

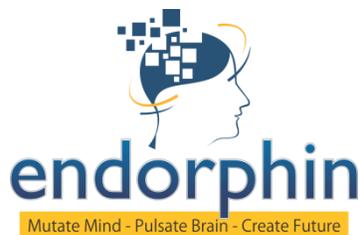
EDUCATIONAL MENTOR

A Great Opportunity with Endorphin



Create Future - with respect!

For yourself and many others



Educational Mentor

Endorphin offers a four step path for becoming mind professional. There are four certifications focused on different areas for those who want to become mentors and help others un-complicate their minds. Educational Mentor is a certification focused on educational careers. Certified Educational Mentor will help students through their decision making process for career choice.

One of the prime jobs Educational Mentor will perform is of Career Counseling to help individuals make informed decisions for their professional future. It begins at making a right choice at colleges and the career path. Educational Mentor also handles career planning, self exploration, career change and professional development to a limited extent.

Pre-requisites for an Educational Mentor

Following are the pre-requisites for joining this certification program -

- Primary understanding of education field.
- Ability to understand and use English
- A strong desire to help others in their endeavors.
- Compassion and empathy.
- An ability to connect with the issues and concerns of the clients.
- Good with informal interaction and needs an assuring voice and tone.
- Good listening skills.
- An ability to understand and respect client's value system.

Broad Course Outline

1. Foundations of school counseling
2. What is personality?
3. Stages of life
4. Psychometrics, Aptitude & IQ
5. Positive Psychology
6. Fundamentals of Counseling skills
7. Careers & Career Decisions
8. Counseling of Exceptional individuals
9. Spotting Behaviour Dysfunction
10. Comprehensive School Counseling
11. Standards & Ethics
12. Marketing Plan



Who should join?

People willing to achieve status of a professional in their life and make their career in counseling or mentoring. Being socially well connected will help them cater to more people. Those who look at themselves as future life coaches.

Earning Prospect (from College Counseling Activity)

Annual Reach - Colleges			
Students		Rate (Rs)	Earning (Rs)
Through Advertising	500		
Through College Tie-up	2500		
Self Generated	250	500	125,000
Counseling per Career Mentor	300	250	75,000
TOTAL – Year 1			200,000

Earning Prospect (from School Counseling Activity)

Annual Reach - Schools			
Students		Rate (Rs)	Earning (Rs)
Through Advertising	250		
Through School Tie-up	1500		
Self Generated	250	500	125,000
Counseling per Career Mentor	200	250	50,000
TOTAL – Year 1			175,000

ANNUAL CONSOLIDATED INCOME: Rs 3.75 Lakh

Note:

- This is a projection only for one city. Endorphin plans to expand to add one city every six months.
- There are various incentive schemes hence actual earning could be about 30 - 40% more than the projection.
- For the next year, college tie-up gives double the students as the new batch is incepted.

What Endorphin will do for Educational Mentors?

Following are the activities undertaken by Endorphin in order to encourage practice by mentors. Endorphin completely depends on certified mentors to provide various services and does not employ its own staff for any of its requirements in this area. There are various reward and recognition programs undertaken to encourage competitive environment. With this training the candidate gets three things – (1) Training (2) Certification (3) Affiliation with Endorphin

Listing on website: All qualified and certified Mentors are listed with their area of focus. This helps mentors get clients who have advantage in some manner like geographical proximity, common professional or social segment etc. This also helps mentors project & promote themselves in a more effective manner.

Media Advertising: For specific cities, we conduct ad campaigns through various newspapers. This is specific to season and occasion. The class which is not so connected to other media provides attention to newspaper.

Social Media Advertising: A specific program is followed to connect with people through blogs, facebook, twitter, google+, linkedin and other social networking options. Our site is optimized for search engines. Your activity on the web as a mentor will enhance its ranking. So, be net savvy!

Promotions in colleges: We conduct seminars to promote career guidance in colleges through our programs “Career Planning Session” and “Career First”. While first is a 2 hours’ general guidance program the second is a half-a-day workshop. This spreads awareness about personality profiling and its importance.

Training programs in Colleges: Endorphin has specialized training program for Engineering colleges. This is called M2. Annual target for this activity is 3000 students. Personality Profiling is an indispensable part of this program.

Promotions in schools: We make arrangement with schools to create Endorphin Personality Clinic inside their school premises by placing a kiosk. Students from their school and from the surrounding area can come to this place to seek guidance.

Up gradation of certificate: When mentor fulfils stated criteria, s/he is allowed to complete the next level of certification to upgrade his/ her professional career. This will increase earnings prospects for a person. All the details are either available on the website or provided on request.

Training Details & Financials

Duration: 50 hours

Training Mode: Online/ distance – 30 hours

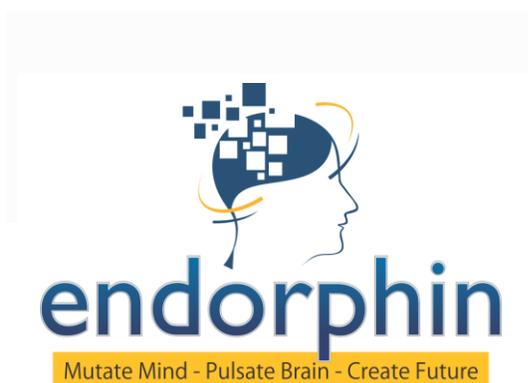
Classroom: 15 hours

Practical: 10 hours

Fees: Rs 20000

Payment Mode: Advance - in full

Contact



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