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free, interactive and customizable tool designed to help students discover their interests and professional goals as they prepare to enter the job market.

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The Big 4 U.S. and international accounting firm [PwC](#) has launched [CareerAdvisor](#), a free, interactive and customizable tool designed to help students discover their interests and professional goals as they prepare to enter the job market.

Designed to support students of all majors, CareerAdvisor aims to equip the next

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acts as a motivational tool for students to reflect on their passions and take control of their future.”

CareerAdvisor is comprised of four areas, each which includes activities, articles, videos, tips and tools to give users an advantage in the job market. Students can customize these resources to create their own personal experience to meet their career planning goals and stand out from the competition.

The four areas of CareerAdvisor include:

- **Assess** – Identify your unique strengths and interests to select a career path that is right for you
- **Maximize** – Tap into the resources you've got in order to make informed choices that can open doors to new opportunities.
- **Prepare** – Develop a job search toolkit that will showcase your unique talents and the value you can bring a potential employer
- **Present** – Understand how to strengthen your personal brand, communicate with confidence and build relationships so you can stand out from others and make your mark

“The foundation of leadership lies within self-discovery,” commented Rod Adams, PwC's US Recruiting Leader. “PwC is dedicated to helping build leaders at all levels by helping them realize the career and life success they aspire to achieve, and CareerAdvisor is another way in which we are fulfilling this mission.”

CareerAdvisor can be accessed online and via any mobile device so users can update their profiles wherever they may be. The tool allows users to link their social media accounts to their profile.

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