

WNY Advising Conference – February 12, 2020

ASSESSMENT-BASED ADVISING

USING FOCUS 2 AND CLIFTONSTRENGTHS

Ed Brodka | Career Counselor

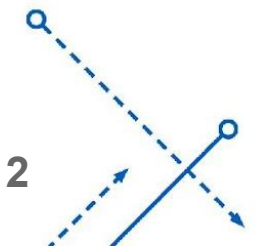
(Positivity Adaptability Woo Maximizer Strategic)

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Career Services | 259 Capen Hall

Focus 2 vs. CliftonStrengths

- Focus 2
 - Undecided students or not sure what to do with their major
 - Gives a student a list of careers and majors based on Interests, Values, etc.
- CliftonStrengths
 - For students who need help discovering their strengths so they can be more successful in school and beyond
 - Helps them discover and why they may be having trouble choosing a major or career path
 - Focus 2 points them in a direction and CliftonStrengths shows them how to get there



Focus 2

- 7 different assessments

- Career Planning Foundations

My Career Planning Involvement – Where are you in your career planning process?

Am I Career Ready? - Based on the 8 NACE Career Ready Competencies

- Self Assessments

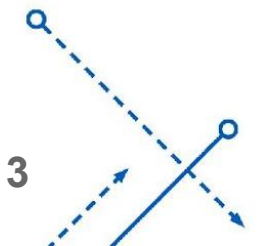
Work Interest Assessments – Based on the Holland RIASEC Codes

Values Assessments

Personality Assessments

Skills Assessment

Leisure Assessment



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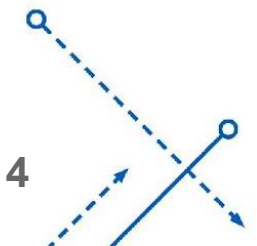
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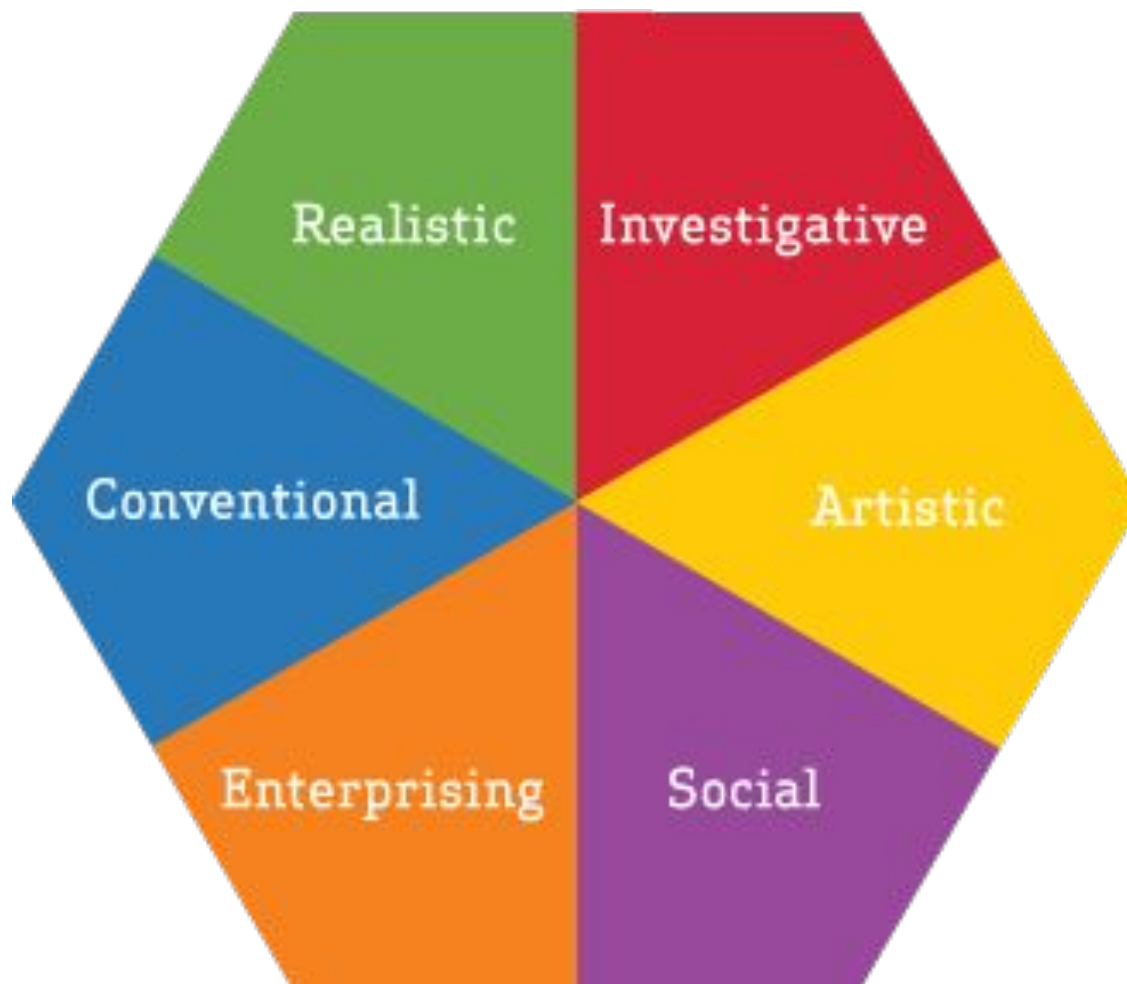
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Leisure Assessment



