



Personalized Career Insights: Navigating Choices with Precision with Career Path

www.CoreFactors.com



Support Confident, Aligned Career Decisions with Career Path

The *Core Factors Career Path* assessment provides a structured view of how individuals engage with work: what they are drawn to, what they prefer to avoid, and which environments support long-term alignment.

Rather than focusing on broad interests or static labels, the assessment captures specific patterns across tasks, activities, and settings. Practitioners can use this data to guide conversations that connect directly to motivation, energy, and fit.

Whether the focus is early-career planning, a professional transition, or ongoing development, the *Career Path* framework helps clarify direction and surface meaningful insights.

Each profile reflects how people want to work, not just what they are capable of doing. This approach supports more confident, relevant, and personalized career decisions.

Comprehensive View of Career Alignment

The *Career Path* assessment gives practitioners a structured way to support career clarity through both preference and avoidance patterns. This dual focus offers a complete view of how individuals relate to work tasks, environments, and long-term direction.

Each profile supports meaningful exploration. Whether the goal is choosing a path, navigating change, or refining development plans, the *Career Path* framework adapts easily to coaching, advising, or talent-focused conversations.

- Identify work patterns that align with personal motivation
- Surface areas of potential friction and misalignment
- Connect insights to roles and environments that fit
- Support decisions across career stages and contexts

Personalized Paths in Career Development

Tailored Professional Exploration

The *Core Factors Career Path* assessment provides a detailed view of occupational tasks, activities, and environments. Practitioners can use these insights to connect client preferences with broader professional opportunities. This approach supports more personalized career exploration that moves beyond generic recommendations and into practical, relevant direction.

Dynamic Career Planning

As preferences evolve over time, the *Career Path* assessment supports long-term development and career transitions. Insights into *Occupational Activity Groupings* (OAGs) and *Global Interest Areas* (GIAs) offer a flexible framework for navigating change. Practitioners can help clients adjust their path with clarity, even as roles or circumstances shift.

- ◆ **Occupational Activity Groupings (OAGs)** show preferences and avoidances across eleven categories of work
- ◆ **Global Interest Areas (GIAs)** reflect motivational tendencies and engagement styles

Together, these insights support alignment between work activities, personal drivers, and professional environments.

Developed by Mark Majors, PhD

Mark S. Majors, PhD, is a counseling psychologist with deep expertise in psychometric research and psychological assessment. He is the developer of the *Core Factors Career Path*, *Type Discovery*, *Type Elements*, and *Social Dynamics* assessments. His earlier work includes leading psychometric development for the *Strong Interest Explorer*, contributing to the 1994 Strong Interest Inventory, and coauthoring the *MBTI® Form Q Manual*. Dr. Majors' career has focused on helping individuals and professionals understand personality differences, resolve conflict, and make informed, meaningful decisions in life, leadership, and career development.



CLARITY THAT CONNECTS

Career Development That Reflects the Whole Person

The *Career Path* assessment helps practitioners deliver insights that are both meaningful and practical. By combining clear structure with personalized data, the assessment supports stronger outcomes across career, coaching, and development settings.

- ◆ Reveal patterns of alignment and misalignment across tasks and environments
- ◆ Guide decisions based on how individuals prefer to work, not just what they are skilled at
- ◆ Strengthen coaching, advising, and planning with actionable language
- ◆ Connect results to real-world roles using O*NET integration
- ◆ Support decisions across early career, transitions, and leadership development

Guide Better Career Decisions

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