

The Bulletin

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INTENTIONAL PRACTICE

Using Self-Reflection to Enhance Career Satisfaction

— by Joanne Elliott and Jessica Gregg

Individual Reflective Practice

As career counsellors, it is not an easy task to identify the different components of our craft. Often, we draw on intuition to guide us as we counsel clients using skills we have developed over the years. When we introduce an element of critical reflection, we can make this intuitive practice more effective and fulfilling.

Reflective practice has been defined as:

A continuous process examining critical incidents in a professional's practice to understand, grow, and enhance professional know-how and intuition (Schon, 1983).

By engaging in this process, we become active learners—more alert to client situations and our own reactions. Critical reflection and active learning facilitate positive changes in attitudes, values, skills and knowledge. Additionally, self-reflection reminds us to use best practices, encourages the integration of professional wisdom from experts and mentors, and enhances personal meaning (Goddard and Starosta, 2010). These factors improve the quality of our work and ultimately lead to increased career satisfaction.

The following are some possible strategies for cultivating a reflective practice:

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The Balancing Act

Tips for coordinating professional and personal demands, methods for determining values and expectations, and counsellor self-care are key interests of delegates who attend CERIC's Cannexus conferences. These "balancing act" concerns inspired this issue of The Bulletin.

As people whose work is the world of work, it's not surprising that career practitioners have much to say on the subject. This issue's authors reflect upon aspects of career development—

setting career goals, creating an engaging workplace, supporting multi-barriered clients—as well as the challenges shared with others, such as running a small business, returning to work after a new baby, and managing daily stress.

Career practitioners help clients connect with productive activities in the public realm that fulfil both material and psychological needs. Our contributors offer excellent tools for enhancing your skills and services. Equally important is taking time to assess our own paths and states of harmony. May this issue of The Bulletin get you off to a great start for 2011 as you perform your own balancing act.



Using Self-Reflection to Enhance CAREER SATISFACTION

<< continued from cover

- > **Seek mentorship.** This could be with a professional coach, supervisor, or manager who may or may not be someone you work with. Explore your practice: skills, goals, strengths, challenges, and areas for improvement.
- > **Journal.** It takes commitment and discipline, but journaling can be a great way to reflect on your practice. It can also complement other reflective practices.
- > **Study your craft.** Read professional books and articles, attend trainings, and watch documentaries related to career development and the populations you work with.
- > **Join a professional association.** Attend conferences and networking events. Reflecting on your practice is just one of many benefits of joining professional associations.

Reflective Practice at the Organizational Level

It is also of great benefit for organizational leadership to consider implementing reflective practice:

We must invent and develop institutions which are 'learning systems'... capable of bringing about their own continuing transformation. (Schon, 1973)

Through reflective practice, organizations can inspire employees to develop personal mastery, clarify and deepen personal and collective visions of practice, and explore opportunities for competence enhancement. Additionally, supervision practices cultivate a dialogue about learning, development and flourishing that supports both individuals and organizations (Rosenberg, 2010).

Consider the following strategies to develop reflective practice within your organization:

- > **Group supervision and case conferencing.** Invite practitioners to meet together and discuss successes in their practice as well as how to navigate challenges. Encourage and support individuals in achieving both personal and organizational goals.
- > **In-house mentorship or individual supervision program.** Designate experienced practitioners as mentors or supervisors to early career practitioners.

Develop expectations for the relationship, events for participants, and supports for mentors/supervisors.

- > **Model reflective practice from the top.** Have transparent and thoughtful management processes and practices that incorporate a theoretical base and evidenced-based strategies.
- > **Enhance team learning.** Organize and encourage company-wide trainings and events. Advertise and encourage continuing education opportunities.

In summary, reflective practice offers great benefits to both individual practitioners and organizations as a whole. If you are looking for a way to revitalize, enhance and flourish in your career, consider which of these strategies stood out for you and integrate them in your developing practice.

Joanne Elliott holds a Masters in Counselling Psychology and is the Services Delivery Manager for the Career e-Volutions program at Training Innovations. She has a keen interest in mindfulness, reflective practice and online counselling. Jessica Gregg has a M.Ed. in Counselling Psychology. As a Career Strategist and e-Facilitator she is thrilled to be utilizing an online learning environment for career exploration. Both can be contacted at Training Innovations through the Career e-Volutions: <http://www.training-innovations.com/individuals/career-e-volutions>.

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active learners—more alert to client situations and our own reactions.

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Measuring Up YOUR HEART

A Goal-Setting Tool

— by Melissa Macfarlane

Day in and day out we meet with clients to help them reach their goals. As career practitioners, we assist them in recognizing their skills, interests and values. We are able to provide sight to that much needed light at the end of the proverbial tunnel.

But what about us? Are we spending the amount of time focusing on our own career goals that we would advise our clients to? When was the last time that you—yes you!—sat down and assessed your own career path? Are you heading in the direction you want? Does it still make sense for you?

A unique measuring tool to assess both goals and current circumstances is the HEART method. Created with SMART goals in mind, the HEART method addresses your emotional quotient, rather than intellectual quotient. This tool focuses on values and beliefs to help you determine if this goal or situation is a right fit. You can apply it to many different scenarios: to goals that you are setting, and to where you are right now—your job, the company you work for, your educational plans, etc.

Where do you measure up right now with the HEART method? Paying attention to our own career paths is just as important as paying attention to our health and well-being. After all, doesn't one affect the other?

Melissa Macfarlane is an Employment Counsellor with Northern Lights Canada. She is also a Development Coach, guiding clients through the Project Progress programs she co-created with her business partner to assist people in goal-planning and achievement. Read Melissa's blog on ContactPoint.ca.

H	Heartfelt	Does this goal come from the heart? Do you believe in it? Does it inspire confidence? Working on something that you believe in and are confident about will inspire you.
E	Embrace	Can you embrace this goal and commit to it fully? Are you committed to attaining the goal? Your level of commitment determines how much time and effort you are willing to invest.
A	Adhere	Does this adhere to your values? If you are working on something that causes a constant nigggle in the back of your mind, why are you doing it? Be honest and recognize your values in the work you do.
R	Reflect	Does this goal reflect the direction that you want to be in? Sometimes we end up in places that we didn't intend, which isn't necessarily a bad thing. Just make sure you are currently heading in a direction that makes sense to you and your world.
T	True	Are you being true to yourself? Who are you doing this for? Working towards something because YOU want to can inspire courage, faith and happiness. However, it can also bring about guilt for some. There is no shame in following your own plan.

