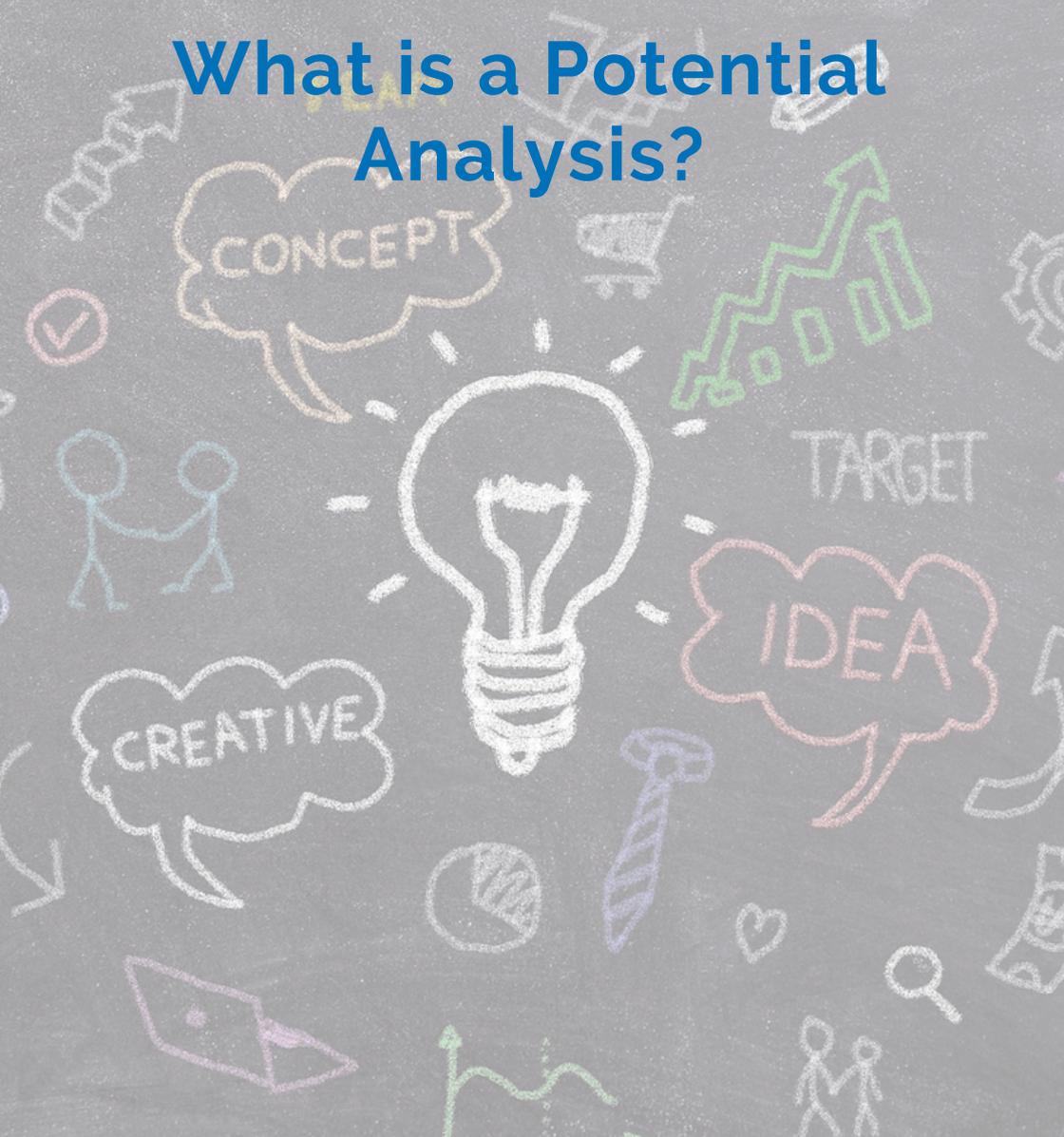


What is a Potential Analysis?



What simplifies significantly young people's career decisions and processes?

Among other aspects, an "awareness of strengths" simplifies the career decision process significantly. This turned out within a **Survey with 308 students** of High-School, University & VET including also parents. Therefore, a measuring tool for strengths, a potential analysis was developed within the Erasmus+ project "UniVET".

Based on the results of the preliminary investigation of career decisions and influencing factors within the Erasmus+ project "UniVET", the contents for a potential analysis method were developed in the project consortium. This measuring instrument is intended to **support young people in recognizing their potential and interests and to increase their work orientation.**



What is a potential analysis?

A potential analysis refers to the structured examination of the existence of certain characteristics and abilities and therefore provides detailed information on questions about people's abilities.

Potential analysis are carried out in different areas of application and with different methods.

For example, **structured questionnaires or a comprehensive individual assessment** can be used to determine one's own career potential.

The potential analysis thus serves to record the capability potential for future activities.

Among other things, the potential analysis records **knowledge, skills, motivation and personality traits**. A potential profile can be created from the recorded characteristics.



How do I find out about interests and inclinations?



Recognising one's own interests and potential is not done by answering a single question.

