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CAREER VALUES TOOL ON THE KIM KOMANDO RADIO SHOW IN THE USA

The Learning and Skills Council, who commissioned Axia Interactive Media to create the Career Values Tool, an online tool that is publicly available, recently telephoned Axia Interactive Media, concerned about a sudden surge in the number of its users. Had there been fault, they wondered.

In actual fact, radio listeners in the USA had been woken up that morning hearing about the effectiveness of the Career Values Tool when it appeared on the Kim Komando radio show.

Kim featured the Career Values Tool as her COOL SITE; a feature dedicated to a particular website that may interest her listeners. On June 14th on her website www.komando.com and on her radio programme, Kim said that the Career Values Tool,

"helps you determine what values are important to you in a job. It can make a real difference when job hunting. Just answer a series of questions. The site will determine what values are important to you. You can further rank them. You can skip postings that don't meet your criteria. Instead, focus on the ones that you'll find personally rewarding. This is a great tool for anyone changing jobs or just thinking about it."

Kim was recently voted the Talker's Magazine Woman of the Year and she is regarded as a 'digital guru' having always recognised the value of technology. She presents a three-hour call-in talk show, which is heard on over 450 radio stations. In addition, she does a daily digital minute radio feature five days a week; has written nine books about life in the digital age and sends out 5 million e-mail newsletters each week.

The Career Values Tool is based on the work of Axia Interactive Media Chairman, Dr. Barrie Hopson, who has written 39 books including the best-selling *12 Steps of Success Through Service*, *Lifeskills Teaching Programmes* and *Build Your Own Rainbow*, which are widely used by guidance practitioners and teachers. His latest book is *The Rainbow Years: The Pluses of Being 50+*. In his books, Barrie demonstrates why values are so important in making career decisions because for many people their Skills and Interests may change, but their values tend to stay constant throughout their life.

The Career Values Tool is one of a set of products that Axia Interactive Media have developed for Information, Advice and Guidance (IAG) practitioners and for individuals. Some of the tools are publicly available on the Directgov website. More information is available at: <http://marketing.axiainteractive.net/iagnow.html>