Occupational Themes (RIASEC)

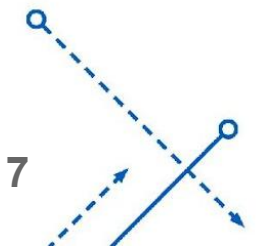


Occupational Themes (RIASEC)

- ***Realistic***-generally interested in mechanical, construction, repair activities, nature and the outdoors, providing public safety, adventurous and physical activities (things)
- ***Investigative***-generally interested in activities related to science and math, like gathering information, uncovering new facts theories, analyzing and interpreting data (ideas)
- ***Artistic***-generally interested in visual art, performing arts, culinary arts, and writing, like observing the arts and participating in them (creativity)

Occupational Themes (RIASEC)

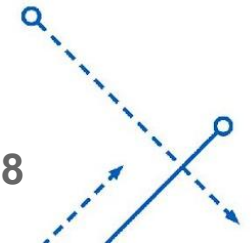
- ***Social***- generally interested in being with other people, enjoy working in groups, sharing responsibilities and communicating with others (people)
- ***Enterprising***-generally interested in persuading and leading, seek positions of leadership, power and status (tasks)
- ***Conventional***-generally interested in activities that require attention to organization, data systems, detail and accuracy (order)



Alternative free tool that anyone can access

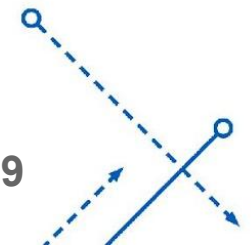
- New York State Career Zone

- <https://www.careerzone.ny.gov/views/careerzone/index.jsf>



Focus 2 Access

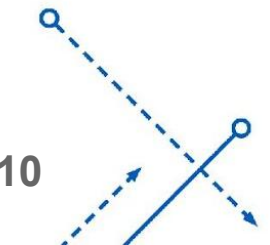
- 1.Go to UB Career Services website, and click on the Majors and Careers Tab.
- 2.Scroll down until you find “Discover Your Strengths”. This will take you to info about our career assessments.
- 3.Click on the blue box that says “Register a new account and start my free assessment now!”
- 4. Click on Register and use the Access code “ubbulls”.
- 5. Fill in the required fields using a UB email address and create a password.



Focus 2 Access

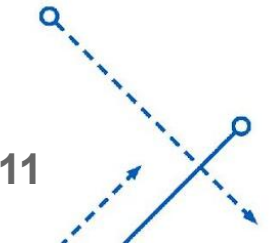
Let's look at it live

<https://www.buffalo.edu/career.html>



CliftonStrengths for Students

- Formally Strengthsquest or StrengthsFinder

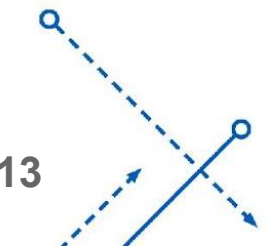


What do we know about Success?

- “Individuals gain more when they build on their **talents**, than when they make comparable efforts to improve their areas of weakness”
-Clifton & Harter
- People who have the opportunity to focus on their strengths everyday are:
 1. *Six times* as likely to be engaged in their jobs
 2. More than *three times* as likely to report having an excellent quality of life in general
 3. Teams that focus on Strengths are 12.5% more productive.

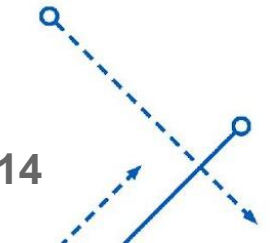
It's not just about being engaged in a job...

- Focusing on strengths is also the key to being engaged in your classes, research, relationships, activities and group projects.



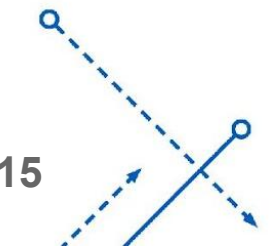
In any job interview, what question is almost always asked?

- *What are your strengths?*



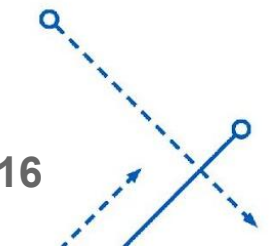
How can the CliftonStrengths assessment help?

- *It expands our vocabulary about our talents*
- *Based on Gallup Inc.'s 40 year study of human strengths, scientists lead by Donald Clifton created a language of 34 most common themes of talent that are used when people are successful.*



Some Research Findings....

