



## Improve counseling efficiency, reach, and results

### BENEFITS:

- + **Improved Reach and Results** – Continuous access and interactive guidance give students more support with fewer counselor resources
- + **Easy to Take/High Completion Rates** – Only 5 – 15 minutes to complete with a completion rate of over 80%
- + **Marketing Tool** – Can be used by prospective students exploring your institution's programs
- + **Effective Resource Allocation** – Know which students to funnel into career services while actively serving the entire student population
- + **Gather Data and Insights** – Better understand student's fit with your programs to inform educational program development and your go-to-market strategy

### FEATURES:

- + Mobile enabled
- + 60 questions (empirically derived from the Strong assessment)
- + Immediate and interactive feedback
- + Easy and repeatable access to results
- + Co-branded website
- + Counselor-view function to view aggregated results

### DRIVING RESULTS:

- + Retention and graduation
- + Gainful employment

The SuperStrong™ interactive career and interest assessment platform is based on the world's leading career assessment tool, the *Strong Interest Inventory*®. The SuperStrong helps your students discover who they are and explore college majors and career paths that are the best fit for them.

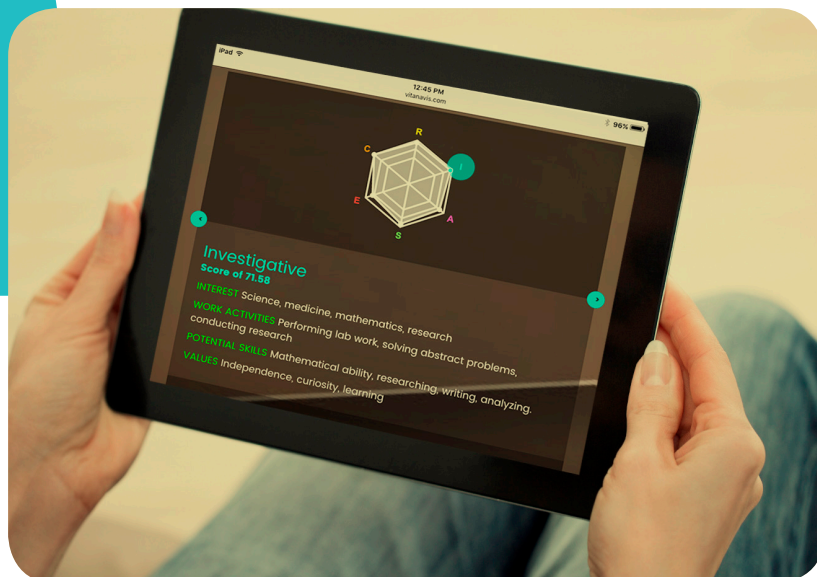
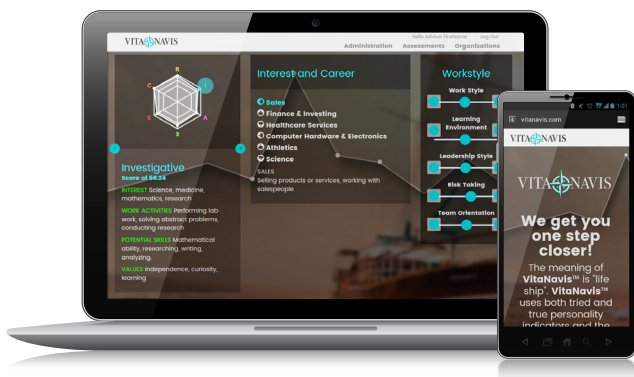




The SuperStrong™

### MEETING YOUR NEEDS

The SuperStrong™ is available exclusively through the VitaNavis™ application. VitaNavis uses both tried and true personality indicators and the latest behavioral science to recommend real world action steps to our users to help them achieve their goals in life. The first step is the Strong Interest Inventory®, used for decades to help users align their personal interests with “life pathways”, both career and personal, and now made easier and more accessible in the new SuperStrong update.



## Your Guide to Performance

VitaNavis was created by CPP Innovation Labs (cppilabs.com), an incubator of CPP, Inc., that combines expertise in data science and cutting edge technologies with decades worth of peer reviewed and scientifically validated assessment data to conduct personality and behavioral research in the areas of education, people analytics, and healthcare. Continuing CPP's 60-year commitment to improving people's lives through a better understanding of themselves and others, CPP Innovation Labs is dedicated to making our proven insight accessible to all people as they make decisions at critical points in their lives.

Let's make a difference together. Talk to us today to see how.

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VITA NAVIS

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