



**cdaa**  
career  
development  
association  
of alberta

# Career Momentum

May to June, 2010

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## Career Development in Organizations Workshop: A Review

**Workshop Presenter: Deirdre Pickerell, MEd, CHRP, GCDF-i**

Reviewed by: Jill Nikiforuk, Career Consultant, AveNew Career Consulting

In Calgary, on March 18, 2010, the CDAA was very fortunate to have Deirdre Pickerell from Life Strategies Ltd. of Vancouver give valuable insight into the development of employees' careers within organizations. Deirdre's award-winning expertise as a career management consultant was greatly appreciated, as was her sunny disposition and warm presentation style.

Deirdre introduced us to her **"7-Step Approach to Career Development in Organizations."**

### Step 1: Setting the Scene

The underlying assumption that Deirdre based her presentation upon was that "if people are more satisfied at work, they lead better lives." Basically, if employees are happy and engaged, then they are more likely to stay at their current place of employment. If not, they will look at other outside opportunities.

Unless employees feel they have an excellent career fit for them, loaded with opportunity and growth within the organization, they are at risk of looking for better external prospects. This creates a serious issue for the employers; *retention is a key concern* for organizations in this global economy. It was interesting to learn from Deirdre that the average cost to replace an employee is double the annual salary of that individual!

Human Resources (HR) professionals tackle retention issues, but Career Development (CD) professionals can also be very valuable in dealing with these. *However, we, as CD professionals, need to market our value to companies, most of whom are not aware of our presence and function.*

### Step 2: Defining our Work

We cannot wait to be approached; we need to illustrate our worth and the ROI (Return on Investment) that can be estimated for using our services. After all, employees mainly leave an organization for Career Development reasons.

What is the difference between HR professionals and CD practitioners? According to Deirdre, it is the *focus* (organizational development vs. "whole person" development), the *language* and the *client* (the organization vs. the individual). What is similar about these two professions? They focus on career fit of the employee, but from different perspectives. The HR professional is concerned with *performance* while the CD professional is concerned with *personal satisfaction*. Both professions are necessary and valuable, but are even more effective when working in collaboration with one another.

## Upcoming CDAA Events

### PROFESSIONAL DEVELOPMENT DAY AND ANNUAL GENERAL MEETING

#### Save the Date:

Friday, May 28, 2010, 9-4 pm  
Holiday Inn on 67<sup>th</sup> in Red  
Deer, Alberta

Note this date for professional development and to attend the Annual General Meeting of the Career Development Association of Alberta (CDAA).

Hear the accomplishments and the challenges for the career development field and look ahead to the 2010 – 2011 year. Elections to the Board will take place!

Details, speakers and registration to follow!

Plan to attend!

For updates please watch the [CDAA](#) website.

## Career Development in Organizations Workshop: A Review Continued...

Employees need to be responsible for their career management just as employers need to support employees' career development needs. CD professionals can be valuable by helping individuals map out their preferred career path, and compare it to the paths available at the organization they are with. If their desired path can be designed in conjunction with the HR professionals, then employees can see their future more clearly. If an employee sees opportunity for growth, he or she will more likely stay.

#### Step 4: Linking Career Development to Engagement

Deirdre touched upon different ways of ensuring successful career management and how that benefits the employer. She also pointed out that the addition of career development and management of each employee within an organization results in a more satisfied, engaged employee which, in turn, results in a higher rate of retention and an increased level of performance.

She introduced us to the new term "employee engagement," "career development as an employee engagement strategy," and her illustration of FLOW (as adapted from Csikszentmihalyi's (1997) Finding Flow). And, she told us about how it is imperative that employees have "career conversations" in order to communicate their current level of satisfaction and happiness in their jobs. It is really hard to re-engage a disengaged employee.

#### Step 5: Showcasing Examples

Many examples were shared of organizations that have had CD strategies in place and the positive outcomes they have experienced as a result.

#### Step 6: Conducting Culture Audits

As CD professionals, we need to make companies aware of how we can help them and how it makes economic sense to do so. She encouraged us to do company "culture audits" to determine the needs of an organization. This involves researching companies from the outside in order to assess the career development areas to work on.

#### Step 7: Getting Started

Deirdre pointed out many ways of and steps to starting our own consulting practices, and how to focus our attention. If we can identify the needs of an organization and illustrate how our services can fill that need, we can then start to make a difference one company at a time.