Working THE BALANCE

—by Ahniko Handford

It is only since I have transitioned to the career development field that I have realized how my co-workers—whether consciously or unconsciously—help me find an intrinsic mental balance in our workplace. And sometimes, that kind of immediacy is key.

I am the principle administrator of a youth employment program which assists individuals from the ages of 18 to 29 find employment while receiving Income Assistance. Because they face a mix of barriers stemming largely from economic depression—including addictions, homelessness, gang involvement and physical abuse—the participants in the program often require focused and concentrated support throughout their job search.

Victor Frankl, the famed Austrian neurologist, psychiatrist and author of *Man's Search for Meaning* once gave a speech in which he advocated 'presupposing greatness' in all individuals. I am conscious that others—my parents, for example—pre-supposed greatness in me thereby giving me the self-confidence to set goals and the motivation to achieve them. Thus, I believe strongly in presupposing greatness in my clients whom I hope will come to believe in it themselves. Part of that process is helping them to feel comfortable and welcomed at our site. In doing so I have learned that each of my clients has a great smile; my goal then becomes seeing them smile more often.

However, writing résumés with people who struggle to see any good in themselves, facilitating workshops with reluctant participants, and developing action plans

with individuals who are by necessity more concerned with getting to the food bank can be exhausting. I struggle with finding my own "way of being" so I can make the connections with my clients that I need to make. I am aware of not wanting to make mistakes, a similar awareness I felt when sky-diving; sometimes I feel as vulnerable as when I let go of that wing strut at 3,000 feet by myself for the first time.

And I have noticed that it is at that point—after I've let go and am free-falling—that my co-workers step up. A glancing smile, an offer of coffee or apple slices, a task cheerfully taken over, a word: "OK?" immediately pulls me up like a parachute, itself a balance between the air under the silk and the air outside it. A timely lunch date, a shared story, an offer of assistance—all unasked for—provide me with the safe landing I did not even recognize I needed.

At my worksite these offerings have been subtle, but prevailing. They quietly but effectively underpin our collective work experience. And, professionally, it certainly makes sense to be respectful of one's peers, to be flexible and accommodating to fellow-employees, so the organization can continue to offer distinctive and exemplary services to its clients.

Personally, though, I like to think it might also have something to do with presupposing greatness in each other.

Ahniko Handford spent twenty years in the information technology sector before discovering career counselling. She now enjoys working as an Employment Facilitator with Youth Employment Service (Y.E.S.) Manitoba.

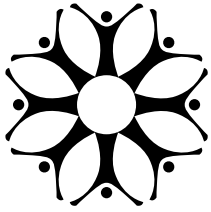
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January 24–26, 2011 janvier

Cannexus11

National Career Development Conference
Conférence nationale en développement de carrière
The Westin Ottawa / le Westin Ottawa

CERIC, the Canadian Education and Research Institute for Counselling, presents Cannexus 2011 — a bilingual National Career Development Conference designed to promote the exchange of information and explore innovative approaches in the areas of career counselling and career development.

Over the course of Cannexus 2011, conference delegates will be involved in plenary sessions, keynote addresses, networking opportunities, workshops and training sessions, all designed to generate discussions for enhancing professional development, organizational productivity and client service effectiveness. Topics include: career coaching, youth entrepreneurship, school to work transition, aboriginal employment, career trends, mentorship and more!

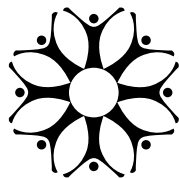
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KEYNOTE SPEAKERS

The Right Honourable PAUL MARTIN

The Right Honourable Paul Martin was the twenty-first Prime Minister of Canada from 2003 to 2006. Domestically he is responsible for two new initiatives: firstly, the Martin Aboriginal Education Initiative which aims at reducing the Aboriginal youth dropout rate and at increasing the number of Aboriginal students attending post-secondary institutions; secondly, he founded with his son David, the Capital for Aboriginal Prosperity and Entrepreneurship fund, which helps establish and grow successful Aboriginal businesses both on and off reserve.

ROXANNE JEAN

Roxanne Jean is full of energy! She is a talented Montreal-based professional voice-over artist, experienced presenter and master of ceremony for more than 15 years who is versatile, skillful and efficient. Roxanne is a warm, dynamic, very candid and fun woman. Her personality, her sense of wonder and her sense of humour make her stand out.

JIM BRIGHT

Jim Bright is a recognized expert in Career Development, Performance and Creative Strategies for individuals and organizations. Jim has over 20 years of experience in psychology and career development. He has a B.A.(Hons.) and a Ph.D. in psychology and is Australia's first specifically named Professor of Career Education and Development. He has published over 300 books, chapters, journal and newspaper articles, tests and reports.

Lose Your Stress in Just TEN MINUTES?

—by Lynn Fraser

Have you seen the L’Oreal Ten Minute Crème Colorant ads? The slogan – “Ten Minutes to Rich, Radiant Color” – grabbed me. What else could I do in just ten minutes? Could I lose that pile of laundry in ten? Prep for a meal? File those papers piling up on my desk?

As a working parent I find I can never keep up with everything. Those grey hairs are always peeking out WAY sooner than I expected! Can you relate? According to two decades of research by Canadian professors, Linda Duxbury and Chris Higgins, the percentage of Canadians working more than fifty hours per week has increased from one in ten to one in four of us. More time at work means more work/life conflict.

So, you’re not alone.

