

# SELFMANAGEMENT

GROUP

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**for immediate release**

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## SELF-MANAGEMENT GROUP CELEBRATES IT'S 25<sup>TH</sup> ANNIVERSARY

### LAUNCHES NEW SELF-DEVELOPMENT CENTER FOR STUDENTS AND EDUCATIONAL INSTITUTIONS:

Toronto, Ont. – January/05- The Self Management Group (SMG) is pleased to announce our on-line Career Development Center which provides access to a wide variety of services and resources to help individuals manage their own careers.

The SMG Career Development Center also provides schools, colleges and universities with the option of offering their own branded versions of the Career Development Center to their applicants. This will provide better, more effective resources so your students can get a head start on entering appropriate, challenging and rewarding career fields that they will succeed in and stay with.

### HELP FOR INDIVIDUALS:

The on-line Career Development Center (CDC) provides resources that help people take control of their careers. The CDC offers information, self-knowledge, access to coaches and resources that will help students take advantage of their strengths and grow. The site provides tools that will help individuals focus on their strengths and interests and identify growth opportunities. Its state-of-the-art normative profiling is based on information collected, assessed and validated from over 3 million candidates profiled over more than 25 years of career counseling. The available profiles will assist any individual and will help them:

- examine a wide variety of career possibilities including self employment
- self manage his or her career
- be a survivor in tough environments and a thriver in good environments

The CDC provides insight into the characteristics that are prized by leading organizations. It helps career minded individuals learn how to become stronger and more resilient. Through articles, books and other material provided by career experts such as John Marshall Ph.D, Kevin Hood and Janis Foord Kirk, the individual has access to some of the best advice available. And this is just the beginning.

The CDC links to other career building and self development resources as well as the Self Management Group job boards which provide opportunities that may not be available elsewhere.

In our research, we have found that individuals who take an active role in managing their own careers are approximately twice as likely to be promoted than those who do not.

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## HELP FOR SCHOOLS:

This is the tool that helps our leading schools to help their students find the career that will meet their personal goals while providing corporate and government employers with access to the best and brightest of the next generation.

This on-line site can be easily integrated into any school's web site and will provide the individual with the full functionality of the CDC plus the school's own full services. This option gives the school access to additional resources as well as the potential for additional revenue streams.

## HELP FOR EMPLOYERS:

Leading organizations who are constantly looking for top performers to enhance and grow their business can use the CDC to present career opportunities to career minded people. Career companies can show their organizational commitment to careers by developing career management strategies for the students who will thrive with them when they graduate.

This new announcement by the Self Management Group gives us great pride. By creating the Career Development Centre, we are hoping to provide our young people, with some of the insights, strategies and connections that we have developed over 25 years in the career management business.

SMG...Celebrating 25 years in career development.

For an exclusive preview, go to [www.smgcareers.com](http://www.smgcareers.com) or e mail Shanah Marshall @ [smarshall@self-management.com](mailto:smarshall@self-management.com).

## ABOUT THE SELF-MANAGEMENT GROUP:

The Self-Management Group helps organizations attract, screen, select, develop, and retain self-managed, top performers. 25 years of research have helped us pinpoint the factors that lead to performance. SMG services are available around the world in 23 languages. For more information about this program and Self-Management Group products and services go to [www.self-management.com](http://www.self-management.com) or call 1-800-760-9066 Ex 223 and ask for Jay Kipps

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