and an ability to work in teams.

**Analysers** bring logical and analytical decision making and strong organisational skills.

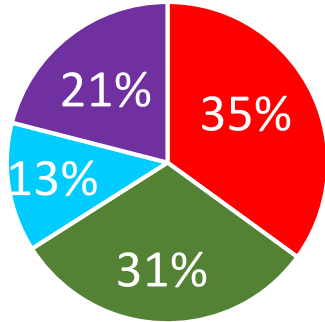


**Supporters** bring friendly work behaviour and are responsible and hard-working, carers who get along with others.



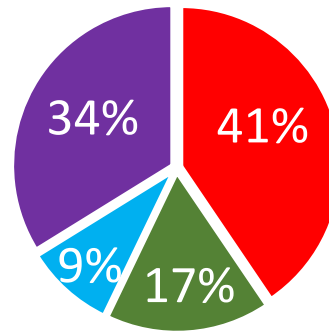
# Comparing student personalities

Australian Students



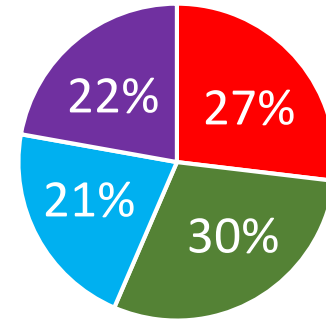
■ Driver ■ Promoter ■ Supporter ■ Analyser

Indian Students



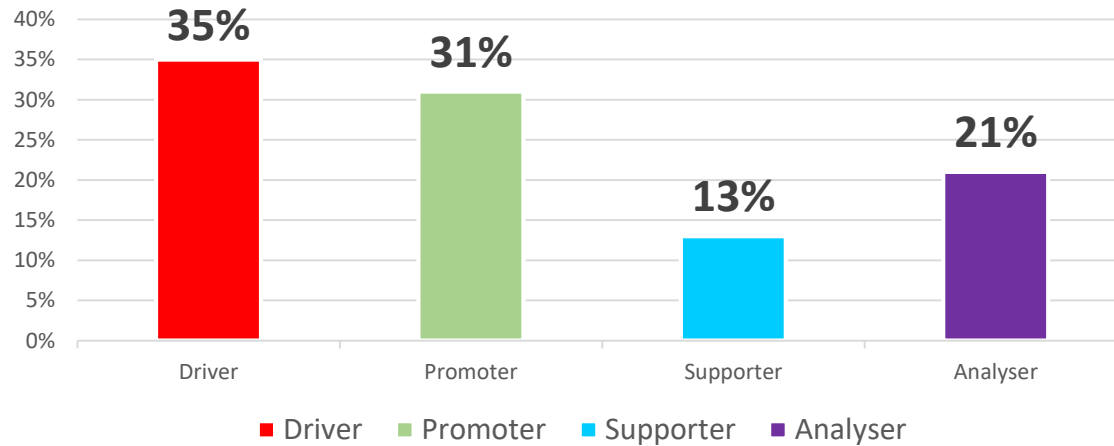
■ Driver ■ Promoter ■ Supporter ■ Analyser

Singapore Students



■ Driver ■ Promoter ■ Supporter ■ Analyser

# Australian job - market



Skills Shortage List 2017
Accountant
Engineers
IT
Medical
Nurses
Scientists
Teachers
Technicians
Telecommunications
Trades

Business  
 Communication, Media  
 Law & Security Protection  
 Management  
 Sales & Advertising  
 Sports & Fitness

Beauty, Fashion & Design  
 Entertainment  
 Hospitality, Events & Travel  
 Human Resources & Recruitment  
 Marketing  
 Retail & Wholesale

Administration & Clerical  
 Animal Care  
 Community Service  
 Healthcare  
 Logistics & Transport  
 Service Industry

Construction & Trades  
 Education  
 Engineering  
 Finance & Banking  
 Information Technology  
 Medical  
 STEM

