



FOR IMMEDIATE RELEASE

Career Cadence unveils Distill™, a revolutionary, four-dimensional career assessment designed to increase job fulfillment and success

New Haven, CT (9/5/2010) – In its most recent move to transform the career strategy market, Career Cadence has unveiled its groundbreaking career assessment, **Distill**. Distill employs an innovative, four-pronged strategy to empower clients to discover what they do well, understand what makes them happy, and, ultimately, determine their best career paths.

Career Cadence was founded in 2009 to provide comprehensive, personalized career advice to students and jobseekers. The company's goal is to make it as easy as possible for its customers to land the job they'll really enjoy. To achieve this objective, Career Cadence offers small group seminars with content developed around the Distill assessment.

Cofounders Alan Carniol and Paul Holzer, former classmates at the Yale School of Management, merged their respective backgrounds in psychology and organizational management to create Distill.

"We saw that, though there are tons of assessments in the marketplace, most of them leave people saying 'now what'," explains Carniol. "Our product provides guidance in a multilayered, individually-focused way that is easy to apply to the career search."

While the majority of career aptitude products are based solely on the jobseeker's personality, Distill delves deeper. Clients complete a detailed questionnaire, which Career Cadence uses to create a customized report profile. The profile provides positive feedback and practical suggestions to help people identify fulfilling careers in which they can excel. Clients have the option to work one-on-one with a Career Cadence advisor or participate in a two-part group seminar.

Distill incorporates the latest psychological and scientific research to examine four areas:

- **Motivations:** those actions that energize us. When we are motivated by our work, we become deeply engaged, lose track of time and all outside activity, and enjoy the work.
- **Strengths:** areas of superior performance. When we tap our strengths, we learn faster and deliver outstanding results.
- **Personality:** our natural behaviors. When we interact in a way that is most comfortable to us, we feel authentic and empowered.
- **Values:** what drive us. When we act in line with our values, we have a sense of purpose and feel fulfilled.

Recent workplace studies suggest that true career fulfillment requires satisfaction across all four of these dimensions.

For more information on Career Cadence and Distill, visit www.careercadence.com.

About Career Cadence

New Haven, Connecticut-based Career Cadence (www.careercadence.com) was founded in 2009 by Alan Carniol and Paul Holzer to provide comprehensive, personalized career advice to students and jobseekers. The company utilizes the revolutionary Distill™ assessment to go beyond the traditional, one-dimensional career questionnaire and offer personalized profiles that empower clients to choose a career path that will lead to both success and fulfillment.

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