Now before you pull all your hair out, try these Top Five Stress-Busting Tools:

1. **The Timer.** Set a timer for ten minutes and sort through those papers piling up on your desk. The key is NO INTERRUPTIONS! Turn off your cell phone and put a “Do Not Disturb” sign on your office door. Your co-workers will live WITHOUT YOU for ten minutes!
2. **The Binder.** Find or buy binders and plastic page protectors and slot in everything related to a client, a project or your family. For those who are concerned about “out of sight, out of mind,” don’t worry. It’s all there in one place! The binder strategy works well for volunteer commitments, too. It appears like you know what you’re doing, even if you’re a new Rotary Club president! At home, put your family binder in an obvious place (like your kitchen counter) so that every member can access it to find out about school and community activities.
3. **The Family Calendar.** Post the week’s events on a calendar. Don’t forget to put down details like who’s driving, after-hours meetings, appointments and whose turn it is to clean your pet’s cage. More detailed information is in the family binder near by. Then every member of the family knows what’s going on, not just Mom! (Great for couples, especially if one or both of you work out of town. Synchronize your calendars electronically, if you wish.)
4. **The Freezer.** Label, date and freeze chicken breasts and stir-fry strips in a marinade for future meals. Slice up sweet peppers, place in freezer bags and lay flat in the freezer so you can pull out a few to use in lasagna or for a vegetarian chili. Ten minutes prep when unpacking your groceries keeps you from sprouting more grey hairs at 5:00 p.m. when you’re rushing home and don’t have a clue what’s for dinner!
5. **The Walk.** Take a ten-minute walk at lunch or coffee break or when you get stuck on a project and need to clear your mind. It’s a great way to sneak fitness into your life. Plus, you may find the best solutions pop into your head during a walk!

If your life just doesn’t feel “rich and radiant” much of the time, then pick one of the Top Five Stress-Busting Tools and apply it in the next seven days. You’ll be amazed at how much your stress plummets in just ten minutes!

Lynn Fraser, The Practical Life Balance Expert with Balance Your World (www.lynnfraser.ca) is an enlightening speaker and a whole-hearted coach. She works with individuals, as well as corporate and association teams who desire to become Healthy Focused People Attaining Sustainable Results. Catch her presentation at Cannexus 2011.

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The Intersection Between Mental Health AND CAREER COUNSELLING

An Ongoing Discussion

— by Barbara Smith

The relationships between unemployment and mental health are well documented (Herr, 1989). Okasha (2005) notes that the rate of mental health disorders has been closely related to economic, social and cultural conditions. The World Health Organization (2004) states that “economic instability [has] been linked to increased levels of psychiatric symptomatology and psychiatric morbidity” (p. 22). A 2009 survey in the United States found that unemployed individuals were four times more likely to report mental health related symptoms including thoughts of self-harm (MHA, 2009).

Herr (1997) states career counselling may be a preferred form of counselling. Clients may come not just for career guidance, but also to deal with issues ranging from retraining to mental health issues that co-occur with and confound career issues, including depression and substance-abuse.

Oversimplification and misunderstanding of career counseling have caused psychologists to overlook its potential as an intervention in spite of evidence generated nearly [50] years ago (Brown & Brooks, 1985, p. 861).

Herr proposes redefining career counselling, which traditionally separates career from the personal, suggesting a “fusion of career and personal counselling to address the complexity of the emotional and behavioural consequences persons experience associated with such phenomena as work adjustment or unemployment” (p. 81).

My experiences with clients have shown that they experience ‘telling-their-story fatigue’ when they are referred to multiple service providers. Some clients cannot bear one more referral. Weary from attempting to navigate many different systems, they become frustrated and discouraged and ‘drop out’ of services.

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There appears to be an ‘artificial’ divide between career and personal counselling (Niles & Pate Jr., 1989). Although career counselling and career guidance have evolved over time, the increased correlation between mental health and career may require further discussion and evolution. The result could be an intentional synthesis of career and personal counselling to increase the effectiveness of both types of counselling; successful employment can play a role in mental health improvements, and improvements in mental health play a role in career development.

Amundson (2009) suggests an active counselling approach that provides a greater range of options and advocates for flexibility in the choice of interventions. This flexibility should allow career counsellors to deliberately integrate career and mental health counselling rather than referring clients to other service providers. However, an integrated service delivery model calls for a rethinking of career theory, counsellor education and training as well as funding and reporting models to more effectively and efficiently assist clients in their career development processes.

Barbara Smith is a Counselling Psychology graduate student at the University of British Columbia currently working at UBC Career Services.

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Back TO WORK

Mom's Work/Life Balance Tips

— by Diana Jolly

Being a new mom and getting back in the workforce can be challenging to say the least. Some mornings, it's hard to make it to the office on time when my two-year old insists on eating his breakfast in slow motion and wants to change his clothes three times before we get out the door.

What are ways you can ease into the workforce and keep your family-life balanced? Here are some tips that have worked for me and other parents I've talked to. Before returning to work or seeking work:

> **Recognize and seek support.** Who can you call if your child is sick? How can your partner, friends or family assist you in a smooth return to the workforce? Remember a combination of supports will help provide you with a strong net to catch you when you fall. One support that I established was to hire a retired acquaintance to babysit on days my child was not scheduled for regular daycare.

- > **Consider options.** Can you return to work part-time? Is there a way you can have a flexible schedule? What other creative ways can you balance work and family? There are many possibilities – find the one that fits you and your lifestyle.
- > **Assistance with childcare costs.** You may be eligible for a childcare subsidy to assist you with the financial burden of childcare. Contact your local municipal government for information or search online.
- > **Once you've found a job or returned to your previous employment.** Routine, routine, routine! The more I keep to a schedule in the morning, the easier it is for me to arrive to work on-time, prepared, and ready to work.
- > **Give yourself time.** Get up before your child so you can have time to get ready for work.
- > **Take a break.** Working and parenting is a demanding combination and either

can suffer when you're not on your game. Give yourself a break and enjoy a bubble bath after your child has gone to sleep. Book an extra hour of childcare at the end of your workday and enjoy a brisk walk or gym time. Arrange for family to care for your child so you can sleep in. Whatever your pleasure, ensure you are taken care of too.

- > **Stay passionate.** Our passions keep us energized and, in turn, help us stay motivated to keep our work/life balance on track. One of my passions is contributing to my community and I feel so lucky that I can fulfill that at work. Do some soul searching. What are you passionate about? How can you bring your values and passions to your work to keep you energized?

I still struggle with the guilt of leaving my child and wrestle with balancing obligations and commitments. It's a continuous process of re-negotiating various aspects of my life and managing the twists and curves along the way. Something that helps keep me focused is to remember my son is witness to the everyday struggles, but also to my passion for work. It's my hope that one day he too will bring that same value to his career.

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Diana Jolly is a Certified Career Development Practitioner and Employment Consultant at The Career Centre in Parksville, BC.

