



Students' Career

**Beyond career advice:
Building your own
decision-making
capacity—the capacity
building approach**

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

Steering—For Families

Your daughter wants finance subjects. Your son prefers psychology. Or the kid wants to study robotics. The conversations end in tension.

Traditional counseling delivers reports. The family wonders—"Is this right? Will we regret this? Why can't we agree?"

Steering does not advise you. We build your capacity to decide.



Risk

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

Why it is important—the **RISK**

15 to 20 Lakhs as the bottomline average.

40 to 50 Lakhs for many degrees.

60 L to 1 Cr or more, in some colleges.

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



Week 1

Building confidence (week 1)

The family gets the confidence that they are connecting the dots in their variety of opinions, thoughts, options, and concerns

How Steering works

8 weeks guided process. **Only four families in month.**

Initial assessment and analysis based on the student's thinking, we share the patterns and concerns.

- Deep analysis of interests, doubts, concerns
- Interactive thinking map you can refine together
- Framework for understanding career decisions
- Facilitated family session to align perspectives



Week 2-3

Evaluate (week 2-3)

The family is building their capacity to compare different options based on data, industry trends, references, and by comparing their own concerns, preferences, and criteria

How Steering works

8 weeks guided process. **Only four families in month.**

We present 3-4 viable paths with complete information. You learn to evaluate options systematically using your own criteria.

- Comparison framework to see the trade-offs
- Evidence about each path (data and references)
- Support family discussion on what matters most
- Decisions model that you can apply in future also



Week 4-7

Experiments for real life experience (week 4-7)

Students live the moments of being in that career—the family collectively see and compare the options

How Steering works

8 weeks guided process. **Only four families in month.**

Students run experiments to live the career paths, we guide them to plan and explore their career

- Students go through experiments for each path, we guide them
- They learn and compare the options
- Connect them with professionals in each field
- The family learns what works best for them



Week 8

Decide (week 8)

The family is super clear and confident that they are making the best decision, on mutual respect

How Steering works

8 weeks guided process. **Only four families in month.**

By now, the family and the student have built their capacity to decide. They have data, experiments, evidence, market research, and weighted score of everyone's concerns and opinions to make a decision

- Facilitated family session for their own decision
- Documented decision and reasoning
- Implementation ideas for their reference
- 24-month follow-up support



You win

What you get

The student and the family take their own decisions, confidently.

How Steering works

8 weeks guided process. **Only four families in month.**

A family-centric career decision framework for the student, with confidence and support from everyone in the family.

- Facilitated family session for their own decision
- Documented decision and reasoning
- Implementation ideas for their reference
- 24-month follow-up support



For you

Your success for your capacity

More than 90% chances of complete confidence in their decision

Steering for family **is for you if...**

You do not want quick advice in a week

- You are **committed** to a family-centric career decision while respecting the student's own dreams and aspirations
- You want to build your **capacity** to make career decisions based on our guided analysis
- You want to cover the risk of huge investment in the child's education and want to save the stress of changing careers or uncertain career paths



Family

Collective decision—the hidden ROI

The years in college—the pressure and grades and skills are influenced by how the family supports it.

The ROI of college education

ROI is in the family dynamics and their happiness quotient

- Imagine the college fees for the student—the ROI is not in their career only. Steering builds compounded ROI for the whole family.
- The ROI is multidimensional, the family is in synch for what the student is studying, why, and how it helps the family, collectively. **The college degree ROI formula cannot capture this sentiment.**



Holistic

The discussions adapt for multidimensional context

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

Designing decision models

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?”



Possibilities

Human thoughts can be messy, unclear, and disconnected.

