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INSTITUTE OF POTENTIAL MAXIMISATION

PROPOSAL TO SUPPLY CAREER CHOICES CHARTS

IPM is the leading provider of quality career posters, career resources, career guidance charts and other information posters for learners, educators and schools.

We aim to Inform, focus and Inspire by design



INTRODUCTION

Career Choices Charts are exhaustive mind maps that show the link between subject choices or industry of interest with possible careers. They cover all subjects offered within the South African CAPS curriculum and all industries within the South African economy.

For Schools, Career Choices Charts will come in very handy especially considering:

1. The High School Learners that mostly have limited Career Guidance at their schools
2. The Covid 19 environment that makes Career excursions difficult
3. The LO teachers that usually play the role of Career Givers but are under-resource

Schools that get Career Choices Charts create Career Corners and the Career Corners are proving to be very popular with both Learners and Educators

THE CAREER CHOICES CHARTS

The pages overleaf show just a select few
Career Choices Charts.

The full list has 100 Charts, covering
All subjects and All industries

Innovators

- CFO
- CEO
- Financial Forecaster
- Investment Analyst
- Data Scientist
- Financial Broker
- Internal Auditor
- Risk Manager

Organisers

- Accounts Receivable Officer
- Bookkeeper
- Company Secretary
- Executive Assistant
- Finance Administration
- Payroll Manager
- Tax Manager
- Taxation officer

Opportunists

- Investment Banker
- Management Consultant
- Venture Capitalist
- Public Practice
- Business Owner
- Financial Reporter

Protectors

- Charity CFO
- Corporate Social Responsibility Treasurer
- Environmental Accountant
- Government Grants Management
- Not for Profit Grants Management

Instructors

- Data Scientist
- Financial Broker
- Forensic Accountant
- Insurance Claims Inspector
- Insurance Risk Surveyor
- Investment Analyst
- Investment Banker
- Economist
- Risk Manager
- Grants Manager

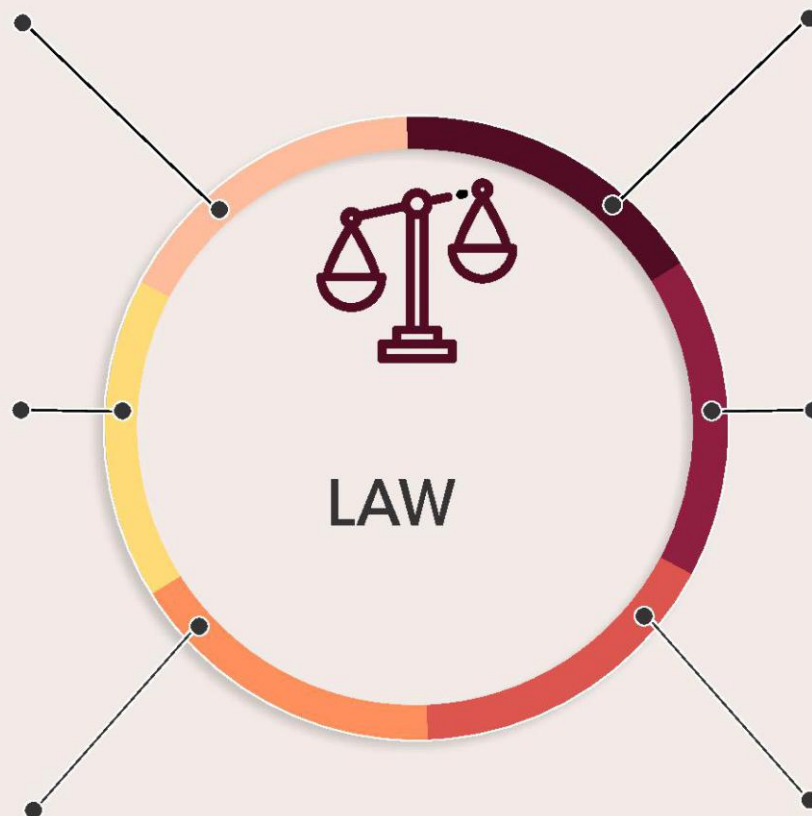


Technicals

- Insolvency Specialist
- Forensic Accountant
- Public Practice (Asset Manager)
- Public Practice (Audit & Assurance)
- Data Analyst
- Risk Consultant
- Tax Accountant
- Corporate Treasurer
- Cyber Crime Security Officer
- Internal Auditor

Doers

- Loan Officer
- Mortgage Broker
- Internal Auditor
- Exporter
- Property Asset Manager



Courts

- Court Clerk
- Court Usher
- Judge/Sheriff
- Court Reporter
- Court Administrative Officer

Enforcement

- Police Officer
- Prison Officer
- Military Police
- Customs Officer
- Probation Officer
- Benefit Fraud Officer
- Youth Offending Team

