



Pearson

A Pearson Career Success Program Story:

Pelin Kivrak, from Istanbul Okan University, shares how she benefited from Pearson's Career Success Program

Key Findings

Pelin Kivrak, a student attending Istanbul Okan University, found there were many benefits from Pearson's Career Success Program (CSP) including:

- **Gaining insight and knowledge to develop an appealing personal brand that will make her stand out to employers**
- **Providing an opportunity to reach clarity about study and career goals**
- **Developing necessary core skills such as time management**
- **Building confidence in her ability to obtain a job**

About Pearson Career Success Program

The Pearson Career Success Program (CSP) is a centralized learning experience that helps students discover their best career options and the skills required, develop those professional and interpersonal skills through instruction and practice, and demonstrate their skills effectively to prospective employers.

The program includes assessments on college and career readiness and on the mindset necessary to succeed professionally. Also, the program provides practical, expert instruction on key career development topics like: creating effective resumes and e-portfolios; offers preparation for interviewing and networking; and it prepares candidates to showcase their qualifications and competencies through work artifacts and digital credentials on skills such as communication, collaboration and teamwork, and leadership.

Background of School

Istanbul Okan University is a private university located in Istanbul, Turkey. Its motto is "the University Closest to Business Life" with the goal of preparing students for the business world. It currently enrolls approximately 18,000 students in its undergraduate, graduate and PhD programs at the 10 faculties and 3 graduate institutions.

Student Experience and Perception

Pelin, a student in her 2nd year at Istanbul Okan University, purchased the Pearson Career Success Program (CSP) before her first week of classes. She accessed and completed her assignments on her computer and smartphone, and used all of the features including:

- GRIT Gauge pre and post assessment
- LinkedIn activities and resources
- video coaching activities and resources
- Conley Readiness Index



Pelin was especially satisfied with the GRIT Gauge pre and post assessment and the LinkedIn activities and resources, finding both to be easy to use and extremely useful. Pelin also appreciated how beneficial the Conley Readiness Index was, also noting that it was extremely useful.

Through the use of CSP, Pelin gained more clarity into her study and career goals. She felt this guidance was invaluable. In particular, she felt the exercises helped support her goal of managing her time better, saying, ***“I can manage the program and the program is now easy [to follow] for me.”***

Another highlight of CSP for Pelin was the development of core skills. She strongly agreed the skills she developed through CSP would help in her academic studies and beyond. She believes these skills enable her to become a better learner by helping her improve core skills such as time management and planning, as well as set her up to be more career and workplace ready.

Pelin’s confidence in her personal brand and ability to obtain a job grew after using CSP. In particular, she felt the knowledge and insight gained to develop her personal brand will make her more visible and attractive to potential employers.

Conclusion

Overall, Pelin has been very satisfied with her experience utilizing CSP. She found it was a ***“really good helper and guide”*** when it came to establishing goals, building her confidence, improving necessary core skills, and preparing her for a career. She believes it is a beneficial program for those who want to establish life goals, ***“I really recommend it to people who have no solid plans for the future.”***