

# The Career Key™ Canada

## Licensing The Career Key™

### Reliable, Valid, and Fast Career Test

Published research since 1985 confirms it is reliable, valid, and positively impacts users. It takes 25% of the time of comparable measures. It is one of the few that meet professional measurement and ethical standards. And, it is the *only* one that organizations can license and adapt to fit their website needs.

The test is based on Holland's theory, the most researched and used by professional counselors and career educators.

Test results are linked to,

- 900+ O\*Net Occupations, Canadian job titles
- Accurate, comprehensive occupational information about each job from Job Futures, and
- Hundreds of College Majors & Instructional Programs (CIPs: Classification of Instructional Programs).

### Unique and Practical Content.

More than 20 popular and respected self-help articles based on the best counseling research and practices; topics like:

- *Identify Your Skills,*
- *Learn More About Yourself,*
- *Holland's Theory of Career Choice and You, and*
- *Making High-Quality Decisions.*



**Dr. Lawrence K. Jones**, author of The Career Key™, is Professor Emeritus at North Carolina State University and president of Career Key, Inc. Dr. Jones earned his Ph.D. in Counseling Psychology and is the author of more than 50 publications in the career field, most recently the *Encyclopedia of Career Change and Work Issues* and *Job Skills for the 21st Century*. He is a National Certified Counselor and received the Professional Development Award from the American Counseling Association. Contact: [lawrencejonesphd@earthlink.net](mailto:lawrencejonesphd@earthlink.net); or [julietjones@careerkey.biz](mailto:julietjones@careerkey.biz).

### Featured by Respected Organizations

- Peterson's, XAP.com, The Princeton Review, Naviance, and the University of North Carolina statewide system.
- National Career Development Association, American School Counselor Association, USAToday, PCWorld, Yahoo.com, About.com, Job Hunter's Bible, Jobacle.com, and The Riley Guide.

### Popular and Widely Used.

Thousands of students and adults visit The Career Key™ website daily. Professional counselors, educators, and librarians depend on it; 1,5000+ schools, colleges, non-profits and libraries link to us; Translated into Arabic, Chinese, Spanish, Korean, Vietnamese, and Romanian.

**Licensing Terms and Pricing.** For more information, please contact Career Key Vice President, Juliet Jones, [julietjones@careerkey.biz](mailto:julietjones@careerkey.biz).