

# COUNSELLORS

FRANCHISE  
OFFER



Multiple Intelligences Developmental

Assessment Scale ( M.I.D.A.S )

*[recommended by Prof. Howard Gardner, himself]*

Help students identify their strengths and guide them in making appropriate

**“CAREER CHOICES”**

## IMPORTANCE OF IDENTIFYING ONE’S STRENGTHS :

When asked – “What would you rather find yourself doing?” *Many people say – probably – ‘anything that gives me more happiness!’*  
Well, most of us are not aware that we ought to IDENTIFY our strengths and BUILD them up – identify the careers, which use our strengths – so that we do not need to drag ourselves to work each day!

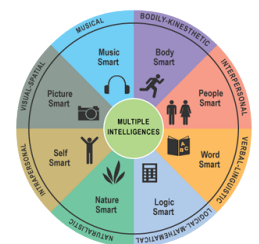
We have all heard of I.Q. – which measures only 2 (numerical & verbal) abilities in the person. The ‘Theory of Multiple Intelligences’ – proves that each of us has 8 Intelligences - which together define the person. Satisfaction in one’s career depends on whether one is ‘in-sync’ with one’s inherent strength or not.

Students need to be guided scientifically on the career paths - which resonates with their inherent strengths. This would invariably lead them to be satisfied citizens, who are able to work more efficiently than their colleague – who is ‘doing a job’ – not ‘in-tune’ with their strengths.

**FRANCHISE PROPOSAL:** Being TRAINED to Interpret ‘MIDAS’:

The Franchisee would be required to invest for their initial day long training. They would then need to procure the Profiles from us at a discounted fee.

*If you see yourself helping students make better career choices scientifically – do connect.*



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