New Programs AND INITIATIVES

Building Resilience

— by Louisa Jewell and Shannon M. Polly

Resilience is the ability to grow and thrive in the face of challenges and bounce back from adversity.

Due to current economic conditions, client workload has dramatically increased for career counselling organizations over the past few years, placing greater demands on career practitioners and their leaders. Career counsellors need to be resilient in dealing with their clients and need to build their clients' resilience in order to help them succeed. Grounded in positive psychology and the latest research on resilience, new tools are now available to build resilience in leaders and their teams.

Soon leaders will have an opportunity to experience these tools first-hand as a result of a Partnership Project funded by CERIC, the Canadian Education and Research Institute for Counselling. In Spring 2011, a new workshop, *Resilient Leadership for Career Development Leaders*, will be launched to support career practitioners as they develop their resilience and harness the power of positive psychology.

Positive psychology is the scientific study of well-being and how individuals and communities flourish. Resilient Leadership for Career Development Leaders is based on the hypothesis that as career counsellors focus on improving the psychological resources of their clients and themselves, they perform better, bounce back from adversity quicker and achieve higher-level goals.

Here are some ways you can leverage the findings in positive psychology to help yourself and your clients be more resilient.

Promote Positivity in the Workplace

While we often think that positive emotions are fleeting, Dr. Barbara Fredrickson, a leading researcher on positive emotions, discovered that positive emotions actually build psychological, physical and social resources ultimately improving our resilience and happiness over time. Working with Marcial Losada, Fredrickson (2005) determined that work teams that interact with each other at a positivity ratio of 5:1 (five positive interactions for every single negative interaction) report higher levels of well-being and perform better.

Increase Meaning for People at Work

According to the latest research conducted by Whydidyougo.com (Jewell, 2009), people who felt their work was meaningful reported higher levels of job satisfaction. Dr. Chris Peterson (2004) conducted studies of adults with respect to good character at work, love and play and asked respondents to think of their most fulfilling job. What people most valued was a job that was congruent with their own strengths of character. Thus when we find ourselves in authentic alignment we are free to operate at our best and morale is high.

Help Build Positive Relationships

According to Drs. Jane Dutton and Emily Heaphy (2003), when people have high quality connections at work, they share information and knowledge more freely which accelerates learning and development for higher team productivity, ultimately strengthening organizational performance. If there is one thing we have learned from studying positive psychology, it is that relationships matter.

Fostering Resilience

Frequently people think that to be resilient they must handle everything on their own. But by the very act of working with a career counsellor, your client is using a resilience strategy of asking for help. In addition, a common myth about resilience is that you either have it or you don't. But current research shows that by cultivating all of the aforementioned factors—positive emotions, meaning and relationships—one can actively build resilience. Because, as we know, resilience is not a destination, it's a process.

Louisa Jewell of WhyDidYouGo and Shannon Polly of Accentuate Consulting are organizational consultants. With Crystal Dolliver of Northern Lights Canada, they will deliver the workshop for the CERIC Partnership Project, Resilient Leadership for Career Development Leaders. For more information, email louisa@whydidyougo.com or visit www.ceric.ca.

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JUGGLING ACT

Work/Life Balance and the Self-Employed Career Practitioner

— by Stephanie Clark

While reflecting on this issue's topic, an image popped into my mind. I envisioned one of those crazy jugglers who throw running chainsaws into the air and deftly catch and propel them again and again. If these performers didn't maintain balance, they'd have an immediate and injurious price to pay!

As small business owners, the balance we must maintain is not a physical one; however, ignoring it can also have adverse consequences.

Apparently, Canadians' unwillingness to address balance is costing corporate Canada perhaps \$12B¹ annually in work time lost to stress. Companies accrue these costs through absenteeism, as well as unproductive presence while at work leading to missed deadlines and unhappy customers.

Self-employed folk are likely just as guilty of not addressing balance. The simple truth of having to handle every task—accounting, marketing, customer service, service delivery, strategic planning,

negotiating outsourced contracts—means that our time is in demand, and with limited hours in a day, it is also in short supply. Stretched too thin, we borrow time from what should be non-working hours to ensure that all our responsibilities are met.

As self-employed career practitioners, ignoring balance may not have the immediate consequences that the chainsaw juggler faces. Our reluctance to prudently juggle home and work will affect our health, our family's happiness and our bottom line. The stress of overdoing it leads to all manner of physical ailments, proven time and again in study after study; rather than grumpy customers we have grumpy spouses and an unproductive presence at work could spell business disaster.

Don't hide behind your long list of tasks, pretending this isn't about you. Take action now before avoidance catches up with you; a spouse who finally gets sick of grumbling or customers that stop calling can spell disaster. Try small increments of change, one baby step at a time. Here are a few:

- > **Breaks are important.** Buy a timer for your office, and set it to remind you to take a morning and afternoon break. Put the timer in a highly visible spot and use it daily!
- > **Eating is essential.** Get someone to call you at lunch, log off from the computer and switch your phone to message mode. Eat your meal in peace.
- > **Time away is crucial.** Take a daily walk to clear brain cobwebs. Play "hooky" now and again. Take a holiday. Even if it is no more than a long weekend, a holiday will regenerate your energy.
- > **Working in bed is forbidden!** If you work at home, do NOT work in bed. Ideally your workplace should have a door to close, but even a desk in the corner of the living room is better than one in your bedroom. Reserve your bedroom for other pursuits!

We all know that all work and no play is unreasonable, unhealthy, and unproductive. You can bet that those crazy chainsaw jugglers take regular breaks.

Next steps? Go buy a timer, ask someone to remind you to eat, assign time away in your schedule, and move work-related "stuff" out of the play room, er, bedroom!

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Don't hide behind your long list of tasks,

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Stephanie Clark is an award-winning résumé writer, interview coach, and career strategist. Now entering her fifth year of full-time self-employment, she strives to juggle work and life with an eye to enjoying the best of both. Visit Stephanie's website at www.newleafresumes.ca.

1. http://www.adiminc.com/index.php?option=com_content&view=article&id=14&Itemid=46

Employee Engagement IS HERE!

— by Betty Woodman

I have always felt that if I am going to spend most of my waking hours away from the people I love, work better be fun, stimulating, creative and purposeful.