# **Case Study**

**Fill out the form**  
to find out how!

\* First Name:

\* Family Name:

\* Email Address:

\* Country Code:  
234 - Nigeria

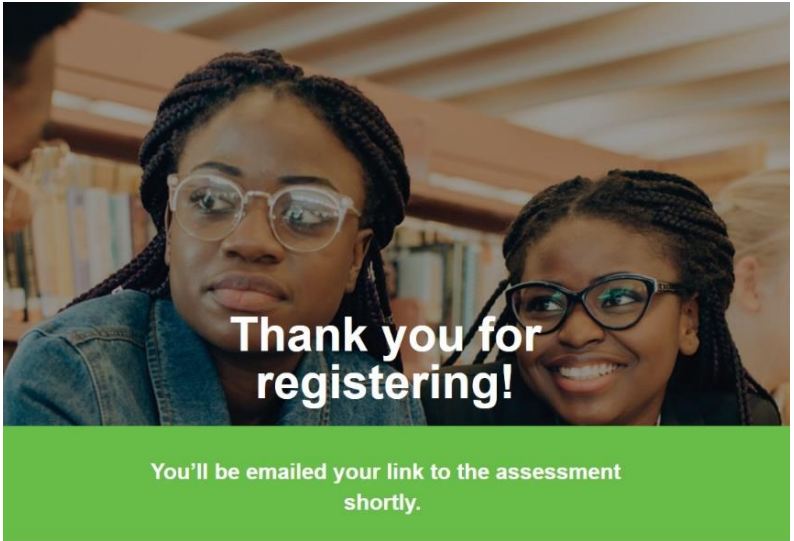
\* Mobile:

\* High School:

\* Which Year Will You Graduate From Your High School?  
Select...

\* Which Country Would You Prefer?  
Select...  
Australia  
Canada  
UK  
USA

an education provider that delivers an extensive range of educational services to over 120 institutions in 31 countries. – [Click images to view site.](#)



Students are emailed a unique link to complete their personality profile and instructions to go to the profiling questionnaire site..

**navitas**

*Discover your perfect career and the best places to study....*

**Discover your perfect career and best places to study**

Matching who you are with what you do seems like a good idea, yet most people are in jobs that don't match their personal style and natural talent.

MyCareerMatch will help you to ...

- Discover your strengths and talents and the careers that match
- Boost your self awareness of the things you're good at
- Use personal content from the report to strengthen your resume or CV
- View study destination options that match your educational pathway

**START NOW**

LICENCES TO NAVITAS  
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The site is hosted by MyCareerMatch. The 10 minute questionnaire is immediately available for students to download a copy is to the teacher and to Navitas.





Brian Knox  
Sydney Boys High

# Your career profile

Navitas  
in partnership with  
[www.mycareermatch.com.au](http://www.mycareermatch.com.au)  
career assessment specialists

MyCareerMatch UK

Career Person

## Your Top 5 career recommendations

Here's why we suggest these are for you ...

You are good at creating order and using logic to build things step-by-step, your task-oriented approach is ideal for these careers. Your high standards and organisation skills are perfect matches for a career where you could easily take on a leadership role. Your strong leadership skills make you well suited to business. You have a confidence and determination that make you a perfect match for a successful career.



### Business & Management

Business is about managing people, property and products. It's also planning and budgeting and requires financial and training skills as well as communication, marketing and sales expertise.



### Health & Medical

Healthcare is about care, support and rehabilitation of people including diagnosis and testing, health promotion and advice, medical research and testing and working with healthcare professionals.



### Law & Security

Law is about working with legislation and regulation, its legal system and court procedures. It includes commercial, property, family and criminal divisions. Security services supply protection and monitoring for public and commercial safety.



### Finance & Insurance

Finance includes accounting and insurance. Helping people with their financial, accounting and insurance needs including business planning, budgeting and banking services.



