



Career Direct<sup>®</sup>

*Living by Design*

Career Direct - Consultant  
Application Information



## THE OPPORTUNITY: SOLID MINISTRY POTENTIAL

Thank you for your interest in becoming a Career Direct® Consultant!

Career Direct® is a revolutionary assessment system that combines biblical principles related to stewardship of talents with cutting-edge career guidance technology. Becoming a Career Direct Consultant will give you the opportunity to become involved in both a **ministry** and a **business**. As a trained Career Direct® Consultant, you will have the opportunity to minister to people in a very unique way while earning an income for the service that you provide!

### ❖ HISTORICAL OVERVIEW



“During the many years I have been counseling families on their finances, I frequently observed people in career fields that didn’t match their talents and abilities. It concerned me that so many people were not aware of their strengths and, therefore, were not being good stewards of their talents. This resulted in my vision for what is now *Career Direct*®.”

Co-Founder, Larry Burkett  
(1939-2003)

### ❖ CAREER DIRECT® VISION

To fundamentally change the way career choices and hiring decisions are made so that people understand the concept of life calling and talent management.

### ❖ CAREER DIRECT® MISSION

To teach and train a sound process for career and life planning based on biblical principles and to provide practical assistance through career assessment materials in multiple languages to all people in a sustainable manner.

### ❖ REGISTRATION & CERTIFICATION

In order to receive certification as Consultant you will be required to:

- Attend a Career Direct Consultant Training (CDCT).
- Complete a minimum of 6 consultations\* within 6 months after your completed training.

\* Failing to execute the consultations within the 6 months immediately following your training will lead to the deactivation of your consultant account. This measure is necessary to ensure that we maintain a network of active and engaged consultants around the globe.

To Remain Certified as a Career Direct Consultant:

- You will be required to complete at least 6 consultations **per year** to maintain your **active status** as a Career Direct Consultant on the Career Direct Global Network. This is critical to ensure that we have consultants that are active and engaged with their clients.

## ❖ PERSONAL REQUIREMENTS FOR A CAREER DIRECT CONSULTANT

To become a Career Direct® Consultant, you need the following qualifications:

- To be a born-again Christian and have a living, vibrant relationship with God.
- To have a genuine love for people and a passion to see them grow and develop in Christ.
- To have a passion and willingness to teach and promote the Biblical perspective of talent management.
- To be part of a local Biblically based congregation and a registered member.
- The ability to sit down for extended consultations (90 — 150 minutes at a time) and work with individuals, families and companies.
- A post-secondary education.
- A deep understanding of Biblical stewardship and living as a faithful steward.
- Successfully complete a live 3-day training course.
- Access to a PC/MAC that has the ability to connect to a wireless network, and quality laser printer (color preferred, for the best results in reports).

## ❖ THE CAREER DIRECT® CONSULTANT TRAINING WILL EQUIP YOU TO:

- Teach biblical principles of stewardship regarding individual talents for work.
- Help employees discover their God-given pattern of talents for work through a career assessment and personal consultation.
- Assist young people and adults in making sound career decisions.
- Come alongside parents as they guide their children in career planning.

## ❖ WHY CAREER DIRECT?

The Career Direct® GE Complete Guidance System is an individual, personal growth resource designed to help people maximize their God-given talents and abilities. More than a simple career test, it analyzes four critical areas—personality, interests, skills, and values. Most other career assessments only analyze one or two.

- **Validation** — Career Direct® has been developed over a 20+ year period, using research based principles of assessment and measurement, and consistently meets or exceeds accepted standards of reliability and validity.
- **Multilingual/Global in approach** - Career Direct® is now available in a growing number of international languages. Reports can be generated in multiple languages in PDF format and used across the globe. The Career Direct® GE Consultant website makes provision for searching and finding a Consultant in the different continents and nations.
- **Satisfied Clients** – Career Direct® has successfully evaluated over 150,000+ adults and students across the globe. Countless endorsements have confirmed the transformational value of the assessment and consultation process.
- **Comprehensive Report** - Career Direct® provides clear direction needed to help make sound educational, occupational, or career maximization choices by accurately analyzing all four main areas that affects career choices:
  - Personality
  - Interests
  - Skills
  - And Values

- **Trusted Historical Sources** — Crown, founded by Larry Burkett is an international nonprofit ministry that has dedicated itself to help people become faithful managers of their time, talents and resources.
- **Unique Perspective** - Career Direct® is based on holistic principles of stewardship of talents and follows a unique process of synthesizing (combination of separate elements into a whole) the four levels of testing.

### ❖ WHAT OTHERS ARE SAYING ABOUT CAREER DIRECT?

*"We love Crown Financial Ministries' Career Direct! We use it as our main tool of personal assessment because it combines so many aspects into one. As a busy office, it is much easier to work from one tool than many. Students appreciate the thoroughness and depth of the results, as do their advisors. We value its usefulness so much that since 1999 we have encouraged our entire freshman class to take it before classes even begin! It is a great foothold as students are deciding or confirming their major." — Lew Gibbs, Director, Career Services, Cedarville University, Ohio*

*"Please accept our heartfelt thanks for providing our students with the opportunity to complete the Institutional version of the Career Direct® assessment. This program has certainly been a blessing to our seniors. I personally found it to be an excellent tool for helping students find their God-directed paths for life. I wish that this type of Christ-centered instrument was available when I was in high school." — Pauline J., Counselor, Christian High School*

*"After taking this career test, I have a greater self-understanding; I know my strengths and weaknesses, and I have prayerfully made plans to utilize what I do have. I believe that the Spirit will help me grow and change my weak spots. My eyes have really been opened through this assessment, and I believe the Holy Spirit is showing me things that I would never have discovered on my own." — Jacqueline B., Student at Oral Roberts University.*

## ❖ INCOME POTENTIAL

Once trained, a Career Direct® GE Consultant will have the opportunity to minister to people in a very unique way AND at the same time, earn an income for the service that they provide. The revenue sharing model was designed to help facilitate bringing transformation to individuals, families and companies in a sustainable way for all Career Direct consultants around the world.

