

# Ahwatukee pair create career-assessment tool for students

By Coty Dolores Miranda

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Convinced that “most people stumble into their careers,” two Ahwatukee residents have developed a layman’s version of a career-assessment tool typically used by professional career advisers at military installations, government agencies, corporate and university campuses, and career centers.

Gregory Neidert, an Arizona State University psychology professor of 30 years, and Nancy Ortman of the international career consulting firm, World of Work Incorporated, said their online assessment tool, the WOWI Direct Career Profile, is designed to help high-school students and adults find the career for which they’re best suited.

“With so many professionals in the occupational field using the WOWI assessment, we were often asked if they offered a single-purchase assessment for individuals,” said Neidert, an Ahwatukee resident since 1985. “That’s exactly what we’ve created — an online version of the popular WOWI assessments for

students considering a major, adults returning to school or individuals considering a career change.”

The WOWI Direct Career Profile includes about 300 questions that can be completed in just less than an hour, said Ortman, an Ahwatukee resident of 27 years.

“The questions are designed to provide job seekers with a comprehensive profile of their individualized traits and the best matching prospective job choices, with results linked to the U.S. Department of Labor’s Occupational Outlook Handbook — a government resource with detailed overviews, educational requirements and outlooks for hundreds of different types of jobs,” she said.

Neidert and Ortman said as college costs continue to spiral, parents of high-school students have become interested in having their kids complete the WOWI Direct Career Profile.

“Each semester of study spent in the wrong major can easily cost a family \$10,000 or more in addition to the untold frustration for students who must now

take additional classes,” she said. “Many of these problems can be headed off by starting out in a major that’s best suited to that person’s interests, capabilities and career goals.”

Added Neibert, “Some parents believe the student will get career help from the school itself, but universities traditionally have never been focused on career direction for their students, or it’s minimal at most. Most people don’t take charge of their future and career — making choices without sufficient data, and with little introspection. Often, when entering college, they check a box for ‘major’ without doing their due diligence.”

Neidert, who holds a doctorate in psychology and teaches a psychology of careers course, encourages parents to start working with their child to identify a college major as early as the freshman or sophomore year.

“An ASU study showed the optimal point to find what you want to do is no later than about the second semester of the high-school sophomore year,” he said.

Adults considering a career change can also benefit. “A career is not a job,”

said Neidert. “A career includes everything you do throughout your personal and professional life.”

Mesa Community College psychology professor Wesly Feuquay uses WOWI and thinks it is an invaluable tool for planning one’s future.

“I’ve used this for all 10 years I’ve been teaching here,” said Feuquay. “Not only does it give them areas of interest for a career, but the ability to look at their unique self and how they’re going to align that with their future. How do I want to align my life with what I want to do?”

Ortman said through Nov. 30, the WOWI Direct Career Profile carries an introductory cost of \$24.95; normally it sells for \$49.95.

“However, there’s no charge to answer the questions and receive a career preview,” she said, citing other career resource materials, including links to resume writing, that are available free at [WOWIDirect.com](http://WOWIDirect.com)

Information: 480-966-5100.