### Construction

Construction includes professions expert working machines to do maintenance, construction and design.

## Career Options

Business Analyst  
Business Owner  
Entrepreneur  
Health Services Manager  
Human Resources Adviser  
Management Consultant  
Procurement Manager  
Project Manager  
Purchasing/Supply Officer  
Self Employed

Aged & Disabled Carers  
Dentist  
Dental Hygienist  
Dietician  
GP Doctor  
Medical Technician  
Medical Secretary  
Nursing Support  
Paramedic  
Pharmacist  
Pharmacy Sales Assistant  
Psychologist  
Registered Nurse  
Therapist

Ambulance Officer / Paramedic  
Conveyancer or Legal Executive  
Court or Legal Clerk  
Customs or Border Officer  
Fire or Emergency Worker  
Police Officer  
Security Officer  
Solicitor

Accountant  
Account Clerk  
Bank Worker  
Bookkeeper  
Cashier  
Finance Manager  
Financial Adviser  
Insurance Agent  
Mortgage Broker  
Payroll Clerk

Architect  
Air-Con  
Carpenter  
Caretaker  
Cinema  
Electrician  
Floor an  
Glazier  
Joiner  
Machine  
Painter  
Plasterer  
Plumber  
Surveyor

## UK Places to Study

BCUIC (Birmingham City University)  
CRIC (Anglia Ruskin University)  
EIC (Edinburgh Napier University)  
HIC (University of Hertfordshire)  
ICP (University of Portsmouth)  
ICWS (Swansea University)  
LBIC (Brunel University, London)  
PUIC (Plymouth University)  
UMEC (University of Northampton)

\*Inc Biomedical Science  
BCUIC (Birmingham City University)  
CRIC (Anglia Ruskin University)  
EIC (Edinburgh Napier University)  
HIC (University of Hertfordshire)  
ICP (University of Portsmouth)  
ICRSU (Robert Gordon University, Aberdeen)  
ICP (University of Portsmouth)  
ICWS (Swansea University)  
LBIC (Brunel University, London)  
UMEC (University of Northampton)

BCUIC (Birmingham City University)  
CRIC (Anglia Ruskin University)  
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ICRSU (Robert Gordon University, Aberdeen)  
ICWS (Swansea University)  
LBIC (Brunel University, London)  
PUIC (Plymouth University)  
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CRIC (Anglia Ruskin University)  
EIC (Edinburgh Napier University)  
HIC (University of Hertfordshire)  
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ICRSU (Robert Gordon University, Aberdeen)  
ICWS (Swansea University)  
LBIC (Brunel University, London)  
PUIC (Plymouth University)  
UMEC (University of Northampton)

Name: Nathan Chanesman  
Profile: DRIVER ANALYSER

8

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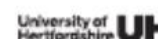
# Study in the UK

Take your first steps towards the career of your dreams with Navitas

- Pursue your bachelor's or master's degree at one of ten top UK universities based in a wide variety of locations
- Choose from courses including Business, Engineering, Accounting, Psychology, Computing and Law
- Flexible intakes for January, May and September
- Numerous work placement opportunities for undergraduate programmes
- Foundation courses and integrated first year courses available



### University partners



Want to find out more?

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or contact your local Navitas office today:

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Russia & CIS: [alla.zhavoronkova@navitas.com](mailto:alla.zhavoronkova@navitas.com)  
West Africa: [westafrica@navitas.com](mailto:westafrica@navitas.com)







Tarhin Navitas Career yana taimaka maka la zabi aikin da yake dama a gare ku. Amma wane aiki ne mai kyau?

Yin aiki mai wuya yana da wuya. Yaya kuke kwatanta ayyukan aikin idan ba ku san abin da wadannan ba jobs ne? Yana son yin tambaya, kuna so ku je Jupiter ko Venus lokacin da ba ku san abin da ko dai bakamar.

