

Career Developments

Volume 4, Issue 1, October 2013

Canadian Career Development Foundation

FROM RESEARCH TO PRACTICE IN CAREER AND EMPLOYMENT PROGRAMS AND SERVICES: A Working Symposium

“From Research to Practice in Career and Employment Programs and Services - A Working Symposium” was held in Ottawa March, 2013. The two day invitational Symposium was designed as a working forum for researchers, policy makers and practice leaders in our field from across Canada to harness the results of research and innovation in order to strengthen front line practice, policy and future research.

The Symposium had 5 objectives:

- ◆ make accessible and practical what has been/ is being developed and learned through research projects that have been completed or are currently underway;
- ◆ consider implications for program and service delivery generally as well as specifically for youth and adults who are low-skilled or weakly attached to the labour market;

- ◆ provide a forum for exchange of provincial/ territorial service delivery innovations and promising practices;
- ◆ collaborate on a dissemination strategy to ensure the maximum impact and usefulness of both the tools developed as part of the research and the actual results; and
- ◆ inform the development of future research agendas focused on what is not known and most important to learn.

The Symposium presented an opportunity to explore and understand the results and practical implications of 11 research projects, most funded by Human Resources and Skills Development Canada (HRSDC). Research projects were explored thematically, including research focussed on youth populations, low skilled adults and/or individuals with low labour market attachment and career and employment services serving all clients.

Symposium attendees moved from knowledge sharing to a small number of important and strategic recommendations that, if actioned and implemented, would place career development on the policy agendas of governments, education and labour market ministers, significantly strengthen career development programs and services for Canadians, continue the evidence- based research that is so critical for service improvement and foster and support ongoing knowledge and innovation exchange across provinces/territories.

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CANADIAN COUNCIL FOR CAREER DEVELOPMENT: Working Group Updates

The Canadian Council for Career Development (3CD) has several active committees working to advance priorities established in January, 2013. If you are interested in joining a Committee please contact the Chair.

Working Group Updates

◆ National Workforce Development Strategy

Trudy Parsons, Chair

tparsons@millierdickinsonblais.com,

Deirdre Pickerell, Donnalee Bell/CCDF, Melissa Sliter, Valerie Ward

This group has been meeting virtually to advance the idea of a **National Workforce Development Strategy**. Initial priorities have included defining Terms of Reference, scoping tasks and connecting with key stakeholders. Related to this, in March 2013 Australia released their National Workforce Development Strategy and in May they released their National Career Development Strategy. The group meets regularly by teleconference with members assuming lead roles for various aspects of their work between calls.

The group has been confirmed to facilitate a CANNEXUS Connections Luncheon session (Let's

Talk Strategy: A National Workforce Strategy).

The session will promote dialogue among participants on the key elements of a national strategy and the role of career development in strengthening Canada's labour force.

◆ Get the Word Out: Media Strategy

Deirdre Pickerell, Chair

deirdre@lifestrategies.ca,

Melissa Sliter, Clarence deSchiffart, Mark Franklin, Phil Jarvis (Translation - Laurent Matte)

The media strategy group has met several times since January 2013. Discussions first focused on how to get our message out. The committee discussed social media (e.g., LinkedIn, Twitter, YouTube) and briefly explored having a website focused on the "end-user" (i.e., not one designed for CDPs). We quickly realized, however that we need to be clear on our message and how to link that message to ongoing, broader discussions regarding a wide-variety of news items (e.g., youth unemployment, skills shortages). That led to agreement that we needed to develop skills in crafting a message and reaching out to/engaging with media. A decision was made to invest in a media training session and invites were sent out to the CCD community. Training was conducted on Tuesday April 9th with Paul Lima (www.paullima.com). The training was very well received, with many attendees commenting it helped them with subsequent interviews and times since April, with each meeting focused on crafting our message and reaching out to media. We are currently investigating a Google Doc, allowing

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For more information visit www.ccdf.ca under "**Current Projects**".

