

Solutions for the Skills Gap, Career Readiness and Mental Health crisis.



## Glossary

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### Abstract:

Existing tools and programs fail to effectively solve the Skills Gap, Career Readiness and Mental Health challenges that continue to thwart and frustrate professionals, institutions, and society, that is, until now.

In this whitepaper, TokuOra demonstrates how we solve these challenges using a Scientifically proven, Psychometrics-based color assessment tool.

### Problem Statement:

#### 1) Skills Gap:

6-8 Million skills shortage\*a

9.3 Million open-jobs \*b

90% of Businesses say it's difficult to hire workers.\*c

#### 2) Workforce:

23% are Unemployed \*a

85% of workers hate their jobs \*b

#### 3) Veterans:

23 commit suicide a day according to the VA, but 2/3rds more die who are not with the VA.\*a

#### 4) Students:

97% of students do not know who or what they'll be upon leaving High School.

#### 5) Currently incarcerated:

2.3 million offenders with only 16% having attended some college compared with 50% for the general population\*a

## **6) Formerly incarcerated:**

82% of parolees return to prison and only 24% have attended some college \*a

## **Background:**

TokuOra (meaning 'My Life' in Māori) was created when our Founder - Wayne Sharp (Kiwi), overheard several teenagers ask one another what they were going to be doing after high school on the Tube in London while he was there on business.

Having Dyslexia, he developed the concept to use smart tools to match students to careers, then show them a video and the skills needed, tools to be upskilled/reskilled and the types of jobs that were a best fit.

TokuOra has helped over 80,000 students as well as Veterans, the Workforce, and those currently and formerly/currently incarcerated.

## **About the Color Career Assessment Tool:**

TokuOra is a company that has developed a psychometrics-based color assessment tool to help solve the challenges of the skills gap, career readiness, and mental health in professionals, institutions, and society. The tool uses advanced AI-driven color correction to determine the optimal career path for a person by analyzing their unique perception of hues, tints, shades, tones, and chroma, and recommending suitable occupations based on their personal preferences. The tool also uses AI technology to adjust the mapping according to recent research in circadian rhythms and color vision and allows users to easily modify their results by adjusting the color values of certain job roles. The goal is to provide comprehensive data-driven insights to help users make informed career-related decisions.

TokuOra's psychometric color career matching tool is designed to help solve the problem of the skills gap, which affects 6-8 million people globally, as well as the issue of high unemployment and job dissatisfaction. The tool also aims to support veterans, students, and those currently and formerly incarcerated by providing them with personalized career paths and detailed job descriptions that match their unique preferences for hues, tints, shades, tones, and chroma. Additionally, the tool uses AI technology to automatically adjust the mapping according to recent research in circadian rhythms and color vision, ensuring that users are presented with accurate and up-to-date data. Overall, TokuOra's advanced psychometric color matching tool aims to provide a new way to explore potential career paths and make informed career-related decisions.

The psychometric color career matching tool has been developed and tested with the use of several influential references such as Munsell's Book of Color-Glossy Finish Collection (1966),

Wyszecki & Stiles' Color Science (1967), Hård & Sivik's Atlas of Psychological Research (1971), and the International Color Consortium's CIE Standard Illuminants (1975). Furthermore, the tool has been used to help over 80,000 students, veterans, the workforce, and those currently and formerly/currently incarcerated.

Furthermore, the tool is designed to be user-friendly and provides unprecedented flexibility and customization when selecting the right career path for the individual. Users can easily modify their results by adjusting the color values of certain job roles, which allows them to explore different career options based on their personal preferences. Additionally, this system is equipped with AI-driven color correction which ensures that the user is presented with accurate and updated data that reflects current trends in the job market.

In conclusion, TokuOra's psychometric color career matching tool offers a unique and scientifically proven approach to solving the challenges of the skills gap, career readiness, and mental health. By using advanced AI-driven color correction, the tool provides an unprecedented level of accuracy when recommending suitable professions based on personal color preferences. The long-term goal is to provide comprehensive data-driven insights to help users make informed career-related decisions.

#### **Other research docs on color matching are attached and they are:**

1) Individual Differences in Perceptual Preference

©2016 Society for Imaging Science and Technology DOI: 10.2352/ISSN.2470-1173.2016.16HVEI-113

2) Human Preference for individual colors

<https://www.researchgate.net/publication/221329059>

3) Visual Aesthetics and Human Preference

Annu. Rev. Psychol. 2013.64:77-107. Downloaded from [www.annualreviews.org](http://www.annualreviews.org) by University of California - Berkeley on 01/16/13

4) The Aesthetics of Color Combinations

by Karen B. Schloss

#### **In Conclusion:**

By:

- Using our AI/ML/Psychology assessment to match Students, Veterans, Recidivics and Homeless to 1-3 Careers (in under 40 seconds)
- Show the user a video of the Careers
- Present a list of skills needed for the matched careers

- Provide links to courses/programs to be upskilled

TokuOra has the ability to:

- Put 50MM Americans into the 'right' Career
- Reduce Job Applicant Stress and Anxiety
- Reduce Student Suicide
- Reduce Veteran Suicide
- Reduce offender recidivism
- Reduce re-entry obstacles for the formerly incarcerated
- Improve Mental Health and Equality
- Reduce structural inequality for economically disadvantaged people

## References:

\*1a <https://www.americanactionforum.org/research/projecting-future-skill-shortages-through-2029/>

\*1b <https://www.statista.com/statistics/217943/monthly-job-openings-in-the-united-states/>

\*1c <https://www.youtube.com/watch?v=-tDg5XCRr44>

\*2a <https://www.lisep.org/tru>

\*2b <https://www.staffsquared.com/blog/why-85-of-people-hate-their-jobs/>

\*3a <https://www.militarytimes.com/news/pentagon-congress/2019/10/09/new-veteran-suicide-numbers-raise-concerns-among-experts-hoping-for-positive-news/>

\*4a <https://www.crimeinamerica.net/percent-of-released-prisoners-returning-to-incarceration/>

\*5a <https://www.prisonpolicy.org/reports/pie2020.html>