



From the behavioral profile to the professional path

How Junior Achievement integrated PDA International to provide career guidance to more than 22,000 young people.



INTRODUCTION

The ally that prepares young people for the world of work

Junior Achievement (JA) is one of the largest NGOs in the world. Through hands-on learning in financial education, job readiness, and entrepreneurship, it **empowers young** people to grow, **develop workplace skills**, and achieve a better quality of life for themselves and their communities.

With a presence in more than 100 countries and over 500,000 volunteers, JA serves 17 million young people each year. In Argentina, it has operated since 1991, with offices in Buenos Aires, Córdoba, Santa Fe, Cuyo, and NOA, reaching more than **1,290,000 students** nationwide.

Its flagship **program, Socios**, has been preparing high school seniors for the **world of work** for over 25 uninterrupted years. Through a learning-by-doing approach, it connects **students with the professional world** in their area of interest, through exchanges with volunteer professionals.

PDA International supports this program with **self-awareness tools** that help thousands of young people **discover their potential** and define their professional path.



CHALLENGE

Millions of young people make better choices when they have the right tools

Choosing a career at 17 is one of the **most important decisions** in life. And most young people make it almost blindly—without truly knowing the professions or the people who work in them.

The numbers confirm it: youth unemployment is three times higher than that of the overall population, and 93% of young people report **difficulties finding a job**. The lack of **tools for self-awareness** and the absence of professional networks undermine confidence precisely when it is needed most.

For Junior Achievement, the challenge is to **prepare young people for the labor market** by providing reliable, scalable, and pedagogically **sound tools** that enable them to make confident career choices.



Choosing **without closely knowing a profession** or the people who practice it on a daily basis is a major challenge. That is the goal of Socios: to give them the opportunity to **explore, ask questions**, and, above all, **imagine themselves in those roles**.



Bernardo Brugnoli, Executive Director
Junior Achievement Argentina

SOLUTION

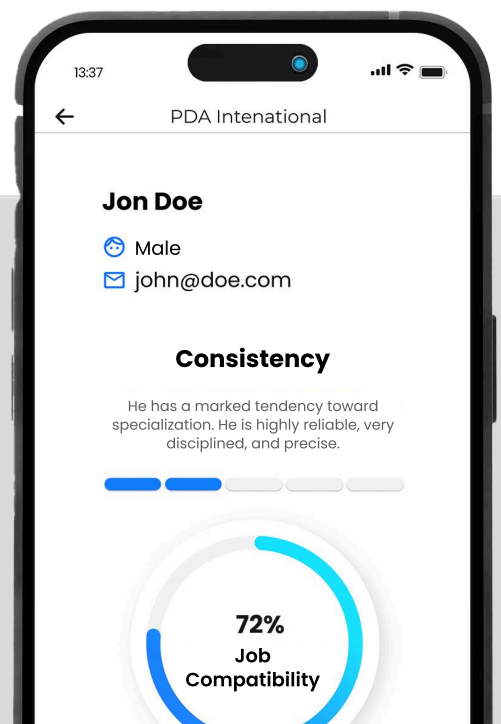
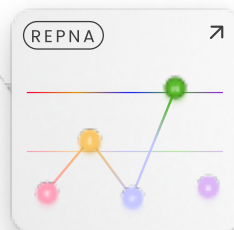
One tool. One real profile. One informed decision.

Starting in 2021, the Socios program **integrated PDA** International as the core of its **self-awareness** stage. The selected tool was the TOV (Vocational Orientation Test): a PDA instrument that combines **behavioral profile analysis** with the exploration of **professional interests and motivations**.

Through a quick questionnaire—with no right or wrong answers—the TOV generates a **personalized report** that maps each person's **natural tendencies** across **five behavioral axes**: Risk, Extraversion, Patience, Rules, and Self-control.

The result is a **report** that matches the student's **behavioral profile** with the **real demands** of different professional fields, identifying where there is a **natural fit** and where tensions may arise—before they lead to wasted time or frustration.

Based on this output, each student **chooses the field of study** that will shape their path. In this way, every young person goes through the program and reaches the exchange with volunteer professionals from a concrete starting point: their real profile.



They have already experienced the self-awareness process

"In Socios, I was able to **confirm my interest** in kinesiology and also discover that I can pursue not only the specialty I had in mind, but many others I didn't know about."



Luciana, student.
Salta.

"**The report** they send is extremely comprehensive and provides a lot of **information about the student's personality** and possible career paths. In many cases, students are surprised because they can't believe that simply by answering those questions, the report can deliver so much insight."



Marina, teacher.
Ciudad Autónoma de Buenos Aires.

"What I liked most was being able to get a closer look at what the **working world** is really like. Socios allowed me to imagine what my future could be like and gave me more **confidence to continue my studies.**"



Florencia, student.
Buenos Aires.



ABOUT US

One methodology. Endless applications.

PDA International is a **behavioral analysis platform** with psychometric validation, designed for organizations that make **strategic decisions about people**.

Its methodology measures **stable behavioral patterns**—how individuals act, communicate, lead, and solve problems in natural conditions. This consistency is what makes the data reliable, **replicable, and actionable** over time.

Applied in **recruitment, development, team building, and career guidance** processes, PDA transforms the understanding of human behavior into more **informed decisions**, more efficient processes, and better alignment between **people and the roles** where they can perform at their best.

Scalable, **100% online**, and with no need for specialized infrastructure, PDA adapts to both **educational institutions** and **organizations** of any size—from programs with thousands of participants simultaneously to high-impact individual processes.

Reasons
to
choose



100% online
and scalable

More than a
diagnosis

Comprehensive
reports

It integrates as an input for mentoring, processes, and workshops. A specific result that turns **into decision-making**.

Behavioral profile, related career paths, strengths, compatibilities, and development areas in a **common language**.



Transform your management with behavioral science

Optimize your processes, eliminate bias, and
unlock your team's potential to achieve real
strategic impact.

[Request a free demo!](#)



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