Advice

- Welfare Rights Worker
- Immigration Paralegal
- Trade Unionist
- Patent Agent

Practice

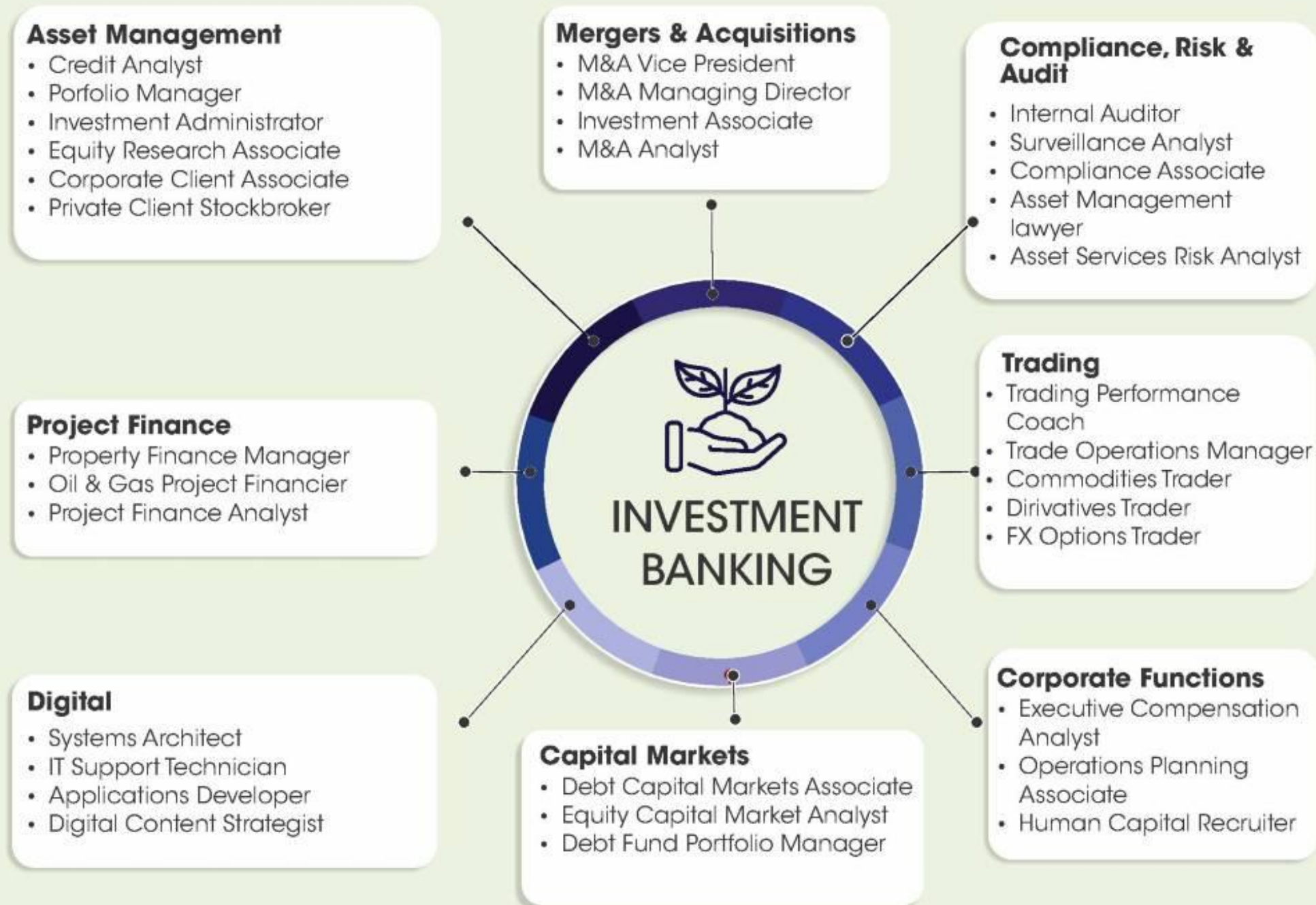
- Solicitor
- Legal Executive
- Legal Secretary
- Licensed Conveyancer

