

Psychometrics Canada

News Release

November 16, 2010 - for immediate release

New - Canadian Career Interest Profiler - Updated with More Canadian Content

Psychometrics Canada, a leading assessment publisher and consultant for the development and selection of people in business, government and education, today announced the release of the new Canadian Career Interest Profiler report, which is updated with more Canadian content. The new interactive [Career Interest Profiler](http://www.psychometrics.com/en-us/assessments/career-interest-test.htm) (<http://www.psychometrics.com/en-us/assessments/career-interest-test.htm>) has over 1100 careers within its database, and allows people to easily explore their career options by linking their results to a multitude of online career resources. The Career Interest Profiler is Canadian developed and suggests top careers, hobbies and activities best suited to individual's interests.

People who complete the Canadian Career Interest Profiler quickly learn about careers that match their interests, the training that is required and if there are employers looking to fill positions right now. Job title results link to the Government of Canada's "Working in Canada" website (<http://www.workingincanada.gc.ca>), which includes region specific job opportunities, up-to-date information on job duties and skills requirements, salaries and occupational outlooks, plus license and certification requirements.

Through the National Occupational Codes (NOC), job titles link to the "Human Resources Skills Development Canada" website (<http://www5.hrsdc.gc.ca>) containing detailed job descriptions, employment requirements and related occupations. Linking to job postings through indeed.ca (<http://indeed.ca>), The Canadian Career Interest Profiler enables job seekers to browse thousands of available jobs related to their interests

"Increasing numbers of career professionals and outplacement counsellors are looking for assessments to help their client go further in their career exploration, with embedded links to relevant career resources it becomes an interactive experience for the client." says Dr. Donald Macnab, Developer of the Career Interest Profiler.

Psychometrics Canada (www.psychometrics.com) has been providing assessment and consulting services for over 30 years. Psychometrics is the only authorized Canadian distributor and certification provider of the Myers-Briggs Type Indicator and Strong Interest Inventory. The company's expertise is in test development, online test delivery and consulting services focused on talent management.

For more information about the new Canadian Career Interest Profiler report or Psychometrics Canada contact:

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Fact Sheet

- Psychometrics Canada also provides certification training for the Strong Interest Inventory (<http://www.psychometrics.com/en-us/assessments/strong-interest-inventory.htm>), which is an ideal program for professionals working in career development and outplacement counselling.
- Psychometrics Canada is the only authorized Canadian distributor of the Myers-Briggs Type Indicator, Strong Interest Inventory, Thomas-Kilmann Conflict Mode Instrument, FIRO-B®, CPI 260™, and CPI™ 434. Psychometrics Canada is the publisher of the Work Personality Index, Career Values Scale and Career Interest Profiler. Assessments and training are available in both French and English.