

# Solutions for the Skills Gap, Career Readiness and Mental Health crisis.



# Glossary

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## Abstract

Existing tools and programs fail to effectively solve the Skills Gap, Career Readiness and Mental Health challenges that continue to thwart and frustrate professionals, institutions, and society, that is, until now.

In this whitepaper, TokuOra demonstrates how we solve these challenges using a Scientifically proven, Psychometrics-based color assessment tool.

# Problem Statement

## 1) **Skills Gap:**

6-8 Million skills shortage\*<sup>a</sup>

9.3 Million open-jobs \*<sup>b</sup>

90% of Businesses say it's difficult to hire workers.\*<sup>c</sup>

## 2) **Workforce:**

23% are Unemployed \*<sup>a</sup>

85% of workers hate their jobs \*<sup>b</sup>

## 3) **Veterans:**

23 commit suicide a day according to the VA, but 2/3rds more die who are not with the VA.\*<sup>a</sup>

## 4) **Students:**

97% of students do not know who or what they'll be upon leaving High School.

## 5) **Currently incarcerated:**

2.3 million offenders with only 16% having attended some college compared with 50% for the general population\*<sup>a</sup>

## 6) **Formerly incarcerated:**

82% of parolees return to prison and only 24% have attended some college \*<sup>a</sup>

## Background

TokuOra (meaning 'My Life' in Maori) was created when our Founder overheard several teenagers ask one another what they were going to be doing after high school on the Tube while he was there on business.

Having Dyslexia, he developed the concept to use smart tools to match students to careers, then show them a video and the skills needed, tools to be upskilled/reskilled and the types of jobs that were a best fit.

TokuOra has helped over 80,000 students as well as Veterans, the Workforce, and those currently and formerly/currently incarcerated.

# Solution

TokuOra uses a Color Assessment tool based on Psychometrics that combines Psychology, Cognitive, Aptitude and Personality Assessments, with AI and Machine Learning.

The tool was administered to 750,000 individuals on careerbuilder.com.

Queried users from 1,000 occupations to determine current career satisfaction.

Those who chose “strongly agree” were evaluated by color preference.

Compare the Color Career Indicator 4.1 vs Strong Interest Inventory

CREDENTIALS	CCI 4.11	STRONG
Study Sample Base	750,000	2,2502
Reliability Test/Retest	86%	24.5%3
Study Sample Base	750,000	2,2502

<sup>1</sup>CCI 4.1 <sup>2</sup> Strong Reliability: Studies Not Exceeding 2,250 <sup>3</sup> Strong Predictability

## Solution (2)

“We conclude therefore that respondents’ color preferences as assessed by the Color System Test are indeed powerful predictors of all Basic Interest Scales of the Strong Interest Inventory. These findings thus open the exciting possibility that people’s vocational interests can be inferred quite accurately from their color preferences.”

–Rense Lange, Sigmund Testing,  
Dallas, TX & Jason Rentfrow,  
University of Cambridge, UK  
Color Preference Cross Validation

Further research on Color matching,  
see next page:

## Solution (3)

An ecological valence theory of human color preference

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Edited\* by Paul Kay, University of California, Berkeley, CA, and approved January 13, 2010 (received for review June 5, 2009)

Color preference is an important aspect of visual experience, but little is known about why people in general like some colors more than others.

Previous research suggested explanations based on biological adaptations [Hurlbert AC, Ling YL (2007) *Curr Biol* 17:623–625] and color-emotions [Ou L-C, Luo MR, Woodcock A, Wright A (2004) *Color Res Appl* 29:381–389].



## Solution (4)

In this article we articulate an ecological valence theory in which color preferences arise from people's average affective responses to color-associated objects. An empirical test provides strong support for this theory: People like colors strongly associated with objects they like (e.g., blues with clear skies and clean water) and dislike colors strongly associated with objects they dislike (e.g., browns with feces and rotten food). Relative to alternative theories, the ecological valence theory both fits the data better (even with fewer free parameters) and provides a more plausible, comprehensive causal explanation of color preferences.

For the full research, please see attachment:

*An Ecological Valence Theory of Human Color Preference - Stephen E. Palmer and Karen B. Schloss*

## Solution (5)

Other research docs on color matching are attached and they are:

1) Individual Differences in Perceptual Preference

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DOI: 10.2352/ISSN.2470-1173.2016.16HVEI-113

2) Human Preference for individual colors

<https://www.researchgate.net/publication/221329059>

3) Visual Aesthetics and Human Preference

Annu. Rev. Psychol. 2013.64:77-107. Downloaded from [www.annualreviews.org](http://www.annualreviews.org) by University of California - Berkeley on 01/16/13

4) The Aesthetics of Color Combinations

by Karen B. Schloss

## Conclusion

The color assessment is backed by –Rense Lange, Sigmund Testing, Dallas, TX & Jason Rentfrow, University of Cambridge, UK

With further evidence on color matching from - Stephen E. Palmer, Karen B. Schloss, and Jonathan Sammartino, Department of Psychology, University of California, Berkeley, California 94720

In conclusion, TokuOra has the ability too:

- Put 50MM Americans into the ‘right’ Career
- Reduce Job Applicant Stress and Anxiety
- Reduce Student Suicide
- Reduce Veteran Suicide
- Reduce offender recidivism
- Reduce re-entry obstacles for the formerly incarcerated
- Improve Mental Health and Equality
- Reduce structural inequality for economically disadvantaged people

## References

\*1a

<https://www.americanactionforum.org/research/projecting-future-skill-shortages-through-2029/>

\*1b

<https://www.statista.com/statistics/217943/monthly-job-openings-in-the-united-states/>

\*1c <https://www.youtube.com/watch?v=-tDg5XCRr44>

\*2a <https://www.lisep.org/tru>

\*2b <https://www.staffsquared.com/blog/why-85-of-people-hate-their-jobs/>

\*3a <https://www.militarytimes.com/news/pentagon-congress/2019/10/09/new-veteran-suicide-numbers-raise-concerns-among-experts-hoping-for-positive-news/>

\*4a <https://www.crimeinamerica.net/percent-of-released-prisoners-returning-to-incarceration/>

\*5a <https://www.prisonpolicy.org/reports/pie2020.html>