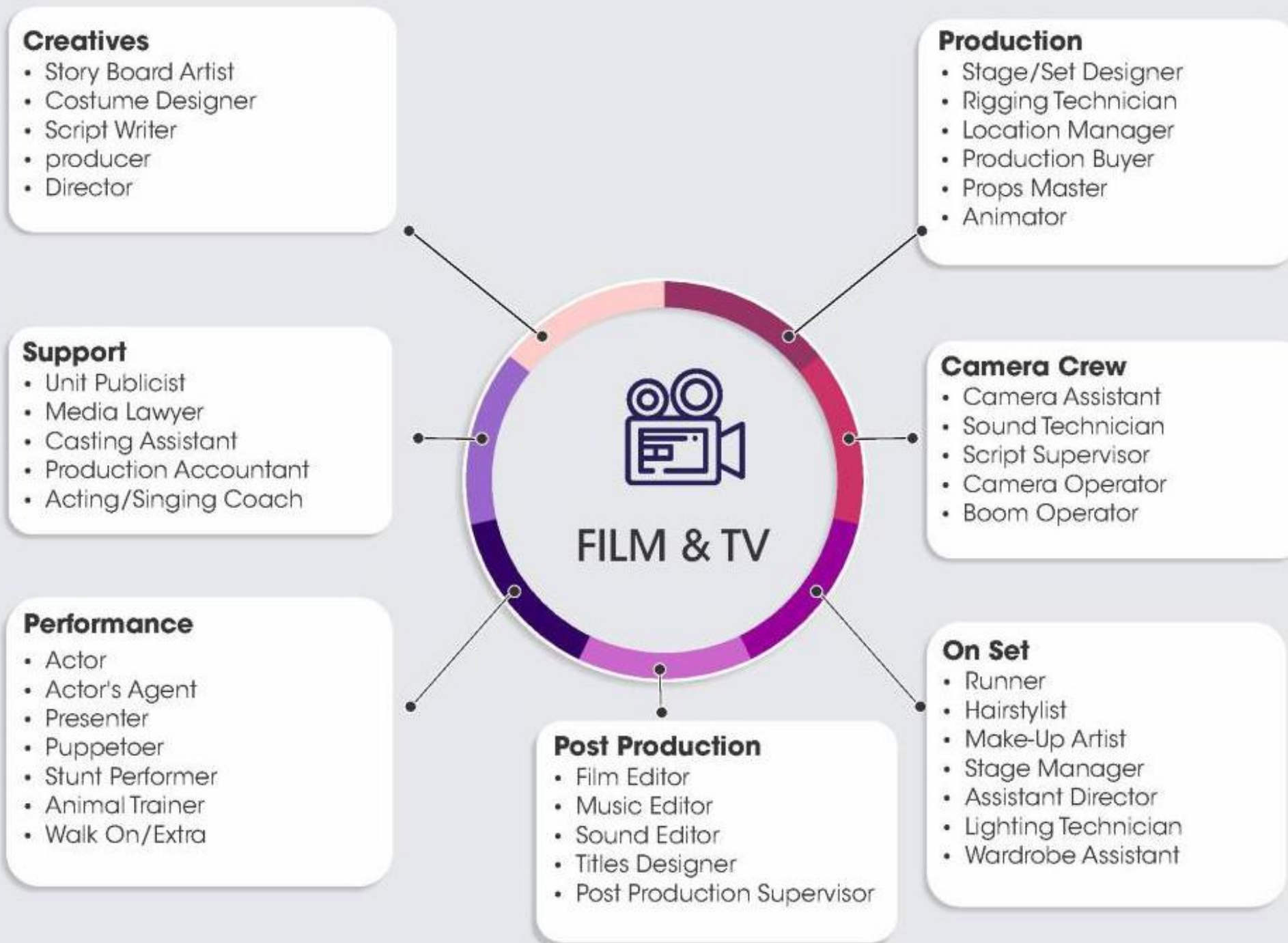
Chambers

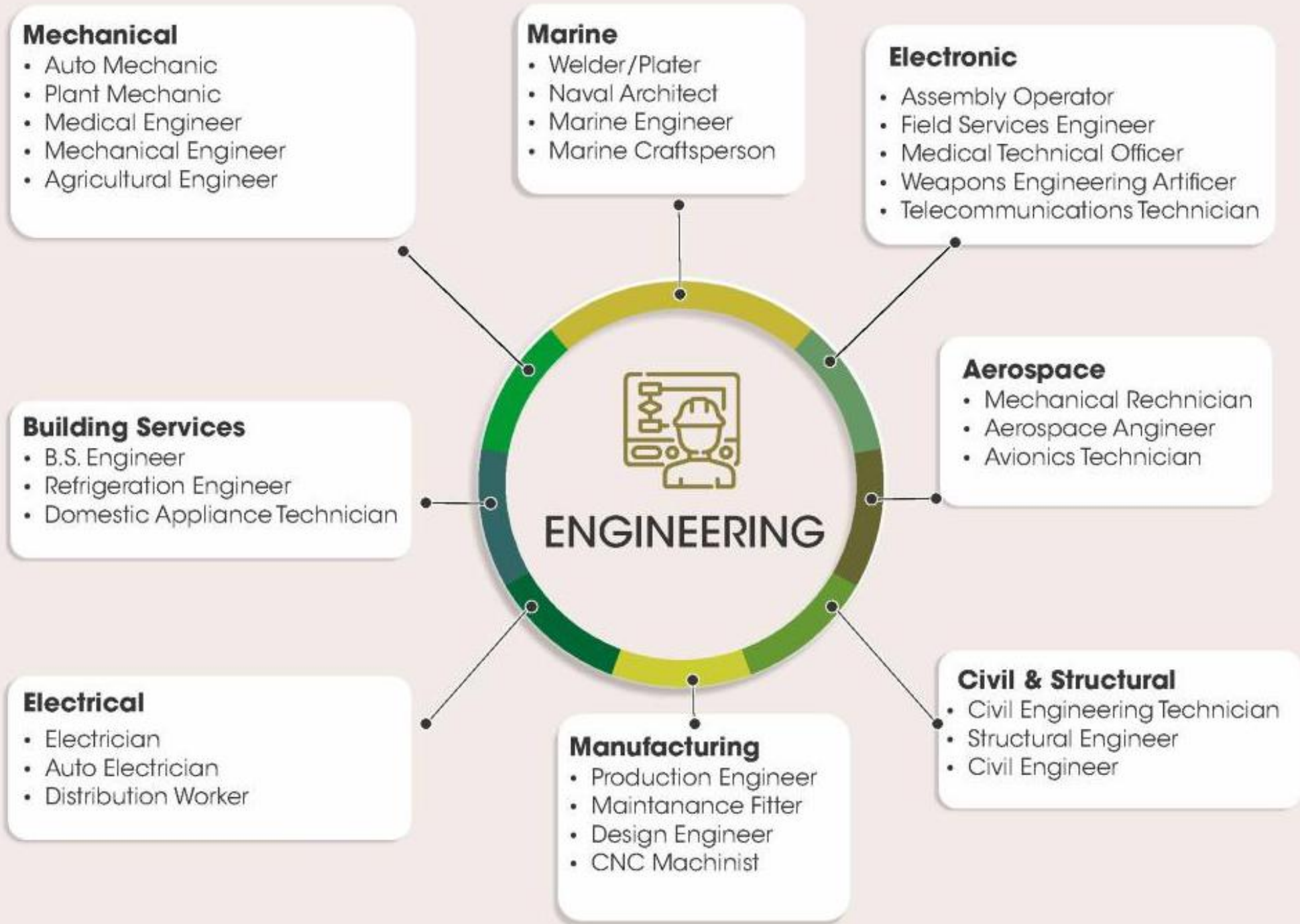
- Receptionist
- Senior Clerk
- Junior Clerk
- Barrister

Finance

- Local Government Revenue -Officer
- Low Cost Draftsman
- Legal Cashier
- Bailiff







Design

- CAD Modeller
- Web Developer
- MAC Art Worker
- Graphic Designer
- Multi Media Design

Database

- Data Clerk
- Data Analyst
- Database Developer

Software

- Software Engineer
- Systems Analyst
- App Developer

End User

- IT Technician
- Network Manager
- Technical Writer
- Help Desk Professional
- Field Services Technician

Education

- Computer Science Lecturer
- IT Instructor
- IT Teacher



Cyber Security

- Penetration Tester
- Forensic Investigator
- Cyber Incident Analyst
- Information & Risk Manager

Gaming

- Lead Programmer
- Audio Technician
- Creative Director
- Game Animator
- Level Editor

E-Commerce

- E-commerce Sales Associate
- Social Media Manager
- Online Merchandiser

Hardware

- Electronics Engineer
- After Sales Specialist
- Mechanical Engineer
- Product Designer
- Bios Engineer

Career Motivators

We have inherent values that draw us to particular careers. What are yours?

MONEY?



POSSESSIONS | POWER | WEALTH

- * Accountant
- * Management Consultant
- * Attorney
- * Project Engineer
- * Home Sales Agent
- * Property Developer
- * Investment Banker
- * Sales Manager

Career Motivators

We have inherent values that draw us to particular careers. What are yours?

KNOWLEDGE?



LEARNED | PROFESSIONAL | RESPECT

- * Doctor
- * Recruiter
- * Lecturer
- * Researcher
- * Linguist
- * Social Worker
- * Pharmacist
- * Software Engineer

Career Paths

Are you friendly, generous caring or cooperative? Do you love greeting, serving, supporting, communicating or supporting?

HELPER



- * Nursery Nurse
- * Counsellor
- * Social Worker
- * IT Trainer
- * Sales Assistant
- * Youth Worker
- * Sports Coach
- * Personal Assistant

Career Paths

Are you practical, mechanical or realistic? Do you like fixing, measuring, moving, building or working outdoors?

