LinkedIn Ifi

"Your all time companion to success!"

Intro & Goal

Ifi's goal is to make themselves the destination to discover their passion and land into their dream job. What is a dream job though? They say it's the job that doesn't give you Monday Blues. It's competitors in the space focus on providing either just job suggestions which are very abstract in nature or simply display out all the jobs related to the keyword search. LinkedIn Ifi is the product people come to to understand their strengths and get suggestions in their forte.

What is the problem?

We all have always wanted to have that guide with us that could have helped us figure out what exactly my strengths are and which job you'd just seamlessly ace. Oh or the times we wonder how times would have been better if we realised this few years back to course correct our career path. And not to forget the times when we feel stuck at the job wanting to make a move to something exciting but being unsure what this 'something exciting' is.

Who's it for?

LinkedIn Ifi has something for each one of you.

1. **Individuals** - those who are looking out for a job and want guidance related to the job profile best suited.
2. **Educational Institutions** - schools, colleges who are looking to provide career guidance to their students early on, to then divert the child's focus into their areas of strengths.
3. **Enterprises** - companies who are looking to help their employees with the career direction, up and sideways

What is it?

Ifi has a specially crafted assessment which it's users would take upon activating the subscription. This assessment aims to cover various aspects of work like type, hours, career path, dynamicity, user interests and many others. Once you complete this test you'll get a score in different criterias of job aspect, which would be used to determine where exactly you fit in the best. It returns you a list of all the job profiles (on earth) and ranks them using your score to help you understand which more is most suitable to comparatively less suitable. It would also show you which of these profiles have currently active job listings which users can directly apply to.

Why would you love it?

Ifi serves as an end to end companion for you when you want to understand your strengths, discover your passion and find the job in the first attempt that you'd like doing. It will help you at all the different stages be it school or early on in career. Even if you're not looking for a career change, Ifi wants to help keep you up to date and be at the top of the game by suggesting you different courses, certifications that'll help you grow into your current role. However this is not a feature in launch release but will soon be a part of subsequent releases.

How is it different?

Ifi's competitors in assessment space have a solid test that judges users on different aspects but do plain listings of all possible job profiles (without ranking) which doesn't help users but all the more confuses them. On the other hand the job listing competitors do show different active job listings in most to least relevant sorting but this is purely based on keyword searches on their website. This model would work the best for everyone who already has their career path figured out.

Where to subscribe & use?

LinkedIn Ifi app on AppStore & Playstore; LinkedIn Website - www.linkedin.com/ifi