



# Redefining Career Readiness



1 Billion Young People  
Are Entering The Global Workforce.

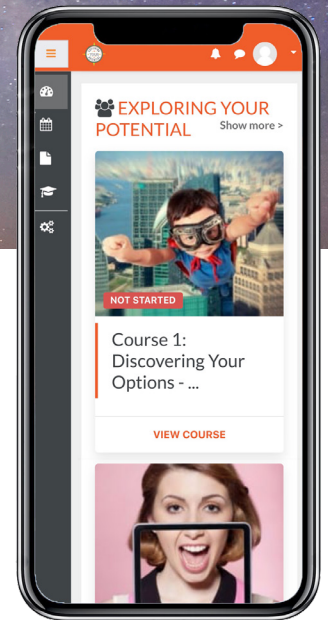
*Are Your Students Ready to Compete?*

# Exploring Your Potential™

*The revolutionary online program that puts a fresh spin on career planning and workforce readiness.*



**Exploring Your Potential™** is a revolutionary new online program that puts a fresh spin on career planning and workforce readiness. In this highly engaging, interactive online format, students are coached through compelling multimedia lessons. The curriculum includes inspiring quotes, worksheets, activities, and videos from a wide range of industry pros, making this an invaluable resource for forward-thinking educators and institutions everywhere.



**Creator Jennifer Kushell is a global thought leader on youth empowerment, employment and entrepreneurship.**

Over the past two decades (since she was in college) Jennifer has sculpted groundbreaking campaigns around youth empowerment, employment and entrepreneurship, bringing educational, government and corporate stakeholders together to impact millions. Author of the New York Times Bestseller *Secrets of the Young & Successful*, Kushell is an advisor to leading global youth organizations, a delegate of several State Department led entrepreneurship missions, and a Youth Advisor at the UN. Building EYP is part of a lifelong quest to ensure no driven young person lacks access to opportunity to achieve their potential.

Students are intimately coached through **Exploring Your Potential™** by Jen, who offers context, explains the relevance of key topics, and inspires action every step of the way.

## For Students

EYP inspires young adults to take control of their lives and futures by crafting careers sculpted just for them. Students identify their talents, passions and goals; develop their value propositions; explore the best ways to market themselves based on their strengths and industries; and put their ambitions into action so they are motivated to pursue their own definitions of success.

## For Academic Institutions

EYP can serve as a foundational curriculum or augment existing programs or classes. It is flexible, modular and packed with compelling content that can be leveraged and consumed in a variety of ways. When used in a blended learning environment, the program instantly comes to life, sparking compelling live discussions on topics rarely considered by students. Organizations also gain invaluable insights and data able to drive programmatic decisions that better meet student needs.

**After graduation with EYP, students at numerous universities are more engaged, more dedicated to continuing their education, more confident in their choice of majors, more decisive about their career direction, and more likely to secure employment.**



# Highly Engaging, Relevant & Practical

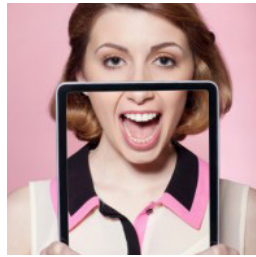
*Exploring Your Potential™ is divided into four online courses:*



## Course 1: Discovering Your Options

Get a clear sense of who you are, what you want to achieve, what skills and experience you have to leverage, and what will truly make you happy. Then you can make it happen.

- Who Are You?
- Dream Big
- Overcoming Obstacles
- The Opportunity Spectrum
- The Power of Information
- Take a Taste



## Course 2: Sculpting Your Value Proposition

You can have all the potential and talent in the world, but packaging what you have to offer strategically maximizes your opportunities. Give yourself the best shot.

- What Do You Have to Offer?
- Earning Credibility and Respect
- Master Your Universe
- Core Competencies
- Real World University
- Build Your Network



## Course 3: Marketing Yourself

We're all in sales. We all have to market ourselves every day, especially when looking for internships, jobs, consulting projects, or even launching a startup.