DOER



- * Joiner
- * Welder
- * Mechanic
- * Sports Person
- * Park Ranger
- * Police Officer
- * Civil Engineer
- * Farm Manager

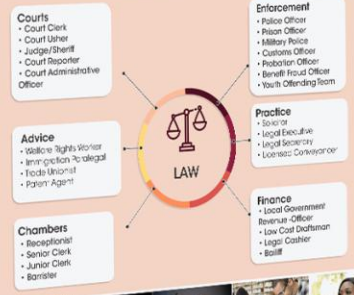
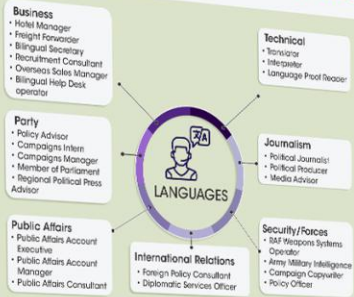
BANNERS

The Career Charts can be organised into Banners that can be very useful for Career Day showcasing, Prize Giving Day, Parent - Teacher Days & Induction Days.

These can be customized with the School logo and colours.

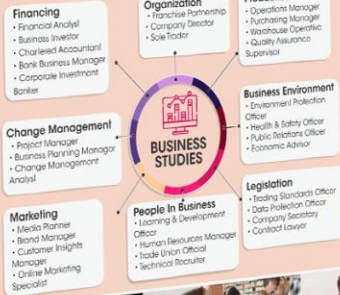
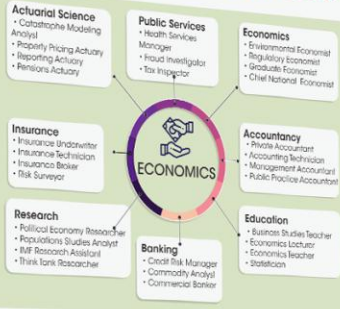
YOUR SCHOOL LOGO

CAREERS IN HUMANITIES



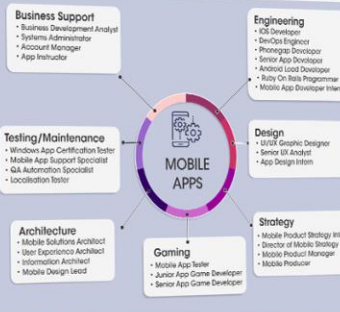
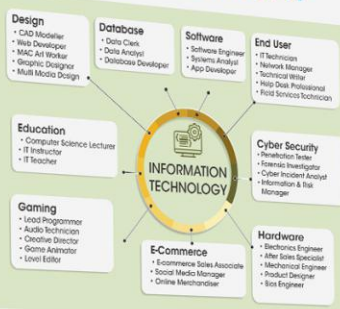
YOUR SCHOOL LOGO

CAREERS IN BUSINESS



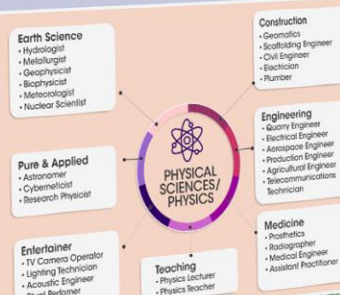
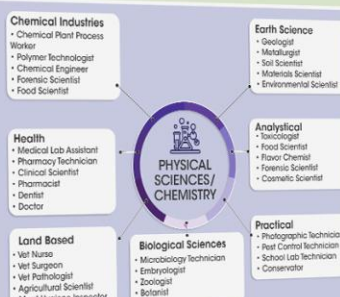
YOUR SCHOOL LOGO

CAREERS IN I.T.



YOUR SCHOOL LOGO

CAREERS IN SCIENCES



DISCOVER YOUR CAREER IN A WORLD OF POSSIBILITIES



Agriculture



Arts



Business



Charity



Construction



Cyber Security



Defense



Development



Education



Fashion



Finance



Health



Hospitality



Journalism



Law



Manufacturing



Media



Marketing



Mobile Apps



Music



Politics



Property



Public Relations



Publishing



Recruitment



Retail



Scientific Research



Social Care



Sports Science



Technology



Travel



Uniform Services

YOUR SCHOOL LOGO

YOUR CAREER IS...

- A Vision** (Central graphic)
- A Challenge** (Image of a person in a lab coat)
- A Creation** (Image of a person working in a workshop)
- An Occupation** (Image of a person in a business suit)
- A Vocation** (Image of a person with a dog)
- An Ambition** (Image of a person in a white coat)
- A Pursuit** (Image of a person in a white coat)
- A Profession** (Image of a person in a white coat)
- A Passion** (Image of a person in a white coat)
- An Aspiration** (Image of a person in a white coat)
- A Service** (Image of a person in a white coat)
- A Performance** (Image of a person in a white coat)

CAREER MOTIVATORS

We have inherent values that draw us to particular careers. What are yours?

- MONEY?**
 - Sales Manager, Project Engineer, Investment Banker, Property Developer
- POSSSESSIONS | POWER | WEALTH**
- POWER?**
 - Lawyer, Politician, Lobbyist, Police Officer
- AUTHORITY | PRESTIGE | STATUS**
- CONTROL?**
 - Accountant, Operations Manager, Civil Engineer, Air Traffic Controller
- DECIDE | REGULATE | MANAGE**
- ADVENTURE?**
 - Adventure Tour Guide, Retail Buyer, Armed Forces Officer, Helicopter Pilot
- CHALLENGE | EXPERIENCE | RISK**
- CREATIVITY?**
 - Fashion Designer, App Developer, Film Maker, Primary Educator
- EXPRESSIVE | ORIGINAL | INVENTIVE**
- SOCIAL CONCERN?**
 - Charity Organiser, Human Rights Lawyer, Housing Manager, Social Worker
- CHARITY | ETHICAL | JUSTICE**
- INDEPENDENCE?**
 - Author, TV Producer, Electrician, Event Planner
- AUTONOMY | CONTROL | FREEDOM**
- ORDER?**
 - Hotel Manager, Logistics Manager, Librarian, Software Developer
- EFFICIENT | ORGANISE | PLAN**
- SECURITY?**
 - Civil Servant, Nurse, Solicitor, Teacher
- CERTAIN | CONSTANT | SAFE**
- KNOWLEDGE?**
 - Doctor, Researcher, Lecturer, Software Engineer
- LEARNED | PROFESSIONAL | RESPECT**

