Steering—Your advantage

Holistic and data-driven career-design—as the foundation of their life-design

Select college after a deep and thoughtful analysis of your life dreams

The Steering foundations—building capacity, dialogues, and decision models to help students know what they should study in the college—**with data**, **industry trends**, **references**, **evidence** to support their career path, and how it builds the long-term family dynamics.

Career-design as life-design.

Why it is important—the RISK

Think of the cost of doing a wrong degree or studying in a wrong college

15 to 20 Lakhs as bottomline average,

40 to 50 Lakhs in specific degrees,

60 L to 1 Cr, in some streams and colleges.

Selecting college by guesswork, and uncertainty? **Can you undo their wrong choice?**

College pivot, career change, dropout

The challenge

Massive stress for the family, their confidence, and the financial risk

Students choose majors without understanding themselves
85% of students change majors at least once, costing families ₹5-15 lakhs in lost time and money

Family conflicts over "practical" vs. "passionate" choices
Parents push "safe" careers while students feel misunderstood and rebellious

Traditional career counseling is superficial
30-minute aptitude tests and generic advice like "you're good at math, do engineering"

Disconnect between education and actual career satisfaction
70% of professionals report being in careers that don't match their authentic interests

Traditional career guidance and counselling

This model is not working

Personality, aptitude, and interests—

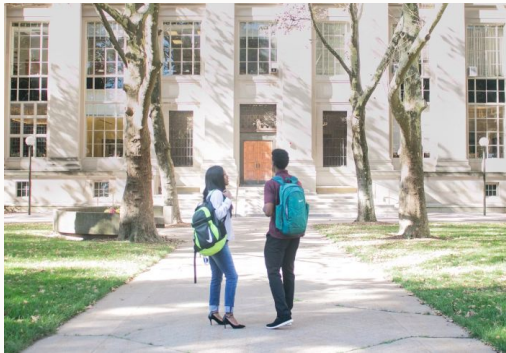*"You like Maths and so you should study data science or financial analysis."*

OR

"You are creative with colors and so you should study street art."

You hidden aspirations deep inside

Vrinda and **Parth**

Your dreams are in finding out what you want to do with what you learn and study—save forests, design sports shoes, build car dashboards, make trading tools, do research on DNA, do street art, to study birds, to host concerts, or make software, or to speak to dolphins?

Steering

Therapeutic, not transactional.

Students are on self-discovery—they get into self-talk while sharing deep, thoughtful, and aspirational wishlist for their life dreams.

We build context-mapping, and design the support system for how the collectively decide the career options. **Lets see** ⬇️

What students say—each word matters

Finding meaning in their message and assigning scores

When we assign scoring to the meaning and their real concerns in their language, it builds authentic directions for their career path discussions.

Step 1: Response Scoring

0.8
Specificity Score

0.6
Coherence Score

0.9
Depth Score

📝 **Vrinda's Example**
Q1 Specificity: "financial consultant with global MNCs doing analysis and audit" → 0.8 (very specific)
Q2 Specificity: "save forests and trees and oceans" → 0.4 (general, vague)
Q3 Depth: "study the role of finance and budget in saving forests... financial analysis which can inform policy makers" → 0.9 (deep understanding)
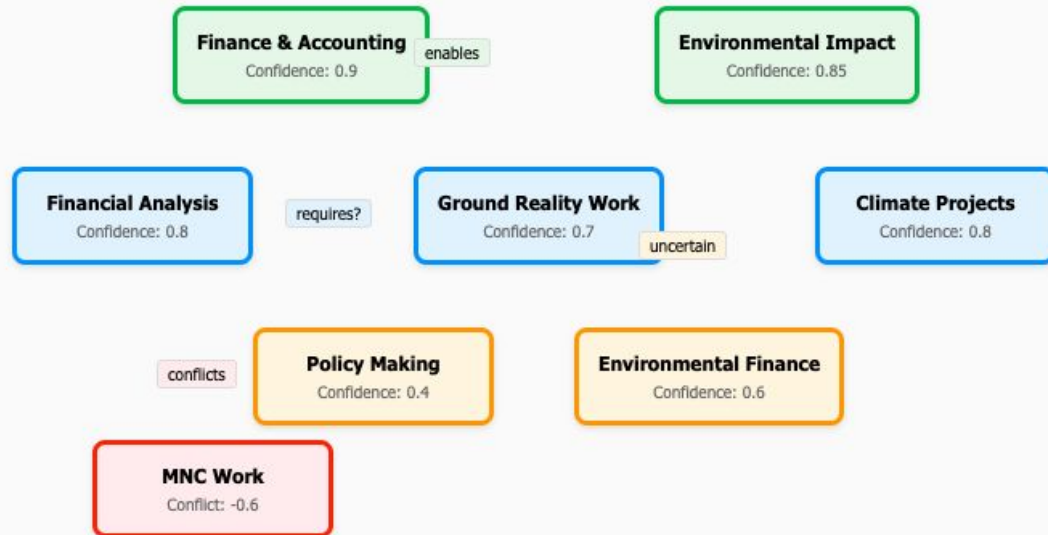
Student's knowledge map