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

Finding possibilities in their wishes

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



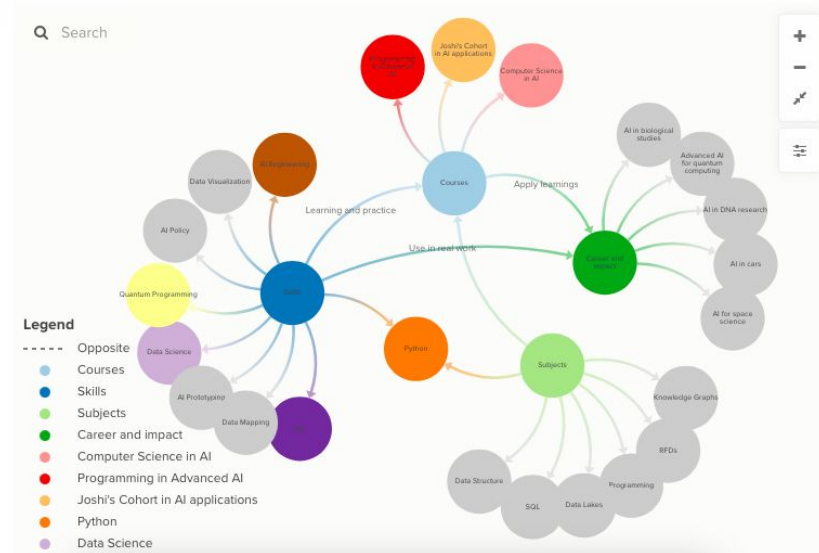
Unified view

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

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

Thoughts Map 
Analysis 
Family 
Opportunity 
Recommendations 
References 
Mapping 
How it works 

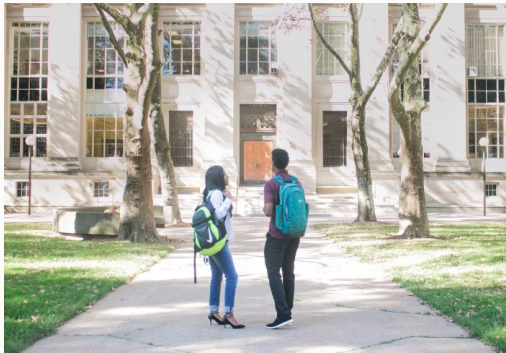
A student has a variety of thoughts in their minds about colleges and careers—subjects, stream, skills to learn, college, parents and friends, their own interests and dreams. This map connects all these thoughts, for a visual and quick reference.





Before Steering

Vrinda and Parth



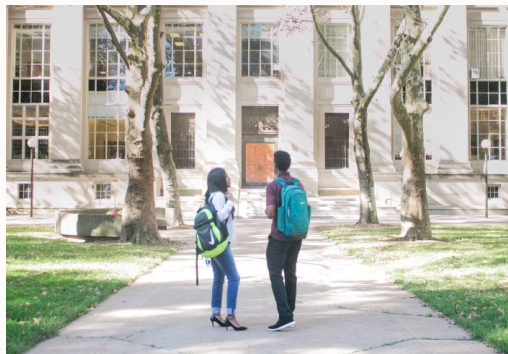
Student's hidden aspirations

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?



Building Support

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)

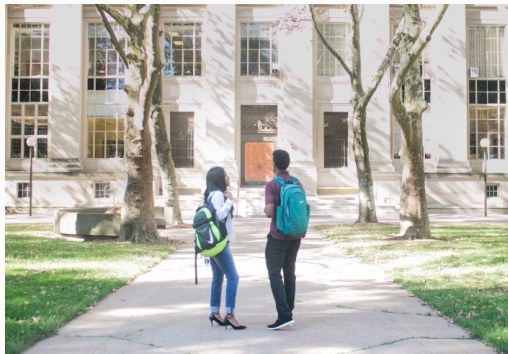
Think about the times when you were really thinking of this question—a self-talk in your mind. The more honest you can be and the more clearly you will be of finding the right subjects for the right career path. See examples below.

- 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

Vrinda and Parth



Win for the family dynamics

“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).”



Your capacity

Career choices and their impact on your network

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

Steering—building human capacity

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.



Life design

Happy families.

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





Examples

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



For family.
Your Steering.



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

We offer a 15-minutes complimentary consultation to discuss your family's and the student's thoughts and your questions. You decide whether Steering is fit for you. Write to us at steeringhq@gmail.com.