YOUR SCHOOL LOGO

CAREER PATHS

- CREATOR**
 - Are you expressive, original, independent or idealistic? Do you like to create, express with words, compose or design?
 - Architect, Graphic Designer, Dancer, Painter, Film Maker, Hairdresser, Writer, Fashion Designer
- DOER**
 - Are you practical, mechanical or realistic? Do you like fixing, measuring, moving, building or working outdoors?
 - Joiner, Park Ranger, Welder, Police Officer, Mechanic, Civil Engineer, Sports Person, Farm Manager
- EXPLORER**
 - Are you analytical, curious, logical or intellectual? Do you like experimenting, researching, formulating or calculating?
 - Dietician, Surgeon, Political Researcher, Network Engineer, Maths Teacher, Estimator, Ecologist, Economist
- MOTIVATOR**
 - Are you competitive, ambitious, adventurous or optimistic? Do you like selling, promoting, leading or managing?
 - Hotel Manager, Publicist, Estate Agent, Fashion Editor, Lawyer, Stock Broker, Buyer, HR Manager
- HELPER**
 - Are you friendly, generous caring or cooperative? Do you love greeting, serving, supporting, communicating or supporting?
 - Nursery Nurse, Sales Assistant, Counsellor, Youth Worker, Social Worker, Sports Coach, IT Trainer, Personal Assistant
- ORGANISER**
 - Are you ordered, structured, efficient or methodical? Do you like organising, attending to detail or planning?
 - Financial Planner, Archivist, Funeral Director, Stock Controller, Wages Clerk, Event Organiser, Customs Officer, Air Traffic Controller

YOUR SCHOOL LOGO

STEM CAREERS

- BIOLOGY**
 - Animal Care**: Vet Nurse, Vet Surgeon, Stud Handler, Marine Biologist, NSPCA Inspector, Sialar Park Keeper
 - Biological Science**: Botanist, Ecologist, Zoologist, Food Scientist, Sport Scientist
 - Earth Science**: Agricultural Scientist, Landscape Scientist, Soil Scientist
 - Conservation & Education**: Environmental Policy Officer, Wildlife Education Officer, Countryside Ranger, Conservation Officer, Biology Teacher
 - Practical**: Game Keeper, Tree Surgeon, Landscape Gardener, School Lab Technician, Pest Control Technician
 - Health**: Medical Lab Assistant, Clinical Scientist, Anatomist, Adult Nurse, Dentist, Doctor
 - Chemical Industries**: Chemical Plant Process Worker, Polymer Technologist, Chemical Engineer, Forensic Scientist, Food Scientist
 - Earth Science**: Geologist, Metallurgist, Soil Scientist, Materials Scientist, Environmental Scientist
 - Analytical**: Toxicologist, Food Scientist, Floor Chemist, Forensic Scientist, Cosmetic Scientist
 - Health**: Medical Lab Assistant, Pharmacy Technician, Clinical Scientist, Pharmacist, Dentist, Doctor
 - Biological Sciences**: Microbiology Technician, Embryologist, Zoologist, Botanist
 - Practical**: Photographic Technician, Pest Control Technician, School Lab Technician, Conservator
 - Land Based**: Vet Nurse, Vet Surgeon, Vet Pathologist, Agricultural Scientist, Meat Hygiene Inspector
 - Earth Science**: Hydrologist, Metallurgist, Geophysicist, Biophysicist, Meteorologist, Nuclear Scientist
 - Construction**: Geomatics, Scaffolding Engineer, Civil Engineer, Electrician, Plumber
 - Engineering**: Queen Engineer, Electrical Engineer, Associate Engineer, Production Engineer, Agricultural Engineer, Telecommunications Technician
 - Pure & Applied**: Astronomer, Cyberneticist, Research Physicist
 - Medicine**: Paediatrician, Radiographer, Medical Engineer, Assistant Practitioner
 - Entertainer**: TV Camera Operator, Lighting Technician, Acoustic Engineer, Stunt Performer
 - Teaching**: Physics Lecturer, Physics Teacher

FULL CHART LIST

AVAILABLE IN FOLLOWING SIZES:

A3 MAT LAMINATED

A2 MAT LAMINATED

A1 MAT LAMINATED

A0 MAT LAMINATED

INTRODUCTION CHARTS

Discover Your Career
Your Career Is

AGRICULTURAL SCIENCES

Agriculture
Animals
Fresh Produce
Horticulture
Countryside & Wildlife
Outdoors

AVIATION STUDIES

Airports

CAREER MOTIVATORS

Adventure
Creativity
Knowledge
Money
Order
Social Concern

CAREER PATHS

Creator
Doer
Explorer
Helper
Organiser
Motivator

HUMANITIES

Education
English
Languages
Law
Information & Advice
Local Government
Media Studies
Politics
Psychology
Religious Studies

ECONOMIC & MANAGEMENT SCIENCES

Accounting
Economics
Business Studies
Business Administration
Human Resources
Finance
Investment Banking
Insurance Industry
Marketing & Advertising
Recruitment
Retail

CREATIVE ARTS

Art & Design
Music
Drama
Dance & Musical Theatre
Film & TV
Heritage
Heritage Crafts
Event Management

TECHNOLOGY

Computer Games
Graphic Design
Information Technology
Cyber Security
Mobile Apps
Product Design
Food Technology

OTHER INDUSTRIES

Fashion & Textiles
Sport
Beauty & Hair
Equine Industry
Personal Services
Photo Imaging
Police Service
Print, Publishing
& Packaging
Retail Industry
Sea Careers
Security Industry
Telecoms
Uniform Services
Utilities

MATHEMATICS

Mathematics

NATURAL SCIENCES

Engineering
Life Sciences (Biology)
Construction
Physical Sciences (Chemistry)
Physical Sciences (Physics)
Pharmaceutical Industry
Resistant Materials
Built Environment
Building Services
Manufacturing
Motor Industry

LIFE ORIENTATION & TOURISM

Leisure & Tourism
Travel & Tourism Services
Hospitality & Catering
Religious Education
Food Services
Transport & Logistics
Food & Drink

SOCIAL SCIENCES

Geography
History
Sociology
Politics
Health Care
Child Care
Social Care
Nursing & Midwifery
Charity Sector

LEARNER/USER ENGAGEMENT

1. LEARNER/USER CAREER MAP

A career map is a tool for a learner/user to visualise their career ideas and plans. It consists of ten foundational elements that help a learner to build up their own career ideas or sketch out their own career plan.