There are several ways to find out what interests and potential you have in themselves. Each new insight is like a piece of the puzzle, which gradually leads to the recognition of an entire picture. A potential analysis can support young people on their journeys.

Potential analyses have been successfully used for several decades not only in companies **to determine the potential of employees**, but also to **provide career guidance for young people**.



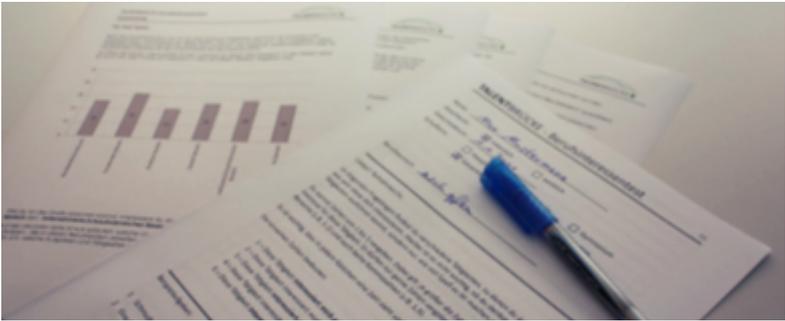
Further hints to support young people to create an overview

- Asking others like the own family or friends where they see strengths.
- Writing down the own strengths and weaknesses and get an overview in this way.
- Taking a career interest test to find out in which direction the own interests lie.
- Completing a potential analysis to find out in which areas there are particular strengths. Getting an overview of the development of the own personality traits. Furthermore, answering a personality questionnaire, which can also be part of a potential analysis.
- You need more detailed information? The Erasmus+ project "UniVET" supports you!
<http://univet-project.eu>

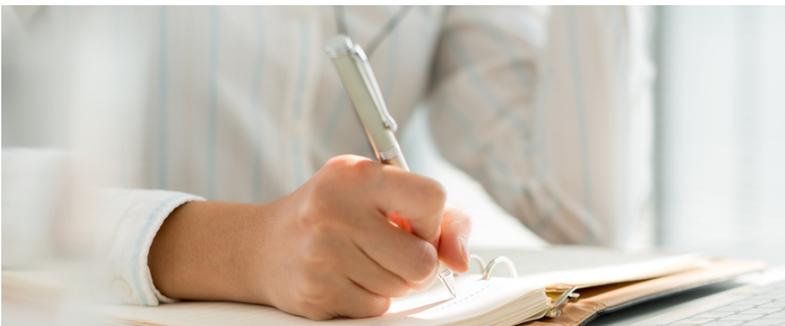
Developed contents of the potential analysis

→ Examination of a test on concentration/attention

→ Career-Interest Survey



→ Behavioural observation



Developed contents of the potential analysis

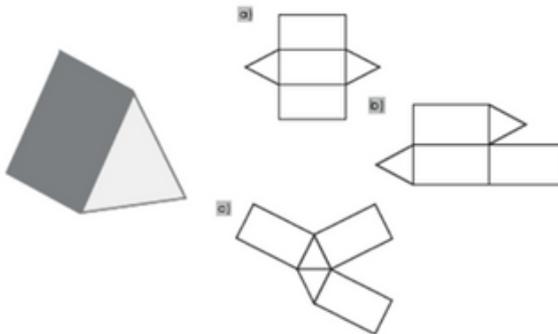
→ Group exercise (Observation)



→ Personality questionnaire

→ Self-Presentation

→ Test of spacial imagination



You want more information?

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www.univet-project.eu

UniVET App:
Represents the
project site



UniVET-Guideline App:
Summarises all findings
of the project



About the project "UniVET"

Why do young people decide for **vocational training** or **university studies**?

Based on this question, a comparative investigation of the decision factors and an investigation of the most important influencing factors within the framework of the UniVET project was implemented from September 2018 until the end of February 2019.

As a result of this research, the most important personality traits and personal strengths were identified. Based on these strengths, a measuring instrument for the potential and interests of young people was developed between March and October 2019 to increase their career orientation.

The basic idea behind this was that if the most important factors influencing a young person's career decision can be measured, he or she can also be advised individually and profitably after a test.



Since then, numerous pupils and young students have been accompanied by the **potential analysis** developed by the UniVET partners and subsequently advised. The knowledge gained is presented in this document.

In the long term, the UniVET project aims to **improve the career orientation of young people** in all partner countries. All stakeholders should be informed about opportunities and, in this context, the acceptance of vocational education and training should be improved in comparison to higher education. One of the main objectives of this project is to **raise awareness of vocational training opportunities** among all target groups.

“**UniVET** – University or Vocational Education and Training” is run by **TALENTBRÜCKE GmbH & Co. KG** and is funded by the **Erasmus+** programme of the European Union. The project consortium consists of members from Germany, Spain, Lithuania, Italy and Poland.

About UniVET

- Programme:
Erasmus +
- Project Title: UniVET –
University or Vocational
Education and Training
- Project Number:
2018-1-DE02-KA202-005015
- Key Action:
Cooperation for innovation
and the exchange of good practice
- Project Start Date:
September 2018
- Project End Date:
31 December 2020
- Project Duration:
28 months

Project Partner



BAU > INDUSTRIE
Nordrhein-Westfalen