Employee engagement became my passion in the late 1980's. In my first job, our VP called my colleagues and me into a boardroom for a discussion. She felt there was too much laughter in the halls and that we were spending too much time talking to each other and that must mean that if you were talking, you were not working. Frankly, we were having too much fun. She said: "We have a process that we purchased in 1960 and if you follow this process it is a guarantee that you will be successful!" I was not even born in 1960 and had the audacity to say so. Furthermore, I suggested that it was time to try something new, perhaps our business has changed and we needed to find a new way of achieving the same goals. I was fired two weeks later.

I was relieved and I was sad all at the same time. I missed my friends. We kept each

other motivated, we had each other's best interests at heart, we worked collaboratively, and we cared. Even with a management style that was completely opposite our own view of the world, we were a group of people with a passion to be the best we could be—we were engaged. Oh yes, and did I mention? We were successful.

Years later I found an organization that shared my same vision and goals. The owners and I ensured that all staff contributed to our small company, to our clients and to each other. We spent a great deal of time finding the right people to share this journey and we wanted to make sure we kept them. In the 1990's we called it "retention programs" and we were ahead of the curve in understanding what people might need or want from a company. We worked every day to create a culture rich in laughter, enthusiasm, and meaning. Oh yes, and did I mention? We were successful.

At the core, we all need to feel wanted. When we do, we give more of ourselves.

We need to feel valued. When we do, we want to give more value in return and accomplish greater things. Research shows that an engaged workforce increases an organization's profitability. How true!

Start with core relationship principles: respect, trust, caring, listening, collaboration and actively looking for ways to show colleagues you value their contribution. Say thank you every time and see what begins to happen. Be curious about others and ask questions instead assuming you know. Inject fun and laughter and watch your employee engagement rise along with your profits. Oh yes, and did I mention? You will be successful!

Betty Woodman has a diversified background and over twenty years of experience dealing with people and their relationship with their work. Betty is a Certified FISH! Facilitator and independent consultant. See Betty's presentation at Cannexus 2011 or reach her at 613-222-7123 or bettywoodman@rogers.com.



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Happiness and the HELPING PROFESSIONAL

—by Leigh Anne Saxe

How are your clients? Do they feel better now that they've worked with you? Do they use the tools you have offered them?

Hey, wait a minute! What about you? Do you enjoy waking up on Monday and beginning your work-week? Are you engaged with your clients and present in the moment? Do you feel happy in the work you are doing?

Many times as helping professionals we are caught up in the day-to-day grind. It's easy to be on automatic pilot... client, next client, outcomes, and repeat. Yet it is essential for us to feel good during workday minutes and hours. When we feel better, we have clarity, focus and an abundance of ideas to share with our clients. It is only when we feel empowered that we can effectively empower our clients.

Here are three easy and fun things you can do to feel better during your workday. This is personal, so pick what fits for you.

- > **LAUGH!** When we laugh we automatically feel good. Think of a time that was funny. A joke that made you laugh. A silly show that got you giggling. Something unexpected that made you snicker. Bring up those funny feelings again! Laughter is contagious – laugh often and you'll soon have others laughing right along with you.
- > **Take a mental holiday.** Take a minute or two to get out of your reality and mentally escape. Some people like to meditate. I prefer to visualize the beach, the forest, the ski slopes. Close your eyes and think about a place you love. Choose somewhere that immediately makes you feel great and

you'll feel better instantly. Where are you? What are you seeing, hearing, enjoying? This “out of your reality” experience has the potential to lift your spirits and give you a mental break from your thoughts and feelings in the moment. Vacate a few times a day.

- > **Find something to appreciate.** Feeling appreciation works best when you are already in a hopeful or optimistic mindset. Notice the good things around you. Think about the aspects you love about your life. What do you like about your home? Your friendships? Choose an item and list its positive aspects. Add to this list daily and put it where you can see it.

As helping professionals it can be tricky to keep a positive mindset when we see clients in turmoil and distress. Keeping yourself happy and healthy takes practice and a determination to feel good. Laughter, mental holidays and finding appreciation are some basic ways to feel better.

Remember that when you feel your best, you have everything to give to your clients. Your happiness is your biggest gift!

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Close your eyes and think about a place you love.

Choose somewhere that immediately makes you feel great and you'll feel better instantly.

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Leigh Anne Saxe, a Canadian Certified Counsellor, assists people in creating happiness and meaning in their lives. Leigh Anne's leading edge presentations, A Recipe for Happiness and “YES!” Your Way to Great Career Decisions, have inspired people across Canada and the United States. Connect with Leigh Anne when she presents at Cannexus 2011 or through www.livinginthemoment.ca.

Giving a Face to Campus CAREER SERVICES

— by Laura Henshaw

Career Services at Brock University, Ontario, had a busy year in 2008. The department changed its location and launched a Facebook page for their newly designed avatar, Jack McIsaac. An avatar is a graphical image that represents a person and can be used for gaming purposes such as online games or video games, or non-gaming purposes like Facebook or Second Life. Jack was—and continues to be—a great help in getting the word out about the Career Services' location, resources and events.

As the newest member of the Career Services team, Jack was developed to help Brock students with their career related inquiries, whether it was figuring out what a student could do with their degree or how to land a job interview with a great résumé. Time and effort on the part of Lisa Kuiper, the Employer Developer Coordinator and Emily Hutton, the Events Assistant was put into designing Jack. The model for Jack was Wil Fraser, the avatar that represents Simon Fraser University's Career Services and Co-Op. SFU was the first university in Canada to develop an avatar for a Co-op Career Centre.

While working as a Senior Career Assistant for Brock's Career Services, I was involved with event and service promotions and part of this included co-managing Jack's profile page. A life-size cardboard cut-out of Jack was created so we could bring him around campus with us as we did promotions. I found this cutout of Jack to be particularly helpful because he easily caught students' attention.

We asked students to add Jack as a friend to their Facebook pages. We had laptops at the promotions booth so students were able to add him right away. While students did so, we took the opportunity to tell them about Experience Plus, a transcript

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A life-size cardboard cut-out of Jack was created so we could
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did promotions.

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which tracks student's on-campus jobs, volunteering, skills and more while at Brock. If they registered, they were entered to win an iPod Touch.