One resource that Deirdre recommended is: [Look Before You Leap : Strategies for Self-Employed Career Consultants](#).

Overall, this workshop was very informative and communicated the need for educating organizations about the benefits of having CD professionals work with HR professionals to improve employee satisfaction.

For further information about Deirdre's work and [Life Strategies Ltd.](#), please visit the web site.

# The One-Week Job Project

By: Sean Aiken

He said it with a conviction that comes with a money-back guarantee: “Go after what you love and the money will come.”

This was the advice of David Chilton, author of *The Wealthy Barber*, during a conference I attended a while back in Vancouver, British Columbia. He was speaking to the importance of finding something you love doing; refusing to allow the thought of an uncertain financial future to impede you along the way. Although I’d heard it before, this time it was different. Hearing it firsthand from someone who used his pension to finance publication of a book that would become a national bestseller, I believed it. He spoke with such a sense of certainty and confidence that I could not help but be inspired. It reaffirmed my beliefs in what I set out to accomplish – find a career that I love.

As part of this process, I created The One-Week Job Project. For an entire year I set out to accept job offers one week at a time from any individual or any company, anywhere – 52 jobs in 52 weeks. In doing so, I hoped to learn something new from each of them that would allow me to discover all of what I needed in a workplace to be happy.

In my last year of school my dad gave me some advice that always stuck with me: “Sean, whatever it is you do, just make sure it is something you are passionate about. I have been alive for nearly 60 years, and I have yet to find something I am passionate about besides your mother.”

Shortly after graduation, I made a commitment to myself: I will not settle for a career that I am not truly passionate about. I will not allow yearning for weekends and the illustrious two-week vacation a year to define my life. I will be in a positive workplace situation and I will love what I am doing.

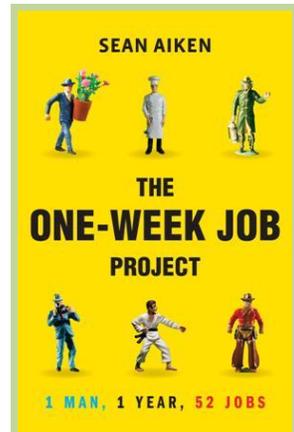
The One-Week Job Project was my attempt to fulfill this promise. My journey took me all over North America, from Park Ranger in Hawaii, to Firefighter in Florida, Bartender in Halifax, Yoga Instructor and Florist in Edmonton, to Fashion Buyer in Manhattan. Wherever I could find work, I’d go there, find a couch to crash on and immerse myself in whatever profession was at hand. And then I’d move on. I asked that my employers donate my wages to charity, and in total raised over \$20,000.

The media covered the story extensively. *The New York Times*, *The Rachael Ray Show*, *Good Morning America*, *CNN*, *20/20*, *CBC Newsworld*, *FOX News* and countless other outlets. *Yahoo.com* sent over 30,000 visitors to the website *OneWeekJob.com* in under an hour (crashing the server in the process).

I soon realized that I wasn’t the only one kept up at night struggling to decide what I wanted to do with my life. Thousands of people began following my journey, looking for inspiration in their own lives. They commented on the website, wrote about the journey on their blogs. College students were relieved to find others uncertain of their careers. Baby boomers wrote how they’d found the courage to change their jobs, or go back to school and discover their passions once again.

Now at the end of my journey, I want to share my story, what I learned, and help others in a similar situation make the transition from school into the working world.

My book about the experience, *The One-Week Job Project: One Man, One Year, 52 Jobs*, was just published by Penguin Books throughout Canada (by Random House in the US on May 4<sup>th</sup>).



# The One–Week Job Project Continued...

We filmed a documentary while I was on the road, which highlights my different jobs, road adventures, and interviews with my employers about how they got to where they did in their careers and advice they have for other young people unsure about what to do with their lives. We've also started a program that will allow others to have a similar experience to myself, trying out 8 jobs in 8 weeks this summer.

I want to show my generation that it is okay not to know exactly where we are going or how we are going to get there, but first commit to finding something we love doing, to keep learning, take risks, and then simply trust in the process and enjoy the experience.