The Symposium was supported by HRSDC, and was organized by the Canadian Career Development Foundation (CCDF) in collaboration with the Social Research and Demonstration Corporation (SRDC).

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committee members to post links to recent media stories, offer a comment on the link between that story and career development, and give their contact info. This list would, ideally, be shared with the press - it is still under development.

◆ **Get the Word Out: Career Development Primer**

Lynne Bezanson, Chair

l.bezanson@ccdf.ca,

Gray Poehnell, Laurent Matte, Laurie Edwards, Lorraine Katanik

Although this group has not formally met, it has actively started to develop a Career Development Primer that tries to make sense of our field, our work and our language for the average Canadian. More to come from this group over the Fall and Winter!

◆ **The Career Development Week Challenge**

Dave Redekopp, Chair

liferole@telusplanet.net,

Clarence DeSchiffart, Laurie Edwards, Mark Franklin, Jessica Isenor, Phil Jarvis, Melissa Sliter, Paula Wischoff-Yerama

The primary aim of the Career Development Week Challenge (CDWC) is to raise national awareness of career development by illustrating the need for career development competence and motivation. A secondary aim is to inform/instruct/educate those who complete the challenge (*i.e.*, users should get feedback about their answers, and they should be pointed to additional resources).

The CDWC will be an on-line quiz on significant competence (skill) and motivation (will) areas in career development (*i.e.*, it will not be a trivia quiz). The results of the quiz will alert individuals to their level of career development competence/energy. The aggregate results may be used to get media attention (*e.g.*, with headlines such as

“Edmontonians More Resourceful than Calgarians”) and focus intervention efforts (*e.g.*, targeting parents to increase their awareness).

◆ **Certification**

Sareena Hopkins, Chair

s.hopkins@ccdf.ca,

Donna Brendan and Laurie Williams (BC Career Development Association), Clarence deShiffart (NS Community College), Jon Fairweather & Tina Sirois-Leblanc (NB Career Development Association), Scott Fisher & Paula Wischoff-Yerama (Career Development Association of AB), Laurent Matte & Marie Cardinal (OPCCOQ), Maureen Burbank (ON Certification Stakeholders' Group), Sharon Graham & Wayne Pagani (Career Professionals of Canada), Lorraine Katanik (ONESTEP), Margo Hudson & Paula MacKay (NS Career Development Association)

This group was the first CCCD Working Group to form and has been working over the past 3 years to promote collaboration and greater cohesion across provincial certification initiatives. All provinces with career practitioner certification in place OR that are in the process of developing/launching certification are active members. The group has been instrumental in supporting certification where it is new and emerging and is now exploring how to grapple collectively with issues of reciprocity and regulation. The Certification Working Group developed and regularly updates a summary of the state of certification in Canada and shares resources via www.cccda.org.

This Working Group will be facilitating a session a CANNEXUS Connections Luncheon session (**Going My Way: Canadian Certification**) providing a cross-country update about what is happening with respect to certification and encouraging conversations on hot topics in our field.



INUIT CAREER DEVELOPMENT

*By Suzanne Klinga
Canadian Career Development Foundation*

Since 2009 CCDF, in partnership with the Nunavut Government's Department of Education and Nunavut Arctic College, has been delivering a 10-course Career Development Practitioner Certificate Program. Delivering career development training in Nunavut has been both a privilege and a learning journey.

The majority of the students are front-line practitioners providing employment services to the people in their home communities. As Inuit career development practitioners working in Nunavut they are in the unique position of providing career development within the context of their own culture. They "know the life of being Inuit," bringing a deeply personal knowledge and understanding of Inuit cultural factors into their practice.

Throughout the training, these practitioners have taught us so much. They have given us a greater awareness of and appreciation for Inuit values, culture and wisdom. They have shared openly and generously of themselves, their lives and their experiences. And they have broadened our understanding of career development as practiced in Canada's far North.