As students signed up to be Jack's friend we assured them that there would be no sending of mass messages, but rather it would be an opportunity for them to ask Jack a question by posting on his wall if they couldn't make it into the Career Resource Centre, or to learn about upcoming events and workshops.

Throughout the year we used Jack at booths to promote other services, such as Canada Career Week and the Post-Graduate and Career Expo. We also used Jack's Facebook profile to promote these events in advance. Additionally, Jack posted pictures and summaries of the events that he attended around campus to his page. I found the 'notes' section on Facebook to be particularly helpful for these summaries as they were easy to find but didn't bombard his page—or his friends'—with too much information.

While I'm not managing Jack's profile page anymore he continues to provide status updates for all of his friends about what's happening around campus. There have even been contests for students to find Jack on campus and his profile page was used to help promote the contests. Brock's Career Services is now in their third year of using Jack McIsaac as a promotional tool, and with almost 500 friends, I'd say that Jack is a popular addition to the department.

Laura Henshaw graduated from the Career and Work Counsellor Program at George Brown College in December 2010. She also holds a Bachelor of Arts with a Major in Psychology and Minor in Geography from Brock University. Laura worked for the Career Services department at Brock University from 2007-2009 and in 2010 she completed two practicum placements at York University's Career Centre and CERIC's ContactPoint.

Hiring Trends ON CAMPUS

A Report from Canadian Association of Career Educators and Employers

— by Jennifer Ricci

Campus recruiters are cutting back on traditional branding activities at Canada's colleges and universities, turning instead to social networks to conduct "social recruiting," according to new report on campus recruiting trends by the Canadian Association of Career Educators and Employers (CACEE).

The 2010 Campus Recruitment and Benchmark Survey Report predicts the Class of 2011 will find a flat job market, with frozen starting salaries, sluggish hiring rates and disappearing signing bonuses. They will also need to be ready to engage with employers on-line, as cost-conscious recruiters turn to peer networks to reach graduates.

Canadian recruiters will visit fewer campuses this year as they increasingly turn to popular social media websites, like Linked In, Facebook and You Tube, to find their hires. The CACEE report found that in 2009 Canadian recruiters both visited and posted jobs at an average of four campuses. In 2010, they targeted only two campuses and posted jobs at three. Conversely, 34% of recruiters turned to social networks in 2010, a significant jump from the 23% who did online recruiting in 2009.

Surprisingly, it is the professional recruiters who are changing how they reach out to graduates—not the other way around. Employers are looking at on-line personas as much as they look at résumés.

There are encouraging signs for the Class of 2011, however, as findings from the study also suggest that a new war for talent may be emerging. Top performing graduates from the Class of 2010 reported they received multiple job offers, leaving employers to turn to second tiers of candidates, or missing their marks altogether. In 2009, 77% of employers filled their available new graduate positions, while only 72.5% of new graduate jobs were filled in 2010. The primary cause of candidates rejecting job offers involved being pursued by another employer.

A labour market becomes more competitive at the top first, and then gradually opens up to other candidates as demand remains unmet. We may be seeing the beginning of the return to the aggressive markets of a few years ago, which will become clearer in another cycle.

Other highlights of the 2010 CACEE report include:

- > Most new graduate recruitment for 2009-10 was concentrated in Alberta and Ontario, accounting for over 75% of all college hires reported in 2010.
- > The weighted average starting salary for new campus hires with a University degree in 2010 was \$48,817, ranging from \$40,458 for those entering retail sales positions to \$75,000 for those entering investment banking.
- > The average cost-per-hire for the 2009-10 recruiting season was \$4,638, down almost 50% from the year prior.

About CACEE and The Campus Recruitment and Benchmark Survey Report

The Canadian Association of Career Educators and Employers (CACEE) is a non-profit partnership of employer recruiters and career services professionals. Its mission is to provide authoritative information, advice, professional development opportunities and other services to employers, career services professionals and students.

The CACEE Campus Recruitment and Benchmark Survey Report has been produced annually since 2007, surveying employers across Canada. This year, 654 employers responded, the largest sample to date. The report provides benchmark data that is useful to employers who are preparing their hiring plans for the coming year, and career educators who are helping students to choose their area of study.

Jennifer Ricci is the CACEE President and Human Resources Director at the wireless carrier, Mobilicity, where recruitment is conducted almost exclusively through social media networks. For more information about the CACEE report, please contact CACEE Executive Director, Paul Smith at pauls@cacee.com.

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Employers are looking at

on-line personas as much as they look at résumés.

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“We Don’t Need to be Babysat”

Persons with Disabilities an Untapped Talent Pool

— by Chris Cook

At present, persons with a wide array of disabilities are working alongside their peers in jobs across Nova Scotia. This includes those with learning disabilities, mental health conditions, physical limitations, brain injuries, chronic disease, and hearing and visual impairments.

Nova Scotia has the highest per capita rate of disability in Canada with one in five people having a disability. According to Nova Scotia Labour and Workforce Development, persons with disabilities are the fastest growing segment of the population to enter the workforce in the past ten years. Each day staff at my agency, East Novability, and the nine other partner agencies of Nova Scotia’s Collaborative Partnership Network, are working to fill the province’s employment needs.

Persons with disabilities can and do work. They are as productive as other employees and employers regularly rate the performance of disabled workers the same as non-disabled employees. Persons with disabilities, like everyone else, are individuals with different skills and capabilities—some will be right for an employer, others will not.

Employed disabled persons aged 16 to 64 in Nova Scotia increased from 36% of labour market inclusion to 47% between 1999 and 2006. This is proof that persons with disabilities value employment and want to contribute to the economic prosperity of their communities. Moreover, it shows the effectiveness of organizations like those of the Collaborative Partnership Network.

Employers need to plan ahead in response to Nova Scotia’s rapidly changing demographics. The population is aging and shrinking and by the end of next year, the working age population will begin to quickly decline. Labour and Workforce

Development estimates that 55,000 jobs will open up in the province by 2014.

Some employers are still biased when it comes to hiring a person with a disability. My staff have been asked by employers if the clients for which we are trying to secure work placements have to be “babysat.” Other questions we are asked regularly include: “Can they be productive?” or “Wouldn’t they be a liability here?” Such inquiries are red flags indicating an underlying discriminatory attitude. Placements with these employers are not likely to be successful.