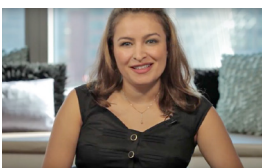
- Tell Your Story
- Recognize Opportunity
- Create Leverage and Negotiate
- Build Your Brand
- Manage Your Social Network
- Cultivate Professional Relationships



## Course 4: Activating Your Plan

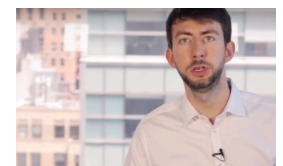
Elevating your strategy will make you aim higher, expect more from yourself, and achieve more in return. Take your big new plans and put them into action. Results await!

- Major Life Decisions
- Think Like an Entrepreneur
- Earn, Manage and Raise Money
- Your Grand Plan
- Be a Leader
- Surround Yourself with Success



## Exploring Your Potential features executives and entrepreneurs from over 30 industries

offering a wide range of perspectives and insights on organizations including: SpaceX, The UN, Deloitte, Beats by Dre, NBA, Macy's, IdeaList, YPO, Telemundo, Redbull, The Foundation Center and the International Red Cross.



# An Invaluable Resource for Forward-Thinking Educators & Institutions



## How to Use EYP

- As the foundation for a new class
- To supplement an existing class
- In a pure online learning format
- As a workshop or seminar offering
- As part of a blended learning construct
- For directed study
- To expand career center outreach

## Program Benefits

- Leveraging your career center resources and capacity
- Improving student retention
- Increasing strategic selection of majors
- Closing the loop on accreditation standards
- Inspiring the ability for students to work independently, privately, and at their own pace
- Easy facilitation of engaged classroom discussions
- A comprehensive program designed for: individual learning, team collaboration, and/or blended classroom learning

## Who/Where EYP Works Best

- Incoming Students
- Freshmen to Seniors
- First Generation
- International Students
- Alumni
- Business, Liberal Arts, Engineering, Political Science, Medicine, Law... any discipline!

*"As a career counselor, I think one of the benefits of EYP is the opportunity for students to make informed decisions about their choices, as well as the skill and practice of knowing how to pursue those opportunities."*

*—Bob Cohen, Assistant Director, Harvard University Office of Career Services (retired)*



Visit [ExploringYourPotential.com](https://ExploringYourPotential.com) Today!

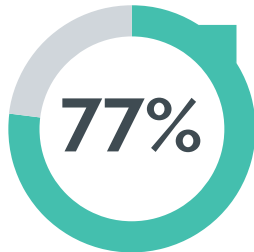
# Consistently Powerful Results

*EYP students say they are....*

## Confident & Clear



Have a stronger sense of self and know where they want to go



Are more confident and prepared to present themselves

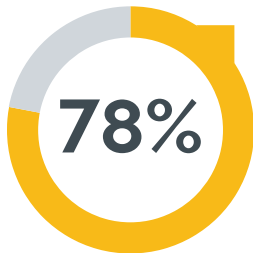


Feel better about their personal potential

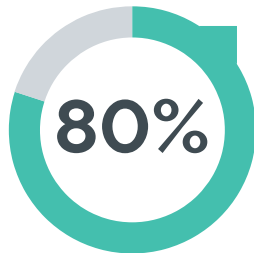


Are more clear about their current obstacles

## Motivated, Empowered, Committed



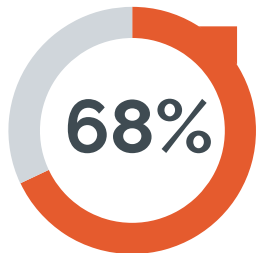
Are more motivated



Feel empowered to find their own answers to questions than they did before

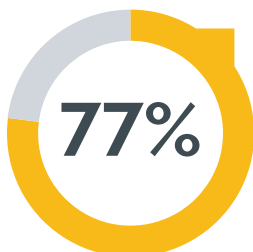


Are more willing to try new things

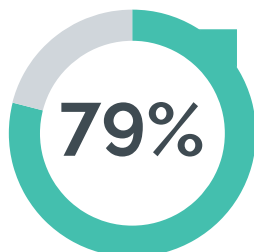


Are more committed to pursuing their education

## Far More Ready for a Career



Identified new interests, skills, functions, and industries that may suit them for work