Using quotes from their written assignments, what follows are some of the practitioners' insights into career development from an Inuit cultural perspective.

What does the concept of "career" mean from an Inuit perspective?

"Career" as understood in the Inuinnaqtun context would translate to "ilitquhiq", meaning... "learning from our environment, surroundings and life patterns." (defined to me by Elder, David Kaosoni).

In the Inuit culture, the context of career would go hand in hand with the word "survival". The roles of each person in the family unit were defined upon birth. The male was the hunter and gatherer, whereas the role of the female was that of a preparer of food and clothing and that of the child bearer. As time has evolved, roles have changed and in the Inuit culture today, you see a lot of females who are hunters and gatherers and happy do so. Today, [career] is for survival...? I'd have to say "No", as with the changes to our world, it is done more for the enjoyment of hunting and gathering and for the love of being out on the land. Times have changed and we are more open to the modern distribution of roles to better suit our environment today." *Helen Larocque, Cambridge Bay, NU*

What are the Inuit cultural factors and values you take into consideration when delivering career development services to your clients?

"With my Inuit clients, I always want to make sure they own their decisions. I want to make sure they understand that when I provide options or give suggestions, that is all they are and only they can decide what is right for them. Inuit tend to be very humble and agreeable. For this reason I am always worried that clients will take my guidance or advice as the plan they must follow.

Also Inuit use a lot of non-verbal communication so I am careful to read facial expressions and body language. Through this communication I get ideas of whether I am going in the right direction in my counselling.

Inuit are very committed to their role amongst their immediate and extended families. Most

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Inuit start their families quite young so they may have small or many children. Also adoption is common so a young person developing their career may also feel responsible to an elderly parent who has needs for his/her care. So when working on their plans, you must also consider the commitments in their lives.” *Hilu Tagoona, Baker Lake, NU*

“The unique Inuit cultural factors I like to involve as a Career Development Officer in Nunavut include:

- a. **Language:** I have been very blessed to speak in Inuktitut and English.... I spent most of my time with my grandparents growing up and that’s how I became fluent in Inuktitut. I make sure I give my clients the option of language to serve them in. I know that I tend to understand things spoken to me better when explained to me in Inuktitut because that is how I grew up learning. This is how I see my clients too.
- b. **Respect:** I was taught at a very early age to respect others no matter what situation they are in. By doing this, it also builds trust between the client and myself. My grandfather told me before in order to gain respect, you need to respect others first.
- c. **Family:** I like to learn about the clients’ family history. In the Inuit culture, family is very important because in the past they relied on each other as a family to survive. I still believe that is true today. Without the support of family, clients will not go very far. I also invite family to client sessions with the permission of the client so that the family knows what kind of support my client will need in the long run.
- d. **Land:** The land in the north is very open and welcoming. It can be very relaxing for a person. I really respect this. It is also home to

Inuit. They never knew any other. The lifestyle today can be very stressful on people with all the technology, life schedules and demands it offers and everyone needs time to relax and slow down once in a while and the land will give you “... Growing up connected to the land. I share with my family, I bring my children out on the land, we hunt, we live, we just be out on the land. We get from the land peace and strength and healing, we spend time out on the land, we become better people, we are better with our children, we are better in our family and we are better people in the community in general. The land is life.

...It’s about passing on traditions and going to traditional harvesting areas and teaching the children about hunting and processing wild game. It’s priceless. I cannot live without being on the land for some part of the year.

There are seasons and we have different practices for each season. When we are on the land, we become connected to everyone, each other, our children, our parents by doing what we learn from them, our grandparents by what we learned from them as well..., remembering where we were and what we did. *Monica Angohiatok, Kugluktuk, NU*

What does it mean to you to practice career development within the context of your own Inuit culture?