Scoring helps us to build analysis

It brings structure in their thoughts and in discussions

Gap analysis

To bridge the gap between their preferences, goals, aspirations, and how to bridge the gap

Step 4: Gap Analysis

Knowledge Gaps

• Understands finance + environment but uncertain about policy pathway

• Clear on interests but unclear about educational requirements

Experience Gaps

• No mention of relevant field experience

• Theoretical understanding vs practical knowledge

Decision-Making Gaps

• Clear about what she wants, unclear about how to get there

• Needs framework for educational path selection

Respect their concerns, constraints, boundaries, conflicting priorities

A comprehensive and intelligence relationship mapping helps us design the analysis. See examples from a real report

🔗 RELATIONSHIP TYPES WE NEED TO MODEL

1. Direct Relationships (Explicitly Stated)

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"I want to study finance... for climate projects" → ENABLES relationship
(Finance → Climate Work) → Confidence: 0.8 (directly stated)
```

2. Conflict Relationships (Tensions)

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"I want financial consultant work" + "I don't want MNC work" → CONFLICTS
relationship (Financial Consulting ↔ MNC Work) → Confidence: 0.7 (clear
preference stated)
```

3. Conditional Relationships (Context-Dependent)

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"Finance work" is positive ONLY IF "environmental focus" → CONDITIONAL
relationship (Finance → Environmental Context) → Confidence: 0.6 (inferred
from values)
```

4. Uncertainty Relationships (Gaps in Knowledge)

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"I need to study policy making... but I am not sure" → UNCERTAIN relationship
(Environmental Finance ? Policy Making) → Confidence: 0.4 (explicitly
uncertain)
```

Designing decision models

The content models adapt for the multidimensional context

Discussion models drive the decision models—the goal is to find the convergence

Family Response Framework: For example, when **mother** says: "I am not sure of the career growth or job security in this line."

- Validate: "Your concern shows how much you care about Divyam's stability."
- Explore: "What information would help you feel confident about career prospects?"
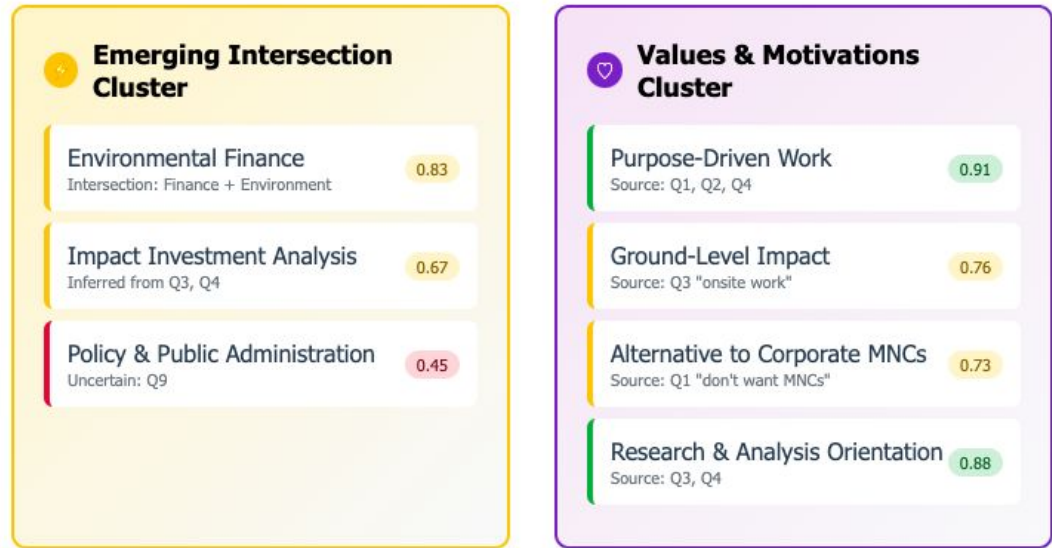- Collaborate: "How might we research and validate market opportunities together?"

Steering opens many layers of possibilities

The multi-layer model trains itself for theme clustering and new mappings

The obvious career paths, and then there are adjacent possibilties

Emerging Intersection Cluster

Environmental Finance Intersection: Finance + Environment	0.83
Impact Investment Analysis Inferred from Q3, Q4	0.67
Policy & Public Administration Uncertain: Q9	0.45

Values & Motivations Cluster

Purpose-Driven Work Source: Q1, Q2, Q4	0.91
Ground-Level Impact Source: Q3 "onsite work"	0.76
Alternative to Corporate MNCs Source: Q1 "don't want MNCs"	0.73
Research & Analysis Orientation Source: Q3, Q4	0.88

Finding possibilities in their wishes

Human thoughts can be messy, unclear, contradictory, and disconnected.