Are more aware of what they have to offer an employer



Have a higher level of fluency and understanding of the terminology within their chosen industry



Have a clearer map of how to plan their next steps in their chosen industry



# Student Perspectives & Attitudes Shift



## Exploring Your Potential™ ...

- Encourages self-efficacy as students take more ownership of their career preparedness and define their own success
- Leads students to discover and clearly articulate their passions and career interests
- Increases confidence, which assists them in being more personable, assertive, and clear about their life choices
- Enhances focus, strategic thinking, and proactive actions towards their current and future careers
- Heightens critical thinking skills by challenging students to think about questions they had never thought of before
- Teaches students how to create solutions before they even encounter the potential problems
- Increases student engagement with their future potential so they are even more motivated to create tangible outcomes such as: certifications, internships, and employment opportunities

Switching majors is a huge cost and problem for most universities and colleges. EYP helps students make more strategic choices about what they want to do based on who they are. This can translate to fewer students switching majors mid-college career, minimizing related costs.

**20-50%** of students enter college as undecided.

**75%** of students change their major at least once before graduation.

AUGUST 24, 2017 - studybreaks.com

*"EYP helps you understand your career potential in the context of global possibilities. It shapes and broadens your perspectives so that when it comes to finding employment or making career choices, you are more capable, proactive, and independent in your efforts."*

—Juan A., California State University - Long Beach



Feel better about their personal potential

*"EYP has inspired and motivated me to get out there more often and seize opportunities. The knowledge I obtained from this program I will hold onto for many years to come."*

—Austin S., California State University Long Beach

*"When I started EYP, I didn't imagine how deep this experience would be. This made me think about subjects in my life I have not considered yet."*

—Iris F., Student Brazil

*"After completing EYP, I realized the solution is within us. All we need to do is realize the real opportunities or create some."* —Rahul B., Student, India



# Program Support

- LMS Integration and support
- Program guide/course syllabi
- Online instructor and admin training
- Course teaching notes
- Downloadable EYP promotional materials and marketing collateral for your institution
- Customer service and technical support
- Test bank of questions so you can test students after each module or course
- Student completion certificates



## Maximizing The EYP Experience

*Exploring Your Potential™ also offers a growing suite of resources to further leverage your investment and impact.*



Off-campus EYP Teacher Training

### Teacher Trainings

While all EYP Institutional Purchases come with a standard training program to get you and your team up and running, **Exploring Your Potential™** also offers bi-annual 2-3 day EYP Teacher Training Workshops that offer faculty a chance to connect with other institutions and experience professional development around the latest career planning best practices. These events are hosted by **Exploring Your Potential™** and are all-inclusive experiences run by the team that created EYP. Other custom training programs can be designed to meet your specific objectives, and can be held on your campus to include all the key stakeholders and even student leaders.

### Custom Marketing Toolkit

Campuses looking to actively promote **Exploring Your Potential™** to students, stakeholders and their broader community can now leverage a suite of custom marketing and branding resources. The custom EYP Marketing Toolkit includes: a custom branding kit for your institution, custom posters, banners, a proud partner logo, custom graphics for school websites and collateral, press release template, and a suggested letter introducing and promoting program to students/parents/donors/alumni.



### Speaker Bureau

One of the biggest highlights of the EYP program for students everywhere is the Industry Pro videos featured throughout. Many of these industry experts, entrepreneurs and global leaders are now available to speak to your students on your campus, live!





Your school can now have access to a full suite of resources from *Exploring Your Potential™*, global thought leaders in student success. Leverage proven tools and outstanding content that inspires young people to pursue careers that empower them.

- Online courses, classroom-ready and self-directed
- Career assessment tools with personalized planning reports
- Courses focused on global innovation, leadership, resources and opportunities

**Let Exploring Your Potential™ Help Accelerate the Potential of Your Students!**

To get started, contact us.

[Sales@ExploringYourPotential.com](mailto:Sales@ExploringYourPotential.com)



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#ExploringYourPotential #EYP

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