[See overleaf slide.]

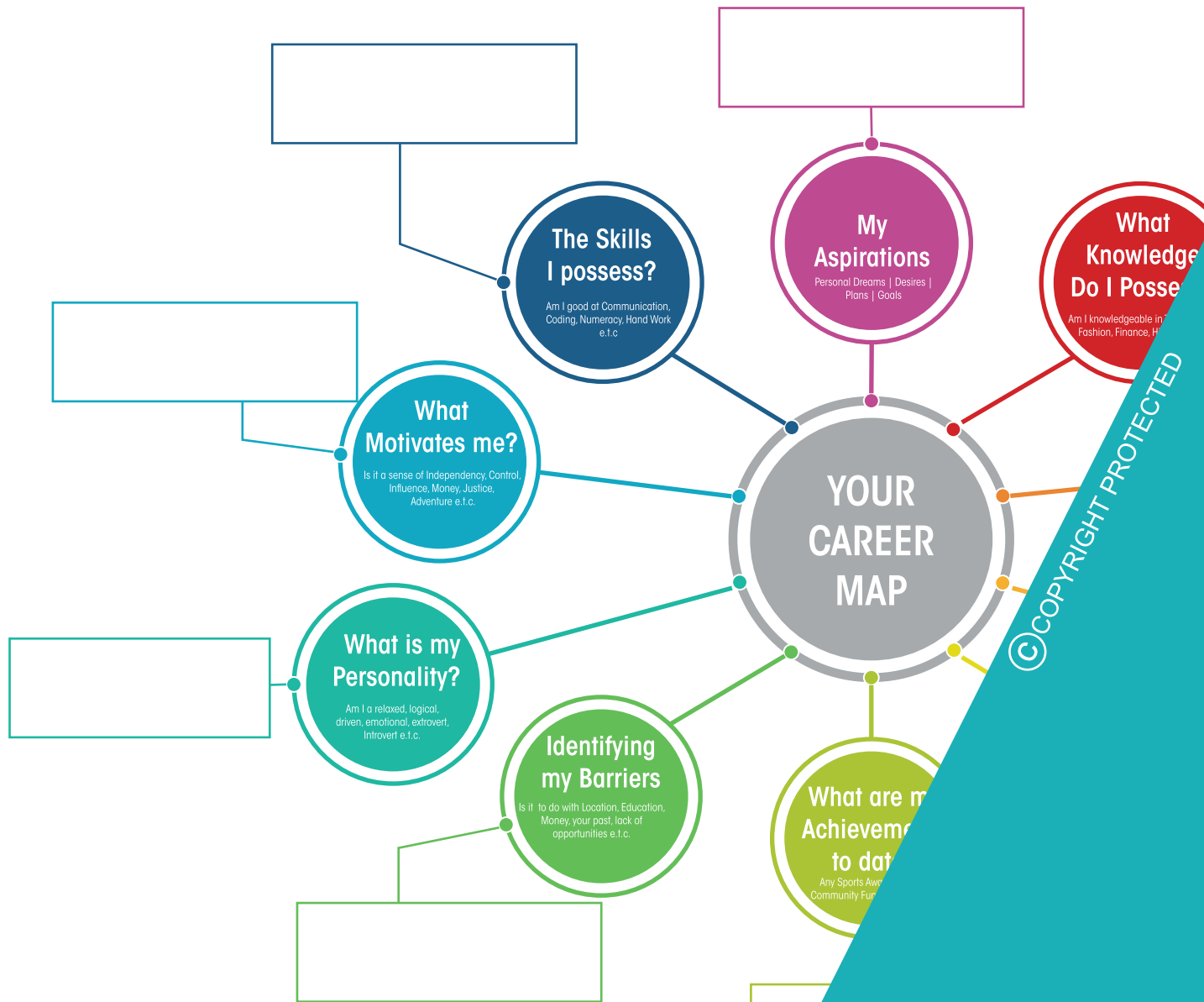
A big Chart (A1) is supplied with the charts ordered and a soft copy is made available so that the Library can print as needed and they are always there at the Career Corner for Learners/Users to make use of.

2. CAREER PROFILING

Having had their eyes opened through Career Charts and having made use of the Career Map, the Learner/User has a tool of a Career Profiling Sheet that they can then use to dig deeper on their Careers of interest

[See second overleaf slide.]





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What is a Career Map?

A career map is a tool for a learner to visualise their career ideas and plans. Use these ten foundational elements to build up your own career ideas or sketch out your own career plan.

Build a Career Profile of your Career Choices
Share and discuss with your mentor/guardian/teacher

<p>Job Profiled :</p>	
<p>What the Job entails</p>	<p>.....</p>
<p>Skills & Knowledge you need</p>	<p>.....</p>
<p>Recommended job training</p>	<p>.....</p>
<p>Related Job titles</p>	<p>.....</p>
<p>Salary information</p>	<p>.....</p>
<p>Professional Associations</p>	<p>.....</p>
<p>Your impressions of this job</p>	<p>.....</p>

BENEFITS OF THE CAREER CHARTS

1.They are Exhaustive

Imagine having a Career Day where usually Career people are called to make presentations that are meant to inspire and inform learners about careers out there.

Lets assume that an accountant is one of the panel. Chances are the specialist could be a Chartered Accountant who could be, say an Internal Auditor. He/She, when presenting, will likely have a bias towards his/her area and chances of the presentation doing full justice to the Accounting field are slim at best.

Now enter Career Choices Charts, either as aids during Career Days or as stand alones i.e. Career Corner at the Library, they suddenly open the whole field of Accounting to learners who will then be left with a thorough coverage of all that is possible thereby aiding in a much better way, in quality Career decisions



2. They are Available 24/7

Imagine everyday being a Career Day at your School.'

How?