## Adding Hyperlinks to a Document

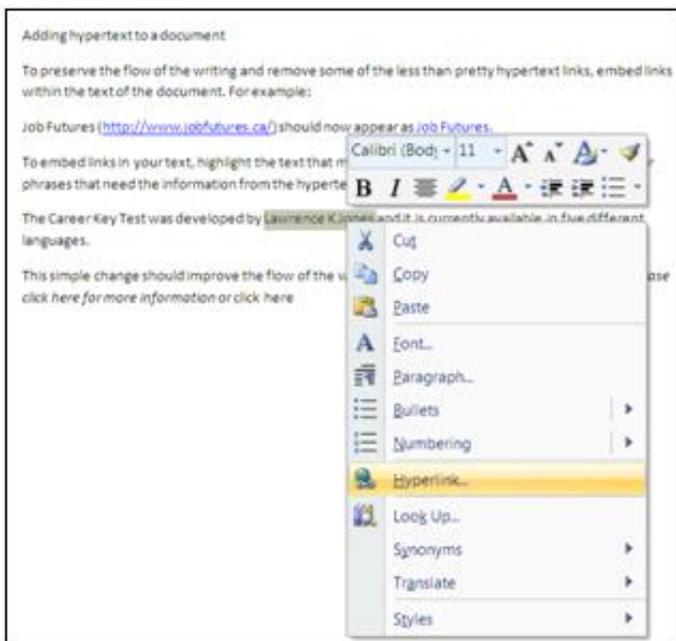
By: Christine Gertz

To preserve the flow of the writing and remove some of the run-on hyperlinks, embed links within the text of a document. For example:

Job Futures (<http://www.jobfutures.ca/>) should now appear as [Job Futures](#).

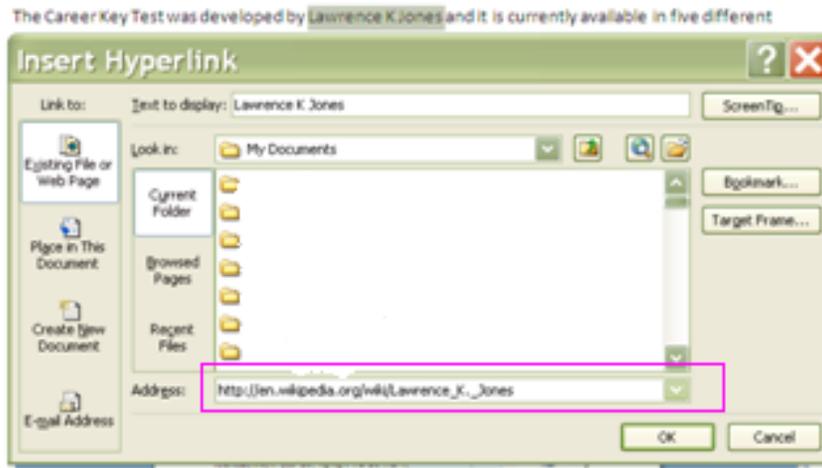
An editor may return your documents for revision if you have not properly embedded the hyperlinks in your submissions to the newsletter. It is not necessary to hyperlink each time you mention the same link. Embed only in the first instance and in any list of references that you prepare for your submission.

Using the example, *The Career Key Test was developed by Lawrence K. Jones*, we are going to add a link to the Wikipedia page for Jones. To embed links in your text, click at the end or the beginning of the text where you would like to add your link and select the entire text as if to change the font style and right click. A menu with text formatting options will appear. Select **Hyperlink** from the menu.



## Adding Hyperlinks to a Document Continued ...

In the hyperlink menu, paste the link that relates to that text, and press **Ok**.



When you return to the document, the link will be embedded in the text. If you hover over the link with your mouse, a pop-up showing the address should appear.

*The Career Key Test was developed by [Lawrence K. Jones](http://en.wikipedia.org/wiki/Lawrence_K._Jones).*

You can also right click on that link to get a contextual menu for text formatting that includes additional hyper linking options, in case the address has changed or if you decide to remove the link.

Provided that the links are correct and are still accessible when the newsletter goes to press, the hyperlinks will work within a pdf document. This simple change should improve the flow of the written text and remove redundancies such as *please click here for more information* or *visit the website for more information*.

### Did You Know?

#### **Career Momentum Editors Invite Your Ideas and Submissions!**

Career Momentum is YOUR newsletter!

The expertise of CDAA members spans the spectrum of the career development field within the province and beyond. Is your niche or interest being represented? The entire membership would benefit from information, awareness, and insight about the issues, trends, events and new developments in your representative fields.

