

## FIND YOUR GRIND DIFFERENTIATOR STATEMENT

### The FYG Difference:

Find Your Grind (FYG) empowers learners to make confident, informed decisions about their next step in life. In a world that is changing faster than ever, and with access to more information than we can process, learners are oftentimes left overwhelmed and anxious about what to do next in life. Rather than simply “match” students to one career and promote a narrow and linear pathway to their future, FYG takes learners on a self-discovery journey with a Social and Emotional Learning foundation to activate the future-ready skills and mindset necessary for 21st-century economies. This experience equips learners with actionable strategies and critical skills including self-and social-awareness, self-reflection, and decision-making applicable today, tomorrow, and throughout their lifelong learning journey. After all, it’s the journey and insights gained along the way that is more important than the destination.

### Differentiator Framework:

FYG is distinct from competitor products that typically match a destination or career title to a series of personality traits for young people whose identities are often still in flux and evolving. FYG is also distinct from competitor products that rely on outdated career content and unrelatable career advice.

- Values-first (what FYG refers to as Lifestyle-first) vs. Career-first
- Find Your Grind uses Social and Emotional Learning to complement Career Exploration
- Our focus on the whole learner (not just a fixed career identity) is fundamentally a responsive, affirming curriculum that develops self-efficacy, prosocial behaviors, and a greater sense of self-determination
- Find Your Grind’s proprietary learning design is driven by empirical research in learning science that promotes bite-sized learning and assessments, interaction patterns that are native to Gen-Z, and gamification through achievement badging
- Personalized learning is delivered by matching learner attributes and interests to the next best activity, career, mentor, and content recommendations
- Learner insights are delivered through the Find Your Grind learning engine and reporting that can only be sourced from Find Your Grind
- A uniquely curated digital library of Career and Mentor Profiles proven relevant in scope and design to GenZ through 6 months of user experience research
- A humanizing Career Exploration experience with real-life, relatable, and personal experiences from our unique library of 250 Mentor Profiles
- Over 350 21st-century economy career profiles with the latest government-sourced data on skills, training, preparation, salary, and requirements

### Georgia's Workforce Ready Career Pathway

The Workforce Ready Career Pathway is a recently approved career pathway that originated at the request of local school districts. Workforce Ready is an employability skills pathway in which students take a deep dive into developing competency and understanding the topics below. Aligned to each Workforce Ready topic are the applicable Find Your Grind 18-unit Curriculum topics.

- The significance of work/jobs on individual, family, community, state, nation, and world economics
  - **FYG Unit 9 - Future Proofing**
  - **FYG Unit 10 - Opportunities**
  - **FYG Unit 11 - Opportunity Pathway**
  - **FYG Unit 12 - Your Unique Pathway**
- Development of critical thinking and problem-solving skills related to employment and workforce
  - **FYG Unit 1 - Starter Kit**
  - **Critical Thinking Skills is a core theme throughout and reinforced in all FYG Units**
- Communication in the workplace and between workers
  - **FYG Unit 5 - All About Your Communication**
  - **FYG Unit 6 - Your Personal Brand + Network**
  - **FYG Unit 7 - Brand + Digital Reputation**
  - **FYG Unit 8 - Your Network**
- Customer service techniques in various work settings
  - **FYG Unit 2 - All About You**
  - **FYG Unit 5 - All About YourSELF**
  - **FYG Unit 5 - All About Your Communication**
  - **FYG Unit 6 - Your Personal Brand + Network**
  - **FYG Unit 8 - Your Network**
  - **FYG Unit 16 - Mindset + Balance**
  - **FYG Explore Content - FYG Skills can help promote customer service techniques**
- Self-advocacy/self-determination skills related to employment, work-related situations, and personal development
  - **FYG Unit 2 - All About You**
  - **FYG Unit 3 - All About Your Personality + Interests**
  - **FYG Unit 4 - All About YourSELF**
  - **FYG Unit 14 - Gauge Your Lifestyle**
  - **FYG Unit 16 - Mindset + Balance**
  - **FYG Unit 17 - Money**

- Teamwork practices in various settings
  - **FYG Educator Resources promote group and team instructional strategies and are available for each FYG Unit**
- Personal and workplace health and safety
  - **FYG Unit 11 - Opportunity Pathways**
  - **FYG Unit 15 - Exploring Lifestyles**
  - **FYG Unit 16 - Mindset + Balance**
- Technology applications
  - **Technology applications (technology safety and skills) is a core theme throughout and reinforced in FYG Units**
- Workplace comprehension - reading and listening
  - **FYG Unit 9 - Future-Proofing**
  - **FYG Curriculum & FYG Explore promote reading and listening skills**
- Dependability in the workplace
  - **FYG Unit 9 - Future-Proofing**
  - **FYG Explore Content - FYG Skills promote dependability in the workplace, specifically the Dependable skill activity**
- Personal financial literacy
  - **FYG Unit 17 - Money**
- Conflict resolution strategies for the workplace
  - **FYG Unit 5 - Your Communication Style**
  - **FYG Unit 16 - Mindset + Balance**
- Leadership through Career Technical Student Organizations
  - **FYG Unit 8 - Your Network**
  - **FYG Unit 14 - Gauge Your Lifestyle**
  - **FYG Unit 15 - Exploring Lifestyles**
  - **FYG Unit 18 - Find Your Grind**
  - **FYG Explore Content - FYG Careers & Mentors recommend extracurricular activities such as participating in student organizations and clubs that will support the learner in furthering their preparation for a career pathway they are interested in**