Yi la'akari da wadannan tambayoyi:

1. Wace irin ayyukan da suke da ita na bude mini?
2. Menene zai zama kamar aikin wannan aiki?
3. Menene zanyi don in samu can?

A MyCareerMatch sa mu yi amfani da halinka don samun game da ku kuma bayar da shawarar ayyukan ku a'kari. Karfin hali naka zai taimaka maka.

Yi la'akari da zabin aikinku saboda ya dace abin da kuke da kyau a kuma abin da kuke so yin, to kamfanonin da suke bulkatar wa'annan basirar. Alal misali idanlail mutum ne da yake jin dadin mutane da tafiya, me ya sa kake nema aikin aikin ofishin da ke aikitare da bayansi duk rana. Ba ya da ma'ana.

Muna fatan cewa a cikin kamfanonin da muke bayar da shawarar akwai daya zuwa biyu da suka sa ka gano da kuma gano karin game da su.

Bincike ayyukan, duba bidiyon, magana da wanda ya yi wannan aikin kuma ya tattauna da ku iyaye, mai kulawa ko mai ba da shawara. Karin sanar da kai ne, saukin zabin zai kasance.



Name:  
Profile: SUPPORTER ANALYSER

2

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Me ya sa keyi a Birtaniya

Birtaniya ya zama daya daga cikin manyan wuraren da za a yi nazarin a duniya. Tare da hadisai na kyawawan dabi'un da suka shafi shekarun daruruwan da suka wuce, manyan makarantu a kowane kusurwa da kuma sauki fiye da sauran kasashe, Birtaniya yana da yawa don bawa dalibai na Kasashen waje cewa wasu kasashen Ingilishi ba su iya bayar da su ba.

Amma menene ya sa Majalisar Dinkin Duniya ta fita? Me ya sa ya kamata ka zo Birtaniya a matsayin makiyaya don kara ilimin ilimi na duniya?

Amincewa a Duniya

Darasi da kwarewar daga manyan makarantun firamare na Birtaniya suna sanannun ko'ina cikin duniya a matsayin babban ingancin duniya. Wadannan jami'o'in da suka hada da Oxford da Cambridge, sun kafa wannan kyakkyawan kyakkyawan misali, amma al'ada ta shiga cikin jami'o'i da kwalejoji a duk fadin Birtaniya. Lokacin neman aikin a nan gaba, wannan zai iya zama babban sarkar sayar da ku a cikin ni'ma!

Kudin ilimi na Kasa

Kudin ilimi ga dalibai na duniya a Birtaniya zai iya kasancewa kananan idan aka kwatanta da Amurka da sauran kasashe. Shirye-shiryen a Amurka na iya zama \$ 25,000 ko fiye a shekara a cikin takardar makaranta kadai. Makaranta don yawancin makarantun firamare a Birtaniya ya kai kusan £ 6,000 zuwa £ 7,000 a shekara - da yawa! Tunda darajarku za ta dauki lokaci kadan don kammala a Birtaniya fiye da sauran kasashe, wannan zai kare ku kudi. Kodayake shirye-shiryen shekaru hudu suna karuwa a cikin shahararren, yawancin shirye-shiryen digiri a Birtaniya sun kasance shekaru uku, kuma tsarin masters yana yawanci tsakanin shekara daya da biyu.

Ayyukan Ayyuka

Wani dalibi na duniya a Birtaniya yana da izinin yin aiki har zuwa sa'o'i 20 a cikin mako a lokacin lokacin makaranta, kuma har zuwa lokacin cikakken lokacin da makaranta ya bace. Tabbas, ya kamata ku duba tare da mai ba da shawara a duniya a makaranta kafin fara wani aiki - ba ku so ya zama cin zarafin visa, kuma sauya sauyawa akai-akai. Har ila yau, ba saukin saukin samun aiki ba, don haka dogara ga samun kudin shiga don samun kudin ku ilimi bai zama da kyau ba. Sai dai idan ba ku da aikin yi ta hanyar makaranta kafin ku zo, ya kamata ku yi shirin tattara duk shekara ta karatunku ba tare da samun kudin shiga ba. Da fatan a ziyarci shafukan Visa da Shiga da Fice don karin bayani game da aiki a Birtaniya a matsayin dalibi na duniya.