“Practicing career development within an Inuit culture... means being flexible , having an open door policy, not being stuck on appointment times, being prepared to have small children at appointments, being welcoming, asking questions about the things that are important to them, using my body language to show that they have my attention, making follow-up appointments or letting them know that if they need further

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assistance they can contact me, allowing them time to collect their thoughts, giving clear information and making sure they understand their responsibilities and my role as a helper.”

Hilu Tagoona, Baker Lake, NU

How would you describe an Inuit theory of career development?

“If I was to look at Inuit Career Development theory in my way, I believe it would be based on reliance, skill, endurance and survival. These ... factors have been practiced in our culture for thousands of years by Inuit in order to fulfill their daily needs in life. Today these factors are still practiced both traditionally, as well as in a modern bi-cultural context.” *Pauline Sabourin, Rankin Inlet, NU*

“If Inuit were to put together a theory on Career Development, I believe it would have the following components:

- ◆ Although you are one person, you are part of a community. You are responsible to gain skills. You must be committed to all learning and listening to advice that you will hear throughout your life. You must take all information humbly and listen intently.
- ◆ To be successful in your work, you must be obedient and always on task. You must demonstrate your capabilities and not boast or brag about your skills. You will earn respect and be successful in this way.
- ◆ As a part of your community, you are also a teacher of your skills. You will give others around you every opportunity to learn new things. You will be sharing and giving of the tools and resources you have available to you. Those material things will come and go, but your relationships with others will always be there. People will always remember how you treated them. They will in turn treat you the

way you treated them.” *Hilu Tagoona, Baker Lake, NU*

“To be comfortable in using the skills they have ..., to find and understand their purpose in life. *RoseTina Alivaktuk, Pangnirtung, NU*

“What has stuck with me since childhood, were words of advice from my grandmother... That everyone, no matter who it is, has abilities that they have or could develop, to do the things they want to do, if they are willing to put effort into it. One has to practice by doing in order to become able. My grandmother had a broken since childhood, but I honestly have never thought of her as disabled. She had so much passion for life and our lives in particular. She did whatever she could to provide what we needed in order to achieve our goals in life. Mostly it was in the form of providing wisdom and ideas of different options. She made sure we knew what the consequences were of the actions we were choosing to take. Sometimes these lessons were in the form of fantastic stories that she was so good at telling.

I believe that our values as Inuit are still so applicable today. That a person who practices good discipline, ...to be helpful to those in need, to be a hard worker, to be respectful and humble, that a person can do so much and can make a positive effect or a negative effect depending on the actions they choose to take. That anything is possible if you really put your mind and effort into it. That you can make things happen if you are willing to work towards it. That it is never too late for anything until the day you die.” *Rebecca Awa, Igloolik, NU*

WE NEED TO VALUE CAREER DEVELOPMENT

By Sharon Graham
Executive Director, Career Professionals of Canada

As career coaches, consultants, trainers and counsellors, we have something in common. We are part of a group of outstanding Canadian professionals called Career Development Practitioners (CDP).

We make a difference to Canadians in many aspects of their work and life. By helping individuals, we are not only enabling them to attain meaningful careers; we are enhancing their ability to become productive, contributing members of society. More than this, we are doing our part to enrich our culture, eliminate poverty, improve our economy, and enhance our global competitiveness. We have a profound impact on Canada's labour market.

Why we engage our clients in Career Development

We are in the midst of deep-rooted concerns about the immediate and long-term career prospects of individuals across our nation. Most Canadians do not know what "career development" is. They do not realize that there is a benefit to creating and managing their own career. For this reason, they often do not engage in the process:

- ◆ Our youth are making uninformed career decisions, which might affect them through their lifetime.
- ◆ Canadian adults do not appreciate that they can manage their evolving career path.
- ◆ As our labour force ages, people are not prepared for the later stages of their career and life.

As professionals, we know the significance of career development. We need to inform and

empower our clients to take action in creating their own career pathways.

Facilitated career development enables our clients to develop a sense of meaning and purpose in their lives. By raising awareness about how lifelong learning complements and enhances one's employment journey, we create better outcomes for our clients. Moreover, by instituting an understanding of the deliberate practice of career development, we are enabling our clients to have a lifetime of meaningful work.

