



cdaa
 career
 development
 association
 of alberta

Career Momentum

November to December, 2010

Welcome From the CDAA Board of Directors

By: Paula Wischoff Yerama, Chair

Greetings from your CDAA Board of Directors!

Crisp morning air and falling leaves can only mean one thing...fall is upon us! We trust that you have had a summer of relaxation, enjoyment, and adventures and are looking forward to the final quarter of 2010 with excitement for your career and your work as Career Development Practitioners!

You may recall receiving an update from the Board of Directors in mid-July and we hope that you have had an opportunity to read that update. Thank you to those of you who submitted comments and questions - it was great to hear from you and we hope that this type of update will provide you with an understanding of the work the Board is doing on your behalf! As the foundation of the Career Development Association of Alberta we are COMMITTED to keeping you, the members, CURRENT and CONNECTED!

The Board had its first formal meeting on Monday, September 13, 2010 and met again on Monday, October 18, 2010. By the time you read this you will have seen a request for Expressions of Interest for an Executive Director and a Call for Volunteers - these are two very important steps towards achieving the directives established in our strategic plan. Our work to date has involved taking a hard look at our strategic plan and putting the resources, both human and financial, into place to carry out our directives. We are very excited to report the outcome of our recruitment efforts in the coming weeks. The benefit of having individuals who are dedicated to putting both short and long term goals into action is an increased value for your membership dollar. There was a tremendous response to the call for submissions to advertise in the Career Practitioner Directory. This directory has been posted to the website and we would love to hear if you are receiving inquiries for your services through this directory. You will also be receiving an email shortly (if you have not already) about your interest in purchasing Professional Liability Insurance. You can expect to see more benefits like these coming your way and we of course welcome your suggestions for things you would like to see.

We have already started planning for our AGM in conjunction with a full day of professional development and networking. Watch for a save the date notice and plan to attend!

Please feel free to, at any time, send your comments and questions to the Board through Alice Funk, CDAA Administrator, at admin@careerdevelopment.ab.ca.

Respectfully,
 Your CDAA Board of Directors

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Upcoming PD Events

For more information please check out the articles that follow and our website:

[Career Development Association of Alberta](#)

Edmonton Chapter

Festive Season Social:

Tuesday November 30

5:30 – 8:00 p.m.

Tegler Centre

Concordia University

College of Alberta

(Announcement on p. 5)

Empowering Change:

Stages of Change and

Motivational

Interviewing

Training for the

Employment Field

March 17 – 19, 2011,

(Announcement on p. 6)

Career Momentum

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Developing Leaders for the Changing Terrain

By: Ken Freier

Leadership development has become a hot topic lately. Organizations are starting to get alarmed as they watch senior “Baby Boomer” staff walk out the door into retirement. On the other end of the scale are these puzzling youngsters called “Generation Y” or the “Millennials” entering the workforce with quirky behaviors and expectations.

One thing almost everyone agrees on is that the world of work is shifting, evolving, or mutating, depending on how you look at it. Traditional management methods no longer seem adequate. Consider management gurus like Gary Hamel of London School of Business fame, whose groundbreaking book, *The Future of Management* suggests that “our organizations are being managed by a coterie of long departed theorists who invented rules and conventions in the early years of the 20th Century” (Hamel, Gary, 2007, p. ix). Yes, your current boss is effectively possessed by the likes of Henry Ford, Fredrick Taylor, and Max Weber! The point is that these industrial model so-called leadership techniques that we have adopted (command and control, efficiency, hierarchy, rules, and rigid structures) worked well in factory settings and relatively stable business pursuits. Then the 21st Century arrived and as Jim Collins would say...“and the walls came tumbling down” (Collins, Jim, 1999). In the midst of all this complexity, confusion, and fragmentation, what is the panacea? Perhaps there is a better approach.

What does this all mean to a career development practitioner? Our traditional training taught us to support folks on their train ride to retirement. Climb aboard, get your promotion, get your gold watch, and step off in the radiant glow of success. Then we switched vehicles realizing the career journey was more like a bus ride. Get on the bus, get off at an appointed stop, take another route, and maybe change seats along the way, then off at your predetermined destination. Sometimes bus riders got ejected too, due to layoffs or downsizing! We soon realized the bus was too cumbersome and restrictive for the post-modern career journey, so we opted for a quad. This handy vehicle can navigate pretty well any train. We’ll take a ride and enjoy it if we don’t encounter too much unforeseen difficulty. Either way, we’re in the driver’s seat and it won’t be boring! (xf: Richard Worzel’s theory applied to Albert Public Service Career Management Portal, see citation below).