Disabled persons offer a significant untapped talent pool for public and private sector employers. Creating an inclusive workplace where everyone can contribute expands the possibilities for greater success, not only for disabled employees but for businesses that openly and visibly include them. And just as persons with disabilities are potential employees, they are also potential customers.

Changing policies and practices at a workplace to accommodate disabled workers is not about charity. It is about being more flexible and inclusive of people with diverse needs and doing what the law dictates. Employers can engage their colleagues and explain the need for action. They can find out more about how to effectively promote change and remove

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Disabled persons offer a significant untapped talent pool

for public and private sector employers.

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misconceptions about disabilities by contacting the appropriate organizations.

Disability should be accepted alongside other varied and complex issues in society. Keep in mind that the disabled population is the only minority group that we all have the potential to join at any time in our life.

In June 2011, the Collaborative Partnership Network of Nova Scotia will host the Canadian Association of Supported Employment conference in Halifax. Stakeholders and service providers from across the country will meet to exchange information on how the balance of employment can be shifted to more openly include persons with disabilities. Events like this endeavor to overcome biases and misconceptions; however, much more work is needed.

Chris Cook is the Executive Director of East Novability Society for Persons with Disabilities in Port Hawkesbury, Nova Scotia.

CONFERENCE SKETCH

Newfoundland and Labrador Association of Career Practitioners Annual Conference

— by Renee Pike

The Newfoundland and Labrador Association of Career Practitioners (NLACP) is gaining momentum, which was evident from the 120 delegates attending the second annual conference in St. John's on October 22 – 24. This year's theme, "Overcoming Barriers – Empowering Lives!", went beyond finding the perfect résumés to focus on some of the more complex issues facing those who fail to form a secure attachment to the labour force.

The weekend event was an opportunity to come together and discuss the challenges faced by career practitioners across the province and, even more importantly, by those we serve. There appeared to be a consensus that "career development" encompasses all aspects of a person's life and today's clients require more comprehensive services to make a successful transition into the labour force. Because of the immense geographic area of the majestic province of Newfoundland and Labrador, accessing resources can prove to be very challenging, if not impossible, especially for those who need

help most. The conference was packed with a wealth of knowledge to help better serve clients, including networking opportunities, sharing of best practices and information on relevant programs and services.

Pam Toope, a representative of the province's Department of Human Resources, Labour and Employment provided delegates with a detailed outlook at our labour prospects, which reflected concerns felt across the country. While Newfoundland and Labrador did not experience the recent economic crisis at the same level as other areas, it is evident that the aging population will shape our labour market profoundly over the next decade.

To focus on this year's theme, local service providers lead a plenary discussion about programs and challenges faced by clients. Attraction, recruitment and retention are key to meeting the labour market needs of the future, so it is imperative to engage the entire working age population. Delegates discussed barriers faced by youth,

individuals with disabilities, Aboriginal women, immigrants and those from diverse cultural backgrounds in hopes of finding new ways to overcome them.

Stella Burry Community Services shared how they've made a difference in their communities and introduced new ways to assist clients with multiple barriers. A Virtual Ability Expo demonstrated by Valerie Alphonso provided a Career Practitioner's Tool to use in the workplace. Roxanne Sawatzky's dynamic session, "Unstuck your Stuck Client", presented various strategies that can be used when clients appear to be stuck in the decision-making and career development process.

As a young organization, NLACP believes in the hard work and dedication of the career practitioners of our fine province. To commemorate this, the conference included a gala dinner where the Dyal Award of Excellence was awarded for excellence in the field of career counselling and the Beacon Consulting Bursary was given for participation in life-long learning. NLACP embraces the challenges that lie ahead in the field and is looking forward to providing new and innovative ways to assist clients in the future.

For more information regarding NLACP, please contact our Chair at chair@nlacp.com or visit our website: www.nlacp.com.

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Because of the immense geographic area of the majestic province of Newfoundland and Labrador, accessing resources can prove to be very challenging, if not impossible,

**especially for those
who need help most.**

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Renee Pike has been a member of the NLACP since 2009. She is currently employed as a Youth Outreach Coordinator where she provides information and referrals for youth and others facing multiple barriers to employment. After attending both annual conferences to date, Renee eagerly joined the Board of Directors to be a part of a new, but very strong association, and is looking forward to where the NLACP goes from here.

CONFERENCE SKETCH

Association of Career Professionals International Annual Conference

— by Heather Turnbull

October 24 – 31, 2010, marked a unique gathering of the Association of Career Professionals (ACP) International, a not-for-profit organization serving hundreds of members who deliver career services worldwide.

Holding its annual conference for the first time aboard a cruise ship, ACP International delegates from six countries and three continents experienced a rare combination of thought-provoking programming interspersed with relaxed networking opportunities with colleagues, all in Eastern Caribbean ports of call.

Adopting the theme, *“A New World Market: Global Positioning for the Career Profession”*, organizers sought to leverage the sailing metaphor and chart a new direction for the industry, and the Association itself, amid ‘choppy’ market conditions.

Keynote presenters Wendy Hirsh (UK), Nava Israel (CAN/Israel), and Pamela Brott (USA), as well as all session leaders offered content and perspectives that brought relevancy to the forefront of the consumer experience.

Especially significant was the Career Industry Summit facilitated by Rhonda Singer (CAN), using Open Space Technology and centring on the question: “How can we encourage and advocate conversations that will educate and inspire our consumers?” In tandem with the members’ luncheon, the Summit served as a significant rallying point and ‘action axis’ to generate the vital next steps in ACP International’s future.

Additional conference highlights included formal recognition of Taunee Besson, CMF, with an achievement award, citing her outstanding contribution to the Association and career profession on the local, national and international levels.

For the complete 2010 Cruise Conference Proceedings, look for the “ACP International Post-Conference Mash Up” report (including audio and video media) available through the Association website.

Heather Turnbull, CMF, is the president of ACP International (www.acpinternational.org). In addition to her volunteer activities, she is a Toronto-based consultant advising corporate and non-profit leadership on talent and strategic planning matters.

HOT SITES

National Quality Institute

www.nqi.ca

Tools and training to help organizations in Canada’s private and public sectors provide quality services and healthy workplaces.

