

# THE CAREERS GUIDANCE PLATFORM



[www.morrisby.com](http://www.morrisby.com)

Morrisby is the careers guidance platform, designed to give you exactly what you need to make better choices... and achieve better outcomes. Almost 60 years of established excellence in careers guidance empowers us to make a real impact, focusing on data-driven, refined assessment tools that are proven to work. This system has been refined over decades to improve accuracy, relevance, and usefulness in real guidance conversations.

The difference with Morrisby is evident in the output. Morrisby's assessments are based on a proven scientific foundation, which fuels self-understanding. Where others present hundreds of possibilities, Morrisby produces a refined, relevant set of suggestions that clearly connects to the individual. Morrisby is the careers guidance platform that keeps you on track, giving leaders, students, and advisers everything they need to succeed, and nothing they don't.

This provides the most solid foundation for meaningful guidance conversations, informed decisions, and confident exploration over time.

### What does this mean for you?

- Real careers guidance for smarter decisions, because better choices mean better outcomes for all.
- Personalised insights that leaders can trust.
- Destinations and career paths that students will stick to.

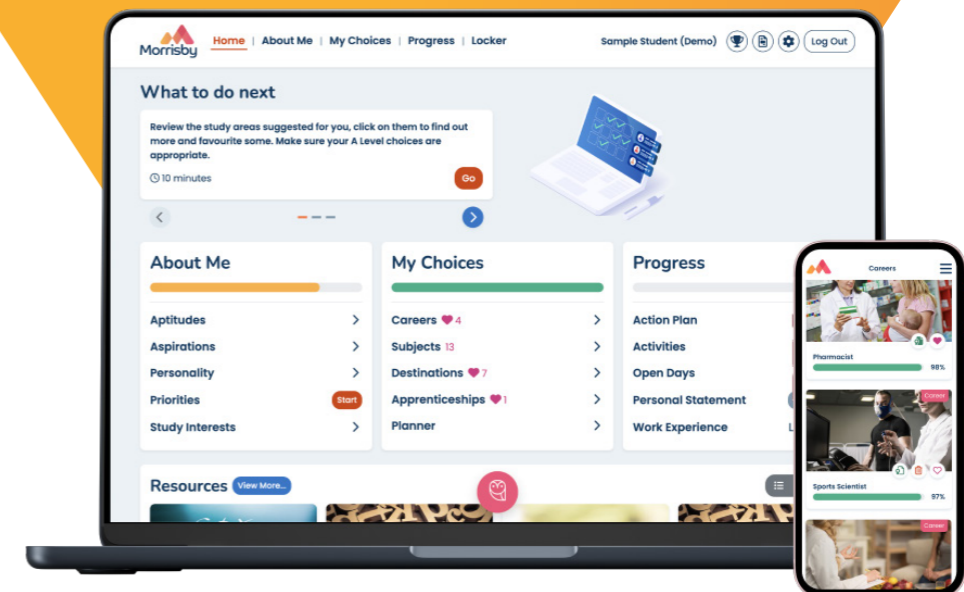
# WHAT IS MORRISBY GUIDANCE?



Morrisby guidance is the process of helping individuals understand themselves and identify options that fit their unique profile.

It begins with objective assessments designed to build a clear, personalised picture of an individual's strengths, preferences, and motivations. It then guides students by suggesting careers and subjects that match this picture, with no noise or overload.

They provide a foundation for meaningful guidance conversations, informed decisions, and confident exploration over time.



MORRISBY IS...

# ENGAGING BY DESIGN. ACCESSIBLE FOR ALL.



Accessibility and interactivity sit at the heart of our design philosophy.

With intuitive tools, responsive design, and clear pathways, Morrisby removes barriers to participation and supports meaningful engagement across all year groups.

The platform uses clear, inclusive language, avoiding jargon and presenting information in manageable, structured formats that support learners of different abilities, confidence levels and backgrounds.

Careers and pathways are presented broadly and without bias, encouraging students to explore options they may never have considered. Flexible delivery ensures that the platform works just as well for early exploration as it does for post-16 and post-18 decisions.



*At Horizon Care and Education, we work across a group of specialist settings, so any careers platform we use needs to be flexible, intuitive and responsive to differing learner needs.*

*Overall, Morrisby has been a strong tool for reporting and evaluation, supporting us to evidence impact at both school and organisational level. As an organisation that supports young people with SEND, it has been an invaluable resource – helping both staff and students to plan, review and progress meaningful careers journeys over time.*

Chloe O'Malley

Head of Careers at Horizon



# KEY FEATURES



## Careers Delivery



Every part of Morrisby is interlinked. Multiple measures, including interests, abilities, motivations, and preferences, are brought together to build a highly individualised profile. This profile is mapped to create personalised career and subject suggestions, meaning guidance is connected and explainable, not fragmented.

- **Careers Library (700+ profiles)**
- **Labour Market Information**
- **Lesson Plans & Activities**
- **Options at 14/16/18**
- **Digital Learner Passport**



## Self Discovery



Each question contributes to measures called scales, producing results that are consistent, explainable and reliable enough to provide insightful self-understanding, supporting meaningful guidance decisions.

- **Self-discovery is deeper and more reliable, reducing bias from background, confidence, or prior opportunity.**
- **Suggestions emerge from a coherent profile, rather than isolated answers.**
- **Shortlists replace long lists – 12 relevant career and subject pathways are displayed, rather than hundreds of loosely related options.**
- **Guidance conversations are stronger, because advisers can see and explain why suggestions appear.**



## Sixth Form Support



Morrisby helps students make the right choices, first time. And when students make the right choices, they get better results – stronger grades, better destination choices, fewer drop-outs. The knock-on effect? Your sixth form performs better, which earns parent trust, impresses SLT, and elevates your leadership.

- **University Course Search**
- **Apprenticeships Search**
- **UCAS Reference Tool**
- **Personal Statement tool**
- **Oxbridge Comparison Tool**



## Work Experience



Bridging the gap between career exploration and real-world application, Morrisby's WEX gives schools a structured, compliant, and stress-free way to manage work placements.

- **Organising employer opportunities and capturing parental consent**
- **ELI, Safeguarding, Health and Safety, GDPR**
- **Check-ins and post-placement reflections**



## Data Collection & Destinations Tracking



Morrisby collects destinations data to record and understand learners' next steps after completing their education. This data is used for tracking outcomes and supporting reporting requirements.

- **Collect and manage destinations data in one secure system**
- **Track student destinations, participation, and sustained outcomes**
- **Quickly identify learners at risk of becoming NEET and target support early**



## Evidence & Reporting



Clear, inspection-ready reporting that evidences impacts and drives confident decision-making.

- **Gatsby Benchmarks/SkillsBuilder tracking**
- **Compass+ Export**
- **Filtering to identify at risk groups e.g. NEETS**



# Pricing Models

Pricing for Morrisby is tailored to the needs of each school or organisation. Contact the Morrisby team to discuss your requirements and receive a personalised quote, including options for Trusts and group arrangements.

- **Request a tailored quote based on your setting, student numbers, or Trust structure**
- **Explore Trust-wide and multi-school pricing options**
- **Get clear guidance on costs, timelines, and next steps**
- **All training and CPD courses are offered free of charge for schools**

Morrisby is engaging by design and accessible for all. With intuitive tools, interactive design, inclusive language, and clear pathways, the platform removes barriers to participation and supports meaningful engagement across all year groups.

# CONTACT US

Get in touch today to get started on your Morrisby journey.

[info@morrisby.com](mailto:info@morrisby.com)

+44(0)330 500 5000



[www.morrisby.com](http://www.morrisby.com)