### 选择适合你的职业生涯

获得有趣和令人兴奋的职业生涯的秘诀在于将您的个性风格与您最爱的职业相匹配。职业适合性是由许多因素决定的，包括您的个性风格。如果您根据自己的实力和个性选择职业生涯，您将享受您的工作并在工作中更加快乐。当您的优势与工作相匹配时，这是一个很好的配合。雇主称这些您的就业能力或可转让技能。

在我们的研究中，我们发现人们在获得使用自然优势的工作中最成功。了解您的个性风格是找出你所擅长的最好的方式之一，以及最能匹配的职业。



### 帮助你进行下一步

你的职业生涯比赛报告列出了一些符合人才的职业选择。每个职业都与工作信息相关联，供您研究工作。我们不希望您会被所有这些吸引。从列表中选择您感兴趣的内容，并进行研究以了解更多信息。无论您选择什么职业，您都需要有技能和资格找工作这意味着高等教育和技能或/或学徒训练。

你是唯一的

我们每个人都有很大的潜力，每个人格风格都有自己独特的优点和缺点。你有个人才华你擅长什么你最喜欢做什么，最喜欢什么。这些可以不同于你的家人和朋友，这就是让你独一无二的。我们都有不同的优势，明确的优势可以帮助你决定你想在学校、大学或大学做什么。了解您的优势可以帮助你选择职业，甚至您如何度过您的业余时间。但这不是全部。当您使用自己的优势时，你开始建立自尊心。这是因为使用你的优势给你一种积极的精力，让你有信心你在做好事情。



当大多数人想到澳大利亚时，他们看到内陆布什，袋鼠，考拉和宽敞的空气和清洁空气。然而，澳大利亚还提供更多的东西！许多国际学生因澳大利亚友好，悠闲，优良的教育制度和高标准的生活选择在澳大利亚留学。

成长目的地

澳大利亚是英国世界第三大国际学生，在美国和英国之后。许多国际学生选择在那里学习，因为文化多样，友善的本地人和高素质的教育。全球认可

世界各地的学校和雇主都认可澳大利亚学校的学位。由于澳大利亚教育体系令人印象深刻的国际声誉，澳大利亚学校的毕业生受到高度的追捧。澳大利亚政府认真监管这一制度，以保持与该国有关的高标准教育。生活成本

澳大利亚的生活水平是世界上最高的。澳大利亚的生活费和学费要低于美国和英国。国际学生在学习时能够兼职，让他们抵消生活费用。也有奖学金的可能性，可以帮助降低国际学生在澳大利亚学习的费用。

教育多元化

澳大利亚的机构提供各种各样的课程和学位。所以国际学生可以轻松找到适合他们的学校和领域。国际学生在选择学位课程时必须做出的第一个决定是哪种类型的学校最符合他们的需求和兴趣。学生可以选择大学，职业教育和英语培训。如果有必要，学生很容易在一个资格级别和一个机构之间移动。

国际学生最具吸引力的一个方面是科学研究的质量。澳大利亚是新技术和创新的前沿。在澳大利亚学习的学生可以利用该国令人印象深刻的技术和研究资源。工作

在澳大利亚学习期间，访问国家的学生每周可以工作20小时。这是一个很好的机会，希望赚钱帮助住宿期间的生活费用的学生，以及希望在学习期间获得感兴趣的工作经验的学生。

Name:  
Profile: SUPPORTER ANALYSER

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# Thank you for participating

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This presentation, sample reports and research on personality profiling is available to download

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