

Knowdell™ Career Assessments

Created by Career Development Expert

Richard L. Knowdell, MS, NCC, NCCC, CCMF



During the past 35 years, Dick Knowdell established one of America's first successful corporate career development programs, instituted an internal employee assistance program, directed a Silicon Valley corporate training and employee development department, established an executive outplacement consulting firm, and served as an executive coach. He is the author of *Building a Career Development Program: Nine Steps for Effective*

Implementation, and coauthor of *From Downsizing to Recovery: Strategic Transition Options for Organizations and Individuals*. Dick has taught courses at the University of California, San Diego, and San Jose State University. He was appointed by President Clinton to the Board of Examiners of the United States Foreign Service.

Nonthreatening

The Knowdell™ Career Assessments are universally perceived as non-threatening by individuals at all levels and in a wide range of occupations. This is especially so in working with “test-shy” individuals who have not been very successful in school settings. Instead of seeing the sorting process as “a test that I will probably fail,” they view the assessment as a “game” that is fun rather than threatening.

Almost Effortless

When asked to prioritize values by making lists or ranking existing lists, clients often become bored or disengaged. This sorting process has the opposite effect, actually engaging the client—even a sleepy client on a warm day right after lunch.

High Face Validity

The sorting technique is unlike traditional psychometric instruments in that the client is very aware of the results as he or she engages in the process of sorting the cards. Consequently, the results are never a surprise and clients agree that they accurately describe them.

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Career Values

The Knowdell™ Career Values Card Sort is a simple tool that allows your clients to prioritize their values in as little as five minutes. Fifty-four variables of work satisfaction—such as time freedom, precision work, power, technical competence and public contact—are listed and described. This is an effective tool for job seekers, those fine-tuning their present jobs and career changers at all ages and stages.

Motivated Skills

The Knowdell™ Motivated Skills Card Sort is a quick and easy way to identify the areas that are central to personal and career satisfaction and success. Based on experience, feedback and instinct, clients use the cards to assess their proficiency and motivation in 51 transferable skills areas.

Occupational Interests

A low-cost technique for quickly identifying and ranking occupational interests. Clarifies the high-appeal jobs and fields; the degree of readiness, skills and knowledge needed; and the competency-building steps for entry or progress within an occupation. The kit includes 110 occupational cards and a manual. The manual includes guidelines for counselors and group facilitators, an overview of interests and their role in career decision making, detailed instructions for the individual user and optional activities for clarifying career-related interests.

Leisure/Retirement Activities

An easy-to-use tool to aid in the transition from formal employment to a meaningful retirement lifestyle. Forty-eight common pastimes—from cultural events to meditation, from entertaining to group leadership—are listed and described. Cards can be used to determine current frequency as well as preferred activity patterns. The manual provides explicit instructions for using the card sort, an overview of the concepts and issues of retiring, summary and worksheets for processing the exercises, and eight supplementary activities for dealing with aging and retirement.

Playing Card Format Allows Quick and Easy Sorting

CAREER VALUES
MOTIVATED SKILLS
OCCUPATIONAL INTERESTS
LEISURE/RETIREMENT ACTIVITIES

*Simple,
Inexpensive
and Effective*

Career Values

Career Values Card Deck

VAL01	
1-20.....	\$7.00
21-49.....	\$6.30
50-99.....	\$5.95
100+.....	\$5.25



Exploring Your Career Values Workbook VAL04 \$6.40
Includes guidelines for counselors and group facilitators, an overview of values, and their role in career decision making, explicit instructions for the individual user, and supplementary activities for further clarification of career values.

Career Values Worksheet—Pkg of 25 VAL03 \$24.00
Designed to accompany the *Knowdell™ Career Values Card Sort*, this handout provides users with a page to summarize their list of prioritized career values, as well as a worksheet to compare career options under consideration as they relate to their top eight career values. A great tool to give individual job seekers or to provide participants in career development workshops.

Career Values Kit VAL02 \$12.00
Includes 1 Card Deck and 1 *Exploring Your Career Values Workbook*.

Motivated Skills

Motivated Skills Card Deck

MS01	
1-20.....	\$7.00
21-49.....	\$6.30
50-99.....	\$5.95
100+.....	\$5.25



Motivated Skills Manual CRT21 \$6.40
The quick and easy way to identify the motivated skills that are central to personal and career satisfaction and success. Based on experience, feedback and instinct, the client uses the cards to assess his or her proficiency and motivation in 48 transferable skills areas.

Motivated Skills Worksheet—Pkg of 25 MS02 \$24.00
Designed to accompany the *Knowdell™ Motivated Skills Card Sort*, this handout provides users with the six-step process for users to complete the administration. A great tool to give team members, individuals being coached, job seekers or participants in career development workshops.

Motivated Skills Kit CRT03 \$16.00
Includes 1 Manual and 1 Card Deck

A New Resource for 2008

Career Development & Job Search Profile—Pkg of 25 CRT99 \$24.00
An 11" x 17" form that features a simple four-step process that helps job seekers and career changers organize data into a concise and effective planning document. The profile allows individuals, or their practitioners, to quickly view their plans at any stage and to track progress.

Occupational Interests

Occupational Interests Card Sorts	CRT32
1-20.....	\$10.00
21-49.....	\$9.00
50-99.....	\$8.25
100+.....	\$7.50

Occupational Interests Manual CRT31 \$10.00
A low-cost technique for quickly identifying and ranking occupational interests. Clarifies the high-appeal jobs and career fields; the degree of readiness, skills and knowledge needed; and the competency-building steps for entry or progress.

Occupational Interests Kit CRT30 \$18.00
Includes 1 Manual and 1 Card Sort.

Retirement/Leisure Activities

Leisure/Retirement Activities Card Sorts	CRT42
1-20.....	\$5.00
21-49.....	\$4.50
50-99.....	\$4.25
100+.....	\$3.75

Leisure/Retirement Activities Manual CRT41 \$9.00
The manual provides explicit instructions for using the card sort, an overview of the concepts and issues of retiring, summary and worksheets for processing the exercises and eight supplementary activities for dealing with aging and retirement. A useful resource for organizational preretirement programs.

Retirement/Leisure Activities Kit CRT40 \$12.00
Includes 1 Manual and 1 Card Sort.

Additional Support Resources

Transparencies CRT92 \$24.30

A set of 25 overhead transparencies, each in its own sheet protector, to assist the career development practitioner when using any of the four card sort instruments in a group setting. The set of transparencies is enclosed in a sturdy three-ring binder.

Card Sort Administration Video (DVD) CRT93 \$67.50

This 38-minute video features card sort developer Richard Knowdell describing and demonstrating each of the following four card sort instruments in a group setting. The videotape was developed to show career development practitioners an easy and effective method of using the instruments with groups or individuals.

Expanded Tool Kit CRT91 \$144.00

To assist career practitioners to use card sorts more effectively, we have packed \$164 worth of materials into this \$144 Expanded Tool Kit. The Kit includes:

- One deck of cards and one manual/workbook for each of the Career Values, Motivated Skills, Occupational Interests and Retirement Activities instruments.
- A set of 25 overhead transparencies for group training sessions
- One copy of the 38-minute videotape in which card sort developer Richard Knowdell guides two individuals through the administration and interpretation of each of the four card sort instruments.