Communicating the Career Development message to our clients

Career development is not a one-time event. Rather, it is linked with every aspect of our clients' lives - from birth on. Career development applies to everyone at every age and stage in life. It takes a "whole person" approach so that our clients can effectively:

- ◆ Determine a **career path**: Prepare for the "world of work"
- ◆ Complete a **career transition**: Complete a "career change" or "job change"
- ◆ Ensure **career management**: Focus on employability throughout their "work life"

Beyond delivering a service, think about how you can help your clients to understand career development and its vital role. The following is the model we use at [Career Professionals of Canada](#), to help understand career development.

Through a formal process of self-assessment, research and discovery, goal setting, and performing, you can create the work and life they desire:

- ◆ When you **know your value** you gain confidence.
- ◆ When you **explore your options** you can make informed choices.

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- ◆ When you *plan your actions* you can set reachable goals.
- ◆ When you *create your future* you are in control of your life and work.



As practitioners, we help people to make tough decisions, work out conflicts, and get through times of crisis. Once clients understand that their career is an integral component of their life, they can assume autonomous responsibility for their own career development. Such a “careerpreneurial” attitude positions our clients well for their future.

Establishing Career Development in our industry and across our country

For career development to be instituted the career community, educational institutions, federal, provincial, and municipal governments, and family members must understand its significance to the complete outcome of a person’s work and life.

In Canada, our industry is making a concerted effort to build awareness of the importance of career development. We are starting to bring together career practitioners and policy makers. We are also working to ensure that people outside of our field understand the need for career

development. However, there still is much to do.

We are moving towards formalizing the industry. We are working together to build a consistent standard of professionalism across Canada. To this end, we have made significant strides:

Stakeholders from across Canada has worked over the last decade to build consensus and develop the *Canadian Standards & Guidelines for Career Development Practitioners (S&Gs)*. The S&G model has been adopted by many countries around the globe.

The Canadian Council for Career Development (3CD) has a number of working groups ([see page 2](#)).

The Canadian Education and Research Institute for Counselling (CERIC) embarked on a campaign to sell *Career Development Matters* t-shirts at Cannexus 13 National Career Development Conference. More recently, they launched a National Challenge to promote Career Development. Through these initiatives they are creating awareness of career development and how career development professionals are making a difference to Canadians.

Career Professionals of Canada (CPC), academic institutions, and provincial associations across Canada have created and now offer exemplary programs that are bringing structure and visibility to CDPs.

Becoming a better Career Development Practitioner

Today, anyone can call himself or herself a career development practitioner. However, as an industry, we are moving towards instituting standards and certification. Provinces are working on further establishing the *Certified Career Development Practitioner/Certified Career Development Professional (CCDP)* designation.

The *Canadian Standards & Guidelines for Career Development Practitioners (S&Gs)* define the

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LET'S GET TO WORK: Engaging the Future Symposium 2013



Career Trek Inc. and the Canadian Education and Research Institute for Counselling are partnering to bring the second annual *Let's Get to Work* (LGTW) symposium to Winnipeg on November 21, 2013.

Author, educator, counsellor, and independent expert on engagement, David Zinger will present the keynote address entitled *Engage: From Chance and Conundrum to Caring and Connection in Career Development*.

This evidence-based presentation will help participants fully engage with their own personal career development while helping them help others with their careers. This session will offer practical tips, tactics, approaches, and perspectives to full engagement.

"I am delighted to have a speaker of David Zinger's stature joining us for *Let's Get to Work*," says Darrell Cole, Member of the LGTW Organizing Committee and CEO and Founder of Career Trek. "Having a home grown talent that is recognized nationally speak to a Manitoba audience is very exciting."

According to Meghan Laube, member of the LGTW Organizing Committee, the healthy attendance at last year's symposium convinced the committee to change the offering to a full day event.