- Strengths-based interventions have contributed to statistically significant increases in:
- Student retention and academic performance
- Students' academic engagement and self-efficacy
- Self-confidence, optimism, direction, hope, altruism, and sense of meaning and purpose
- See strengthsquest.com – Resources – Research and Reference: The Clifton StrengthsFinder® and Student Strengths Development



What is a Talent vs. Strength?

Talent (a natural way of thinking, feeling or behaving)

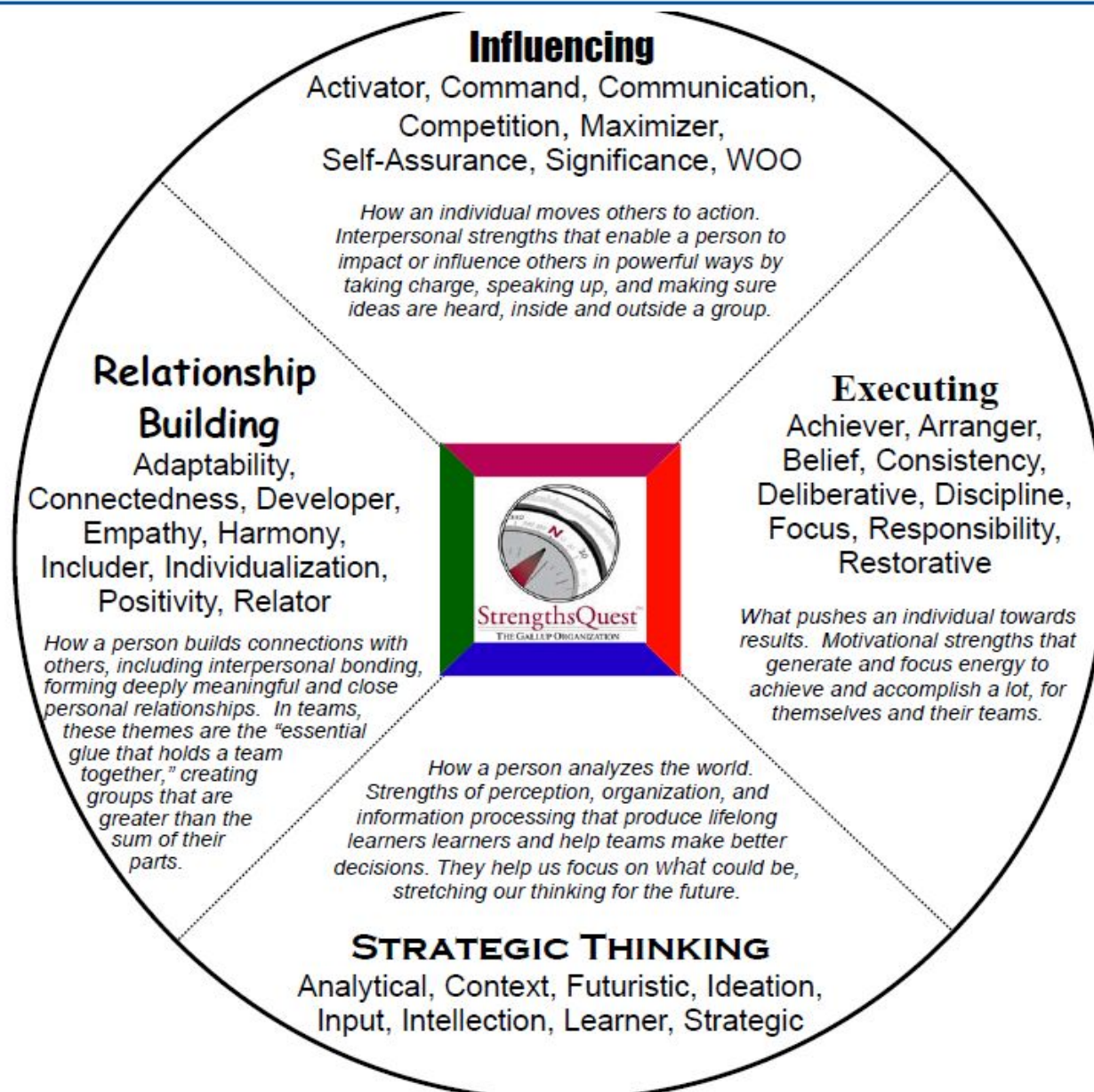
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Investment (time spent practicing, developing your skills, and building your knowledge base)

= **Strength**

(The ability to consistently provide near-perfect performance or doing something that makes you feel strong – Marcus Buckingham)





Strengths-Based Advising

1. Debrief results with students based on the student's need.
(See handout: Using CliftonStrengths for Exploring Majors, etc.)
2. Advising Strategies for Course Selection
(See Handout by Laurie Schriener et al.)
3. How do your strengths influence your approach to advising?
(See Strengths-Based Advising Activity Sheet)

Two Closing Thoughts

- *“Where your talents and the needs of the world cross, lies your calling.” - Aristotle*
- *“You cannot be anything you want to be, but you can be a lot more of who you already are.” - Tom Rath*