HR Council for the Nonprofit Sector

www.hrcouncil.ca

Labour force information, training resources and initiatives designed to support Canada’s non-profit sector.

The Globe and Mail – Work-Life Balance: Best of the Series

www.theglobeandmail.com/news/national/time-to-lead/work-life-balance

A recent six-part series on coordinating professional and personal responsibilities and opportunities.

Eluta.ca

www.eluta.ca/about

A search engine that features jobs available with Canada’s Top 100 Employers and green employers, as well as jobs for new Canadians, new graduates, people under 35 and those seeking employers with the best diversity.

Workcabin

workcabin.ca

A new resource for environmentally concerned job seekers and employers.

WORKink

www.workink.com

An online portal that provides national and provincial job search tools, career guidance and resources for Canadians with disabilities.



UPCOMING EVENTS

Cannexus 2011

JANUARY 24 – 26, 2011
Ottawa, ON
CERIC
www.cannexus.ca

National Consultation on Career Development and Workforce Learning (NATCON) 2011

FEBRUARY 15 – 17, 2011
Toronto, ON
The Conference Board of Canada
www.natcon.org

Career and Technology Studies

Conference 2011
APRIL 14 – 16, 2011
Lake Louise, AB
Career and Technology Council of the Alberta Teacher's Association
www.ctscouncil.com

The Inclusion Works! 2011

MAY 3 – 5, 2011
Montreal, QC
Aboriginal Human Resource Council
www.aboriginalhr.ca

Association for Co-operative Education 2011 Conference

MAY 18 – 20, 2011
Victoria, BC
ACE
www.co-op.bc.ca/ace2011

Nova Scotia Career Development Association Conference 2011

MAY 24 – 26, 2011
Truro, NS
NSCDA
www.nscda.ednet.ns.ca

Canadian Association Career Educators and Employers National Conference 2011

JUNE 5 – 8, 2011
Niagara Falls, ON
CACEE
www.cacee.com

Canadian Association of Career Educators and Employers National Conference 2011

JUNE 19 – 22, 2011
Toronto, ON
CACUSS
www.cacuss.ca

Vocational Rehabilitation Association 2011 National Conference

JUNE 21 – 24, 2011
Regina, SK
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A Matter of Faith
In Canada religion and education comprise an interesting mix
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- Autism numbers are growing and advocates speak out
- Making a case for Peer Tutoring in the classroom / Un plaidoyer en faveur de l'enseignement par les pairs dans la classe
- Labeling Behaviours not Children
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CERIC (Canadian Education and Research Institute for Counselling) is a charitable organization that advances education and research in career counselling and career development.

Le CERIC est un organisme caritatif voué à la progression de l'éducation et la recherche en matière d'orientation professionnelle et de développement de carrière.

INITIATIVES • LES PROJETS

Project Partnerships
Partenariats de projets

CERIC funds both research as well as learning and professional development projects that advance the body of knowledge in career counselling and career development in Canada. For more information about our current funding priorities and project partnership details please visit www.ceric.ca.

Le CERIC finance à la fois les projets de recherche et les projets pédagogiques et de développement professionnel qui promeuvent l'ensemble des connaissances dans les domaines du counselling professionnel et de la formation continue au Canada. Pour de plus amples renseignements sur nos priorités de financement et nos partenariats de projets, visitez le site www.ceric.ca.


Cannexus.ca

Canada's bilingual National Career Development Conference promoting the exchange of information and innovative approaches for career development and counselling. January 24 – 26, 2011.

La Conférence nationale bilingue du développement de carrière au Canada qui l'échange d'informations et les approches innovatrices en matière de développement de carrière et de counselling. 24 au 26 janvier 2011.


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ContactPoint is a Canadian online community program providing career resources, learning and networking.

OrientAction est un programme communautaire canadien en ligne destiné aux praticiens qui fournit des ressources sur le développement professionnel, l'acquisition de connaissances et le réseautage.


The Canadian Journal of Career Development

Revue canadienne de développement de carrière

The CJCD is a peer reviewed publication of career-related academic research and best practices. www.ceric.ca/cjcd.

La RCDC est une publication portant sur la recherche universitaire et les meilleures pratiques évaluée par les spécialistes de la profession. www.ceric.ca/cjcd.

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WHAT'S NEW

See You at Cannexus, January 24 – 26



Cannexus11

Cannexus 2011 is the place to be to discuss hot topics in career development, learn from key career theorists and challenge current thinking around personal and professional development! Choose from over 100 great sessions, three Canadian and internationally respected keynote speakers, Exhibitor showcases and many networking opportunities including receptions and “Cannexus Connections”. Cannexus discount hotel rooms are going fast so we encourage you to reserve your guest room now!

This issue of The Bulletin gives you a taste of Cannexus 2011 with articles by presenters Leigh Anne Saxe, Betty Woodman, Barbara Smith and Lynn Fraser. To learn about our other presenters and events, and to register, visit www.cannexus.ca.

Fostering Resilient Leaders

CERIC is pleased to announce an upcoming professional development opportunity, Resilient Leadership for Career Development Leaders. Informed by positive psychology, the training event will be facilitated by organizational consultants Louisa Jewell, Shannon Polly and Cystal Dolliver. Read more about this new CERIC Partnership Project in this issue of The Bulletin and watch www.ceric.ca for updates.

Professional Resources for Career Practitioners

ContactPoint provides a new online listing of professional associations and networks specifically for career practitioners. Compiled by George Brown Career and Work Counsellor Program student, Laura Henshaw, this information will help you source organizations in your province, as well as nationally and internationally, for your own career development. Visit ContactPoint.ca and follow the “Associations” link in our Networking section.

Help us build this resource. If you participate in such an organization and do not see it listed here, please contact us at contactpoint@ceric.ca.

CERIC Graduate Student Engagement Program

CERIC is now accepting applications to our 2011 Graduate Student Engagement Program. An article by Barbara Smith, participant of last year’s program, is featured in this issue of The Bulletin. Winners of CERIC’s Graduate Program Award, which provides two students with free registration to Cannexus and \$2000 to cover expenses to attend, will be announced at the conference. For more information about the program, visit www.ceric.ca.



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ContactPoint is a multi-sector online community for professionals in the career development field dedicated to providing interactive dialogue, networking, resources and learning to advance the profession.

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