Steering extracts actionable intelligence without losing their most important concerns that makes each family unique

🔗 Dynamic Theme Relationships

Environmental Finance → Climate Change **0.92**
Field Work → Conservation **0.85**
Financial Analysis → Budget Planning **0.94**
Mission Alignment → Environmental Policy **0.78**

📊 Vrinda's Theme Profile

Primary Path: Environmental Finance → Sustainability Accounting → Climate Policy

Secondary Path: Field Work → Conservation → On-site Project Work

Emerging Path: Financial Analysis → Green Bonds → Investment Banking

Discussions analysis to support decisions

The right career choices and their impact on our network

When a family is the smallest functional unit of a thriving society, culturally.

Family 💬
Discuss 📄
Decision 📄
Next 👥
Story 🎥

💡 Support each other by building conversations

- Mother's job security concerns: "How might we validate career prospects together?"
- Father's knowledge integration: "How might farming experience become career advantage?"
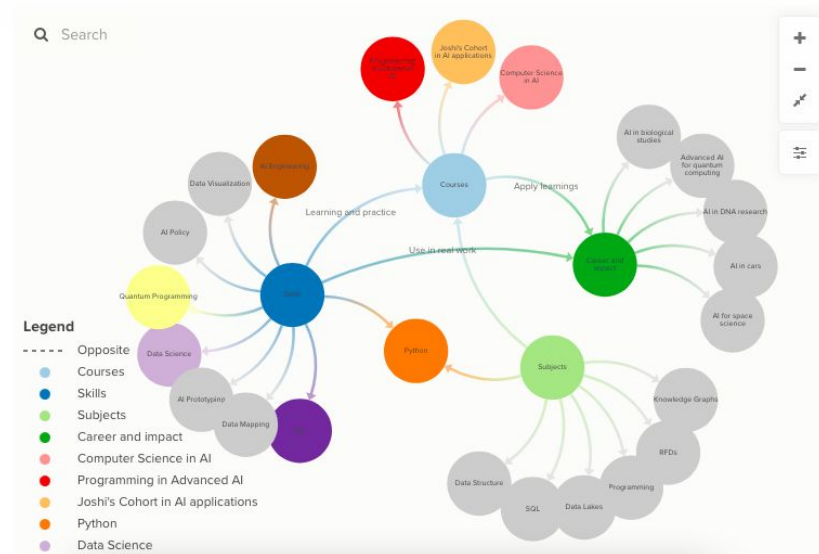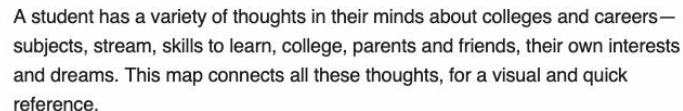- Divyam's identity integration: "How might I honor tradition while pursuing innovation?"

Family Response Framework: For example, when **father** says: "I want him to use our farming knowledge"

- Validate: "Your expertise is a real competitive advantage."
- Explore: "How might traditional knowledge combine with modern technology?"
- Collaborate: "How might we plan the farming challenges for Divyam to solve?"

The mental models and thoughts-map of students—unified view

Connect the dots to see shared purpose, directions, and where the ideas converge

Students get objective view of how it works on their analysis
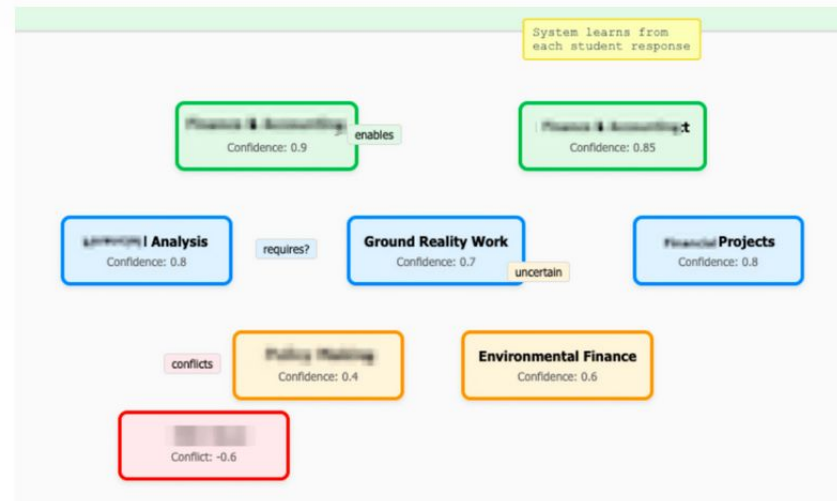
Our analysis is subject to reviews by the family—they can see how it works