Pass on your ideas for articles, or submit one! See the CDAA website for submission guidelines, and try out Christine's hyperlink tips.

Cheryl Côté, CCDP CLSC  
Carolyn Jonsson, CCDP CDC

Send Comments/Submissions to:  
[momentumeditor@careerdevelopment.ab.ca](mailto:momentumeditor@careerdevelopment.ab.ca)

# Working the Web

By: Victoria (Vicky) Driver

There are reasons why those old sayings bear repeating such as *Tried and True*. Most of this information and advice is neither new nor unique but most will agree that information is not relevant for most of us until we need to use it.

[Canada Service Centres for Youth](#) opened their doors May 3, 2010 for the under 30 crowd. This site lists all CSCs in Alberta as well as the seasonal centres for Youth.

[Youth Services](#) in some areas that are available year round.

**Networking:** LMI indicates that only about 10% of available work is advertised on job boards, although most companies of any size do have postings on their web site. Check out the good article in [Muchmor Magazine](#) .

The job market in Alberta is slowly recovering, but at the moment only in some sectors. Of course one does not get to start at the top unless you are a seasoned professional, but if companies are hiring people to manage new projects; those people do need support or entry level staff.

Professional Associations are an excellent source of information along with industry specific magazines and of course the business section in a daily newspaper. You can find local or national associations by looking at the occupational profiles in [ALIS](#) or **Career Cruising**. The latter is accessible through secondary school web sites, at least in Calgary, and the Canada Service Centres. Each site has an assigned user ID and Password.

Check the amazing resources available at or through most public libraries. Check out the new career and employment resources section at the [Calgary Public Library](#) site. If you are a member of the Marigold Library System you can arrange to have materials sent to your local library site.

Don't forget to say thank-you for any information that you receive even if you don't think you will use it. The fastest way to turn off the information tap is to tell someone you are not interested in their ideas, or you already tried that and it did not work. **Thank them in writing;** if you don't know them well a hand written note or short typed letter is recommended. If you know them fairly well an email may be acceptable. Be sure to ask permission to keep them posted about what you are discovering, and of course if their lead results in work I would say treating them to lunch and/or some flowers is in order.

[Volunteering](#) is an excellent way to test a new work sector or build your network and can lead to paid work.

Festival Season is almost upon us and most festivals need volunteers. You will be assigned a work role but almost certainly there will be opportunity to schmooze. Be sure you take your business cards with you. A clever friend of mine designed her business card as a mini resume; and that combined with her 30 second infomercial opened doors to new opportunities.

**Keep your resume short and targeted to a specific type of work.** Targeting can mean something as simple as rearranging the sequence of information or emphasis.



## 2009 - 2010 CDA Board of Directors and Committee Chairs

**Chair** - Doreen Kooy

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## Working the Web Continued...

At one time we used to tell work seekers to have several versions of their resume ready to go, or better still, with them at all times. With the advent of the memory stick, aka USB Flash Drive, all one needs is access to a computer and printer to create a fresh new copy on demand along with an introductory cover letter. If the company you want to work for has no job postings on their web site you may be able to get information about that company or specific positions by asking for an informational interview. The interview **MUST NOT** be used as an opportunity to ask for work, however there is no reason why you cannot apply for work there at a later date.

If you have not looked for work recently it may be helpful to attend a group workshop at a local [Career Service Centre](#) or a one-to-one session with a Career Practitioner.

Please be wary of agencies that “require” you to move through a series of workshops in order to use their services, or that place a strict time limit on your appointment. The workshop material is probably “canned” and may not be current. In addition they may be more interested in their numbers of clients served (aka deliverables) than actually providing information.

If you believe that you get what you pay for, be sure to shop around. Asking for references from former clients is off limits due to FOIP, but agencies should have some way of demonstrating their services are viable. Take time to browse their web site; if the information is not current, probably their advice isn't either.

**Temp or Employment Agencies** are another resource that people overlook. Some employers use agencies to pre-screen prospective employees; others test your abilities by hiring you for a temporary contract. If you work out they may offer you a full-time job, or at least a long term contract. Some agencies specialize in placing people in specific fields of work. Most advertise in the Yellow Pages Directory and include their areas or industries of specialty.

***When you change the way you look at things,  
the things you look at change.***

**Max Planck**