GE Consultants qualify for a 50% profit share. Example: In the US an Educational Career Direct assessment and consultation is available for \$160.00. The Consultant will qualify to earn \$80.00 (50%) of this total retail fee. In all other nations the same sharing % will apply. Should a Consultant do 10 educational consultations per month, this would generate a potential income of \$800.00 for their services. For information regarding prices for a particular nation please forward a request to [feedback@crowns.org](mailto:feedback@crowns.org).

## ❖ CAREER DIRECT PRICING:

- Prices for Career Direct are set per nation, depending on their national economy. Prices are adjusted on a yearly basis in a collaborative process with the active Network Leaders in each respective nation. This ensures that every nation is able to have Career Direct GE available in their nation at a fair price.
- Pricing for the assessment and consultation are set for:
  - Educational Assessment (Scholars, Students).
  - Occupational Assessment (Employers, Employees).

### ❖ INVESTMENT OF TIME

As a Consultant you will be spending an average of 3 hours of time\* with every client doing an occupational/educational assessment. This includes:

- Helping the client understand how to accurately complete the assessment.
- Preparing the report of the client.
- Performing the consultation with the client/family/company.

\*When doing Occupational assessments you may spend more time per client, depending on the needs of the customer.

### ❖ TRAINING OUTLINE:

The following content will be covered during the Live 3 day training:

- "Living by His Design" Seminar – This seminar will teach consultants the basic biblical worldview of work and talent management.
- Research, Development and Technical summary of Career Direct®.
- Overview of the four key components of Career Direct® by working through the Detailed Report.
- The process of synthesis and integration in Career Direct®.
- A live unscripted Career Direct Consultation with a client.
- Developing your Career Direct® Consultant Practice: Marketing, multiple licenses, taxes etc.
- Career Direct® in different settings: Ministry, Education and Business.
- Tools, Techniques and Specific features of Career Direct®.
- Detailed look at the Career Direct® website, how to use it, and other resources.
- Case Studies.
- Consultation session of the consultant.
- Testimonies, contract and certification.

## ❖ CONSULTANT BENEFITS:

The Career Direct GE website is one of the best and easiest ways of marketing individual consultants and the benefits of the assessment. The website features a " Find a Consultant" function which enables prospective clients to easily find consultants online and connect with them in a very effective and efficient manner.

The Career Development Department at Crown is constantly developing promotional materials and making them available under the Consultant Panel for all active consultants. These promotional materials are intended to target different age groups and audiences. Career Direct GE is currently available in 18 different languages, and consultants will have access to all languages on the system. This enables them to serve clients in different language groups and produce reports in the language of their choice.

### **Other Benefits:**

- Certification as a Career Direct GE Consultant (after completing the training and 6 Consultations within 6 months)
- Membership to the Career Direct GE consultant network found within the Career Direct GE website as long as the consultant remains active per the contract agreement.
- Revenue sharing model with Crown. Up to 50% of the retail value of a Career Direct GE assessment and consultation will be shared with the consultant.
- Three Career Direct GE assessment (2 occupational, 1 educational) credits included in the training fee which are placed into the consultant's panel (\$600 retail value including consultation fee).

- \* The Career Direct GE consultant will use one of the occupational assessment credits to complete his/her own assessment required as part of the consultant training.
- Access to receive support via email and phone from a multi-layer support system:
  - a) Consultant Group formulated at the Training
  - b) Network Leader over the Consultant Group
  - c) Career Direct USA home office
  - d) Career Direct Global office
- Bulk Purchasing Power for Consultants to service larger institutional customers and increase profitability
- Invitations to Regional and Global Career Direct conferences and training events.
  
- Multi-level leadership growth opportunities:
  - Network Leader: Every consultant, once certified can become a Network Leader by hosting a Career Direct Consultant Training in which they recruit 10 new consultants from their own personal network to attend. Each certified Network Leader would earn a 20% commission on the codes their active consultants purchase so long as the Network Leader maintains a minimum of 10 active consultants within their network.
  - Master Trainer: A Network Leader may be invited to become a Master Trainer for Career Direct after completing a minimum of 50 consultations. A Master Trainer is the only one trained and authorized to lead the Career Direct Consultant Trainings.

❖ CROWN STATEMENT OF FAITH:

We believe that the Bible is the inspired, authoritative Word of God. It is without error in all its teaching.

We believe that there is one God, Lord of the universe, eternally existent in three persons: the Father, the Son, and the Holy Spirit.

We believe in the deity of Jesus Christ; in His virgin birth; in His perfect, sinless life; in His miracles; in His vicarious and atoning death through His shed blood; in His bodily resurrection; in His ascension to heaven to the right hand of God the Father; and in His personal and visible return in power and glory.

We believe that all people are lost sinners and that regeneration by the Holy Spirit is absolutely essential.

We believe in the present ministry of the Holy Spirit, by whose indwelling the Christian is enabled to live a godly life.

We believe that all people will be resurrected—those who are saved to eternal life and those who are lost to eternal damnation.

We believe in the spiritual unity of believers in our Lord Jesus Christ.

We believe that God, as Creator, is the ultimate Owner of all possessions on earth. God has given people the authority to be stewards of those possessions and the responsibility to faithfully manage them according to the principles in the Word of God.