The engine and the system—how Steering works

This is a special section that explains the engine behind how it works. This is not part of the actual report that students get by default. However if they request us to see how it works, we share these details in those cases.
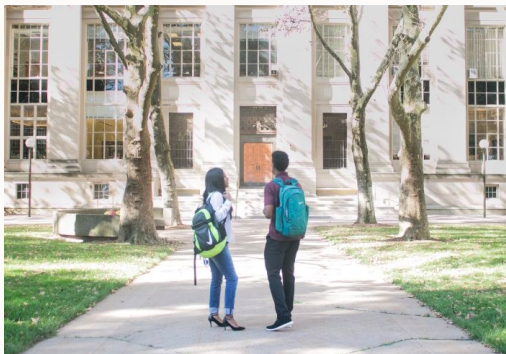
Vrinda and **Parth**

Subjects, courses, and programs   See summary of step 1

Q 7 For a minute if you forget everything that you shared above in step 1, what factors you will consider before you shortlist or select a course of program?

_____   _____

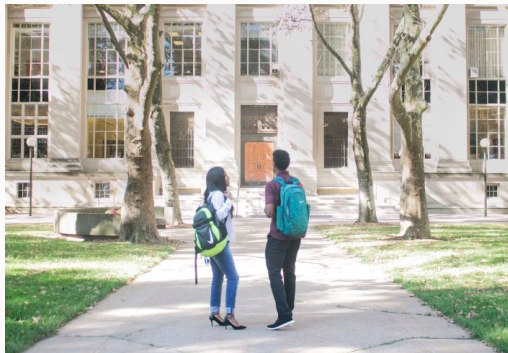**Inspiration**   A guide (opens in new tab)

Think about the times when you were really thinking of this question—a self-talk in your mind. The more honest you can be and the more clearly you will be of finding the right subjects for the right career path. See examples below.

- What will I do by studying Psychology? What kind of jobs I can get?

- My friend Nitin is taking Commerce, is it meant for me also? Is it difficult? And I don't want Mathematic?

- Cyberlaws are interesting but I don't know if I need to study programming for it?

- Are there dance or choreography education degrees also? What kinds of exams they might have?

- Are there any colleges teaching climate impact, carbon emissions, and forest conservation? Will I have to opt for science or Maths or commerce?

- Are there any colleges in Delhi, for studying Library Science?

- Jonny is taking Culinary Program in ABC—what kind of job prospects it has?

- What are the subjects in chemical engineering? Is it very difficult?

Winning it

Win for the family dynamics

Vrinda and **Parth**

"I want to study policy in carbon footprints, and will **apply** that education in soil quality sciences that **helps** agritech teams somewhere, or even in mining cycle (example), or in cargo shipping (reference, and an example course)."

Building human capacity

The right career choices and their impact on our network

When a family is the smallest functional unit of a thriving society, culturally.

Economic: When families make sovereign decisions, they create new markets and opportunities rather than just competing for existing ones.

Social: Strong family decision-making creates stable communities and reduces anxiety-driven competition.

Happy families.

When a family is the smallest functional unit of a thriving society, culturally.

Your holistic and family happiness

Integrated support for first year in college, or complete degree or program

Committed to a life-centric career path for the right momentum, and a happy family

- Deep analysis with industry references, library, data-driven **evidence** to support career directions, confidence, and clarity
- **Quarterly check-ins** to ensure alignment, supporting family dynamics, and building your momentum for your dreams
- Steering for **an integrated five-years support plan** during the college years

Intelligence in each step

Connecting the dots, for the context, and for your long-term goals and dreams

🔗 Cross-Content Theme Connections Examples

Agricultural Technology Bridge

Divyam's Assessment: "I want to design dashboards for farmers..."
Related Research Paper: "Data Analytics in Agriculture"
LinkedIn Profile: Dr. Merve Kaya - Agricultural Systems Research

Agricultural Technology   Data Visualization   Farmer Empowerment

Social Space Design Bridge

Kartik's Story: "I want to design spaces where people can break boundaries..."
Architecture Course: "Sustainable Building Design for Community Impact"
Success Outcome: "Designed community center that increased local engagement by 40%"

Space Design   Social Impact   Community Building

Environmental Finance Bridge

Vrinda's Assessment: "Financial analysis for environmental projects..."
Research Paper: "Regulating finance for biodiversity"
Course Program: "Environmental Finance and Policy, Oxford"

Environmental Finance   Policy Analysis   Financial Analysis

A rewarding life.
Your Steering.

Parth writes a letter to his father **sharing his Steering experience**.

Vrinda is also on her steering. Your chance to be on your steering.