

## **New CareerBuilder Test Finds Correlation Between Favorite Colors and Careers**

**Online color test uses patented technology to offer free career planning advice**

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It's long been understood that color can affect your mood, but what about your career choices? What do the colors you are drawn to say about your suitability for certain careers? The Color Career Counselor, a new online personality test offered by CareerBuilder, is the World's only validated color-based personality test that looks at the relationship between colors and career compatibility. The free test can be found at <http://www.careerpath.com/>, a CareerBuilder.com site that offers career assessment tests and advice to help workers find more fulfilling careers.

The Color Career Counselor, powered by the Dewey Color System(R), uses a scientifically validated, color based online test to aid job seekers in determining what career best suits them.

"Seventy-four percent of U.S. workers report they have changed careers at least once," said Liz Harvey, director of consumer products for CareerBuilder.com. "The first step in finding a fulfilling career is learning more about you. The Color Career Counselor is the first test of its kind to provide relevant career path information with results in less than two minutes."

When taking the color test, job seekers are asked to select the colors they like and dislike from a system of 3,375 combinations. Favorite colors represent their hopes and aspirations, the ideals they pursue with passion, while least favorite colors highlight the issues and experiences that they try to avoid. Below find preferred color combination examples from the multi-patented Dewey Color System:

- Yellow, Green and White: You're the Designer  
You make products, systems, services, or environments fit others' needs. Even when co-workers aren't in the mood to listen, your tactful, fact-based concerns enable them to appreciate different perspectives. Interior decorating, real estate, career counseling, computer programming, travel planning, or any job where you can recommend how to construct a more supportive world works best.
- Blue, Green and Brown: You're the Dream maker  
You are at your best when you are supporting people through periods of crisis or fixing things. Your realistic approach can identify practical solutions or quickly resolve issues. Since you see life from a hands-on, supportive perspective, consider being a doctor, nurse, physical therapist, corporate trainer, chiropractor, forest ranger, or carpenter.
- Red, Orange and Black: You're the Evaluator  
You increase profitability by constantly examining, in detail, the most efficient way to accomplish tasks. Using facts, compiled from past mistakes and successes, you deliver strong opinions with valuable perspectives that maximize the bottom-line. Consider support situations such as banking, operational support, computer repair, child care, or selling supportive products.

"Instead of relying on traditional questionnaires, this language-free test eliminates misinformed judgments, self-deceptions, and misinterpreted questions to reveal your core motivation," said Dewey Sedka, author and CEO of the Dewey Color System(R).

### **About Dewey Color System**

The Dewey Color System is the world's first and only validated, color-based personality testing instrument. Sixteen personality factors including the five global factors of independence, anxiety, self-control, extraversion, and tough-mindedness can now be statistically predicted by color preference. The patented system's ability to measure the connection between personality and distinctive color choices is revolutionary. For more information

visit <http://www.deweycolorsystem.com/>.

#### About CareerBuilder.com

CareerBuilder.com is the nation's largest online job site with more than 23 million unique visitors and over 1.8 million jobs. Owned by Gannett Co., Inc. , Tribune Company, The McClatchy Company and Microsoft Corp. , the company offers a vast online and print network to help job seekers connect with employers. CareerBuilder.com powers the career centers for more than 1,600 partners, including 140 newspapers and leading portals such as America Online and MSN. More than 300,000 employers take advantage of CareerBuilder.com's easy job postings, 28 million-plus resumes, Diversity Channel and more. CareerBuilder.com and its subsidiaries operate in the U.S., Europe, Canada and Asia. For more information, visit <http://www.careerbuilder.com/>.

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