

Psychometrics Canada News Release

April 9, 2009 - for immediate release

Indicator of tough economy Increased sales of career assessments

Psychometrics Canada, an assessment publisher, announced a 30% increase in sales of its career transition and career guidance products during the first quarter of 2009.

Since the recession began, Psychometrics Canada has experienced increased demand for career products. "This trend clearly relates to the current economic climate," says Mark Fitzsimmons, Managing Director of Psychometrics Canada. "With many Canadians searching for work, there is a strong demand for career guidance from professionals. Our company supplies career assessments and resources to these professionals."

Many companies that are forced to lay-off employees have been running outplacement counselling programs to help workers deal with career transition.

Psychometrics Canada's career assessments help people direct their job search. "They link what people like to do and what they want to get out of their careers with career options," says Shawn Bakker a Psychologist with Psychometrics Canada. "The key is to realize what you are good at and what you like to do, and not define yourself by what you have done in the past."

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Fact Sheet

- Go to article “Busting the Job Search Myths” at www.psychometrics.com (http://www.psychometrics.com/en-us/psych_quart_apr09.htm) for story about how Flextronics helped their employees through a 370 person layoff.
- Psychometrics Canada is a leading provider of assessment tools and training for career guidance professionals in education, government and business.
- Psychometrics Canada’s expertise in the application of business psychology for career guidance, personal and leadership development, team building, conflict resolution, employee selection and skills assessment.
- Psychometrics Canada is the publisher of the Work Personality Index, Career Values Scale, and Career Interest Profiler, and is the only authorized Canadian distributor of the Myers-Briggs Type Indicator® (MBTI®), Strong Interest Inventory®, Thomas-Kilmann Conflict Mode Instrument, FIRO-B®, CPI 260™, and CPI™ 434. These assessments are available in both French and English.
- Psychometrics Canada is located in Edmonton, Alberta and has been in business for 30 years.