



"Success is liking yourself, liking what you do,
and liking how you do it."

– Maya Angelou

Why is Career Interest Critical for Stream Selection?

It's no longer enough to simply know what you're good at—you also need to understand what motivates you. Our Career Interest framework, **AIA**, helps uncover that “why” behind your work preferences. It explores 11 distinct subfactors, each reflecting a different kind of curiosity, energy, or engagement you may feel toward specific tasks, environments, or challenges. These interest areas go beyond traditional models, offering real-world, actionable insights into the kinds of roles, industries, and work cultures that will keep you excited, fulfilled, and performing at your best.

This report covers ‘AIA’, which is one of the seven components of our proprietary Auro Student Diagnostic Test, designed to help students understand themselves better and make informed stream and career choices.