By getting Career Choices Charts, you can create Career Corners at Libraries where learners/users can access Career Information any day, any time. This fosters a Career Guidance conscious environment conscientising learners that school is not the final destination but merely a stop in a long journey

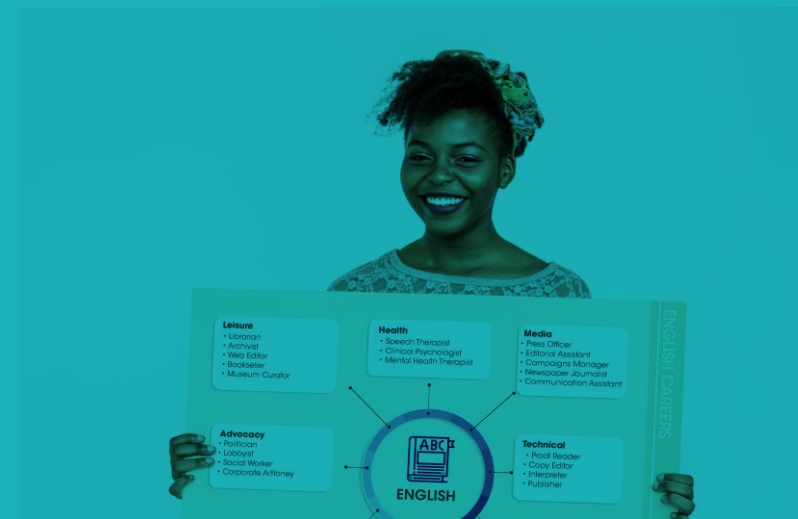


3. Best Alternative to Career Excursions

In this Covid 19 environment that comes with its limitations and one of them being impracticality of Career excursions, Career Corners at Schools offer the best alternative.

4. Teacher Aids

Career Charts become a necessary aid for Teachers who usually are not well equipped for the necessary and most important role of Career Advisory.



COSTING

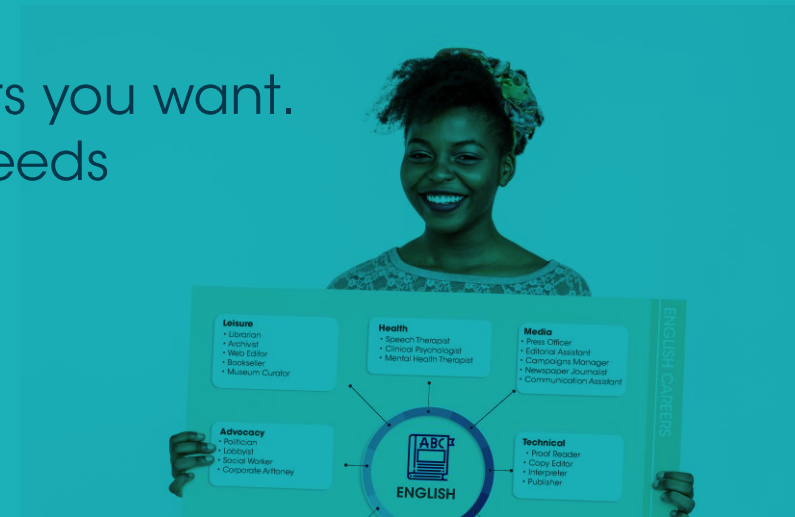
CHARTS: - A full set consists of 100 Charts plus 2 Learner Engagement Soft Copies for Libraries to reproduce as needed and the Charts are available in the following different size ranges

A0 SIZE	A1 SIZE	A2 SIZE	A3 SIZE
R 30,000.00	R 15,000.00	R 7,500.00	R 4,250.00

Due to the fact that Charts are many and there could be space challenge when creating a Career Wall, A2 or A3 sizes are recommended

BANNERS: - Banners are priced at **R 2,000/** Banner and a full set would consist of 35 Banners.

You have an option of choosing Charts or Banners you want. Just get in touch with us to discuss your unique needs



We have supplied
TVETS, Universities &
mostly Independent Schools

CAREER MOTIVATORS
We have inherent values that draw us to particular careers. What are yours?

MONEY?
 * Sales Manager * Project Engineer
 * Investment Banker * Property Developer
 POSSESSIONS | POWER | WEALTH

POWER?
 * Lawyer * Politician
 * Lobbyist * Police Officer
 AUTHORITY | PRESTIGE | STATUS

CONTROL?
 * Accountant * Operations Manager
 * Civil Engineer * Air Traffic Controller
 DECIDE | REGULATE | MANAGE

ADVENTURE?
 * Adventure Tour Guide * Retail Buyer
 * Armed Forces Officer * Helicopter Pilot
 CHALLENGE | EXPERIENCE | RISK

CREATIVITY?
 * Fashion Designer * App Developer
 * Film Maker * Primary Educator
 EXPRESSIVE | ORIGINAL | INVENTIVE

SOCIAL CONCERN?
 * Charity Organiser * Human Rights Lawyer
 * Housing Manager * Social Worker
 CHARITY | ETHICAL | JUSTICE

INDEPENDENCE?
 * Author * TV Producer
 * Electrician * Event Planner
 AUTONOMY | CONTROL | FREEDOM

ORDER?
 * Hotel Manager * Logistics Manager
 * Librarian * Software Developer
 EFFICIENT | ORGANISE | PLAN

SECURITY?
 * Civil Servant * Nurse
 * Solicitor * Teacher
 CERTAIN | CONSTANT | SAFE

KNOWLEDGE?
 * Doctor * Researcher
 * Lecturer * Software Engineer
 LEARNED | PROFESSIONAL | RESPECT

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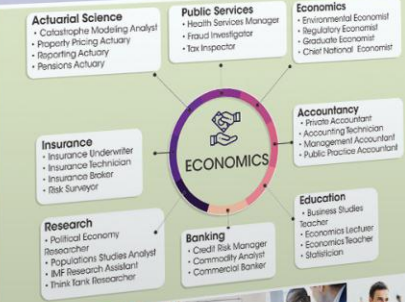
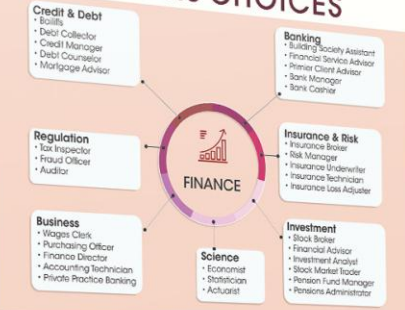
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CAREERS CHOICES