"Last year's sold out crowd showed us that there is a healthy demand for Manitoba to have its own yearly career development event," says Laube. "Manitoba needs to have its own place to discuss that face workers, students, educators, business, and governments."

A new local Manitoba company, Pn250, is set to close the event. Specializing in community engagement and the organization of in-person professional speed networking, Pn250 will provide the LGTW audience with the opportunity to discuss issues their roles in the career development community.

The goal of the LGTW is to provide a solutions-focused space where career development specialists, employers, educators, and anyone with an interest in workforce development can come together to discuss Manitoba's 21st century challenges.

Further details visit www.careertrek.ca.

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competencies Career Development Practitioners need in order to practice effectively and ethically. They are used extensively in Canada in shaping professional training and development programs, certification, and scope of practice.

A number of Canadian institutions offer degree and diploma programs for career development professionals. However, many career practitioners come from an alternative educational path in a related discipline such as psychology, education, social work or human resources. A number of professionals have established themselves through work experience alone. No matter what path a practitioner has taken, it is in his or her best interest to pursue ongoing professional development.

It is a calling, a privilege, and a responsibility to help people to find work that is meaningful. It requires vigilance to keep up with developments in the career industry, labour market trends, and evolution of the workplace. Nobody can do it alone. If you are an independent practitioner, or if you work in a firm that provides career services you can start by joining a professional association such as **Career Professionals of Canada (CPC)**. Visit www.cccda.org for more on professional associations in Canada.

Sharon Graham is executive director of Career Professionals of Canada (CPC) and author of the top-selling *Best Canadian Résumés Series*. You can reach Sharon and learn more about CPC programs at <http://www.sharongraham.ca>.

LEARN AN EVIDENCE-BASED, HOLISTIC, NARRATIVE METHOD OF PRACTICE

'Narrative' and 'storytelling' continue to trend in coaching, counselling, interviewing and advising, but how does it work? How can we listen in new ways to our clients' stories to distill what matters from what happened, to answer 'what now?' How can we integrate a narrative framework with assessments, coaching and advising?

Exciting results show significant increases in validated scales of hope, optimism, resilience, confidence, and curiosity & exploration, after clients experienced our narrative method of practice. These results correlate with higher career clarity, job satisfaction and job alignment.

Learn about this narrative approach used across North America and understand the dynamics of a framework that's creating a new language for career management, and supporting a move toward evidence-based practice.

This training presented jointly by Canadian Career Development Foundation (CCDF) and CareerCycles, will introduce you to a narrative framework to career counselling, interviewing and coaching. In dynamic and interactive sessions featuring demonstration, role-play, presentation and time for lively Q & A, you will learn how to apply a narrative approach to working with clients who are asking 'What now?'

Free Introduction Teleconference

- ◆ Email service@careercycles.com to sign up for the teleconference.
November 19, 2013, Noon - 1:00pm ET
- ◆ In this teleconference you will get an overview of how to apply a narrative approach to working with clients who are asking 'What now?' in their careers and lives.

PRESENTER BIO



Mark Franklin, M.Ed., CMF, is practice leader of CareerCycles. Mark and an amazing team of eight Associates have enriched the career wellbeing of 3500+ clients. Mark developed the CareerCycles method of practice published in Journal of Employment Counseling, presents nationally and internationally (Cannexus, NCD, CCPA, CACEE, CACUSS), worked as career counsellor at U of Toronto and York U, and hosts Career Buzz radio show. Mark holds the Career Management Fellow designation through Institute of Career Certification International. Visit www.careercycles.com.



TRAINING:

Learn to Use a Positive, Holistic, Narrative Method of Practice

(LEVEL 1)

January 23-24, 2014 in Ottawa (*right after Cannexus*)

Early Bird Registration (**before December 17**) \$440 + GST

For more information contact: information@ccdf.ca



EARLY BIRD
DISCOUNT
UNTIL DEC 17