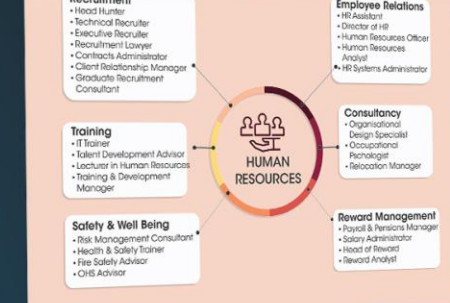
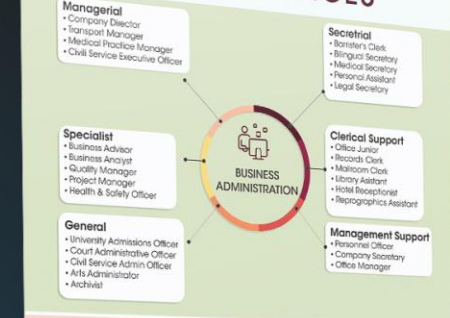
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CAREER CHOICES



CAREER CHOICES



Career Motivators

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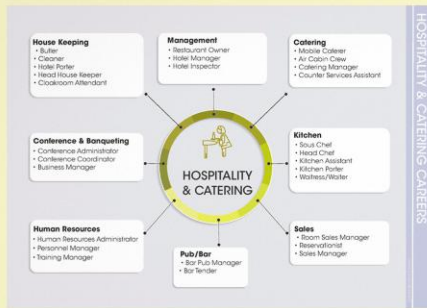
SOCIAL CONCERN?



CHARITY | ETHICAL | JUSTICE

- * Charity Organiser
- * Development Worker
- * Ethical Recruiter
- * Housing Manager
- * Human Rights Lawyer
- * Immigration Officer
- * Social Worker
- * Welfare Rights Advisor

Discover Careers in Tourism & Hospitality





BUSINESS ADMINISTRATION CAREER

BUSINESS ADMINISTRATION

- Administrative**
- Director
 - Manager
 - Practice Manager
 - Executive Officer

- Secretarial**
- Barrister's Clerk
 - Bilingual Secretary
 - Medical Secretary
 - Personal Assistant
 - Legal Secretary

- Professional**
- Analyst
 - Manager
 - Safety Officer

- Clerical Support**
- Office Junior
 - Records Clerk
 - Mailroom Clerk
 - Library Assistant
 - Hotel Receptionist
 - Reprographics Assistant

- Administrative**
- Admissions Officer
 - Administrative Officer

- Management Support**
- Personnel Officer
 - Company Secretary
 - Office Manager



CAREER WALL

Career Motivators
We have inherent values that draw us to particular careers. What are yours?

CREATIVITY?



ARTISAN | ORIGINAL | INVENTIVE

- * Advertising Director
- * Graphic Designer
- * Developer
- * Interior Designer
- * Fashion Designer
- * Journalist
- * Maker
- * Primary Educator

Career Motivators
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ORDER?



EFFICIENT | ORGANISE | PLAN

- * Architect
- * Librarian
- * Construction Supervisor
- * Logistics Manager
- * Event Planner
- * Prison officer
- * Hotel Manager
- * Software Developer

Career Motivators
We have inherent values that draw us to particular careers. What are yours?

MONEY?



POSSESSIONS | POWER | WEALTH

- * Accountant
- * Management Consultant
- * Attorney
- * Project Engineer
- * Home Sales Agent
- * Property Developer
- * Investment Banker
- * Sales Manager

Career Motivators
We have inherent values that draw us to particular careers. What are yours?

ADVENTURE?



CHALLENGE | EXPERIENCE | RISK

- * Adventure Tour Guide
- * Retail Buyer
- * Armed Forces Officer
- * Stock Market Trader
- * Conservationist
- * Travel Writer
- * Paramedic
- * Helicopter Pilot

Career Motivators
We have inherent values that draw us to particular careers. What are yours?

KNOWLEDGE?



LEARNED | PROFESSIONAL | RESPECT

- * Doctor
- * Recruiter
- * Lecturer
- * Researcher
- * Linguist
- * Social Worker
- * Pharmacist
- * Software Engineer

Career Motivators
We have inherent values that draw us to particular careers. What are yours?

SOCIAL CONCERN?



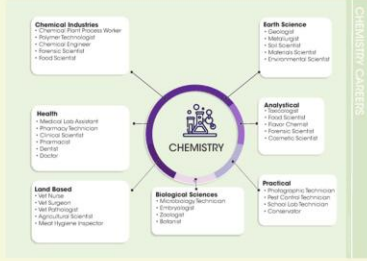
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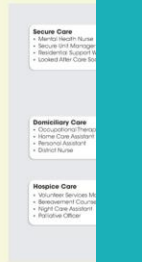
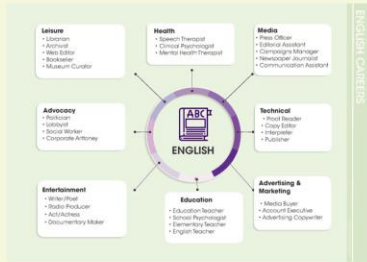
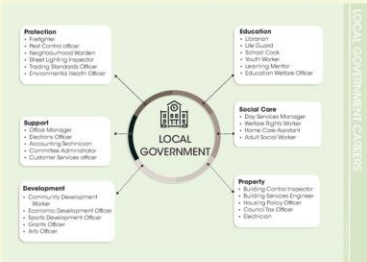
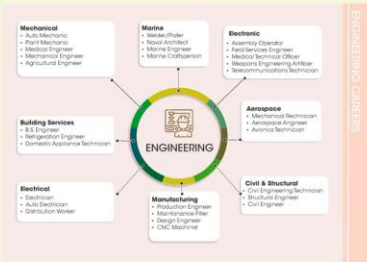


DISCOVER YOUR CAREER

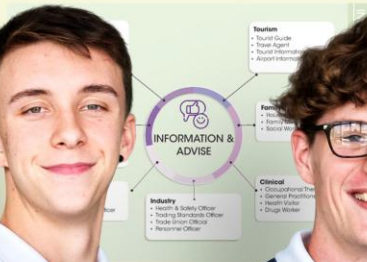
RESISTANT MATERIALS CAREERS



CONSTRUCTION CAREERS



BUILT ENVIRONMENT CAREERS





**BEST
SUPPLIER**



EDUCATIONAL RESOURCES
CATEGORY

**INSTITUTE OF POTENTIAL
MAXIMISATION PTY LTD**



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