Arguably, train and bus rides can be managed, as the journey and terrain are consistent. Quad rides are different. They require leadership, a skill that is first learned, then practiced (Kouzes, James and Barry Posner, 2007, p. 339).

Leadership experts suggest we consider that even though the *context* has dramatically changed, the *content* of leadership is surprisingly the same (Executive Coach Patricia Wheeler, 2010, see leading news citation below). Applying this to the Career Development world raises similar questions about context and content. Effective leadership in career development seeks ways to remain attuned and adaptable to the changing context. While theories like Holland and Super’s structural modes of career development still apply along side emerging models, the question is, “How does the practitioner **learn to lead** into the new context?”

Developing Leaders for the Changing Terrain, cont...

We are inundated by leadership learning options. Here's a one-day course. Here's a book. Here's an article. Here's a program. I would concur that these are helpful. However, I would suggest they are not adequate. If the CDAA were to look at developing a leadership learning process, a great resource is the Françoise Morissette book, *Made in Canada Leadership*, as a guide to the makings of a robust training regimen. In short you'll need five elements including: knowledge acquisition; an evaluative tool such as 360° feedback; coaching and/or mentoring; a practical application; and an extended period of practice time. If you can narrow the scope down and choose a model such as the Jim Kouzes and Barry Posner *Five Practices of Exemplary Leadership* or Jim Collins *Five Principles of Good to Great*, you are in a position to measure how you are doing against the model. Admittedly, all models are incomplete; some are even detrimental, so choose wisely!

CDAA members are encouraged to look for leadership learning opportunities because these relational skills are critical to the future success of our field of practice. There is compelling research that finds the biggest predictor of success for individuals is learning agility (Kouzes, James and Barry Posner, 2010, p. 123). Furthermore, coaching (and I would argue that Career Practitioners do a lot of coaching) is deemed number two on the list of most effective strategies to accelerate the development of high potentials (Kouzes, James and Barry Posner, 2010, p. 123), and I believe that all human beings are high potentials.

Best wishes on your quad ride into the future!

Ken Freier (BA, MA, Alberta Teaching Certificate)
Manager Human Resources Programs and Leadership Development
Human Resources Branch, Ministry of Employment & Immigration with the Alberta Government

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<http://www.chr.alberta.ca/Practitioners/?file=learning/careermgmtkit/cycle/careermgmt-cycle&cf=9#why%20focus>

<http://www.leadingnews.org/tfarchive/20100923.mp3>

Keeping it Simple

A column about integrating useful technology into your day-to-day work.

By: Carolyn Jonsson (BED, CDC, CCDP)

Information management can be a challenge. Effective use of technology can help you search, filter, navigate, find, and manage information effectively.

Today's Topic: Secure Passwords

- Just Click on the White Arrow to Watch [Video on Secure Passwords](#)
(Audio requirements: speakers/headphones ~I use my West Jet head phones, they work just fine!)



Working the Web

By: Vicky Driver

Happy November fellow Practitioners. There is no particular theme this month; I found some new sites and others that I had not visited for a while, and thought you would appreciate the information too. If you have some favourite sites that I have not included, or that have not been offered in Working the Web in some time, your suggestions are welcome.

[Circuit Coach](#) is back albeit in a new format. Check out 14 workshops to use with Youth-at-Risk; you may find some new ideas.

[Jobboom](#)—articles and videos, tips for all ages.

Career Fairs in Alberta – many are coming up in the near future:

The [Alberta Job and Career Fairs](#) site can be valuable for Practitioners, Career Planners and Work Seekers. Discover who or what industries are participating and check out relevant resources that are linked to the site. For example the [Calgary Career Show](#) in October included some articles that are worth reading.

[Working.com](#) – Jobs, Career Planning, Advice, Labour Market Information and more. Working supports a feature section in Saturday's Calgary Herald and other major daily papers as well.

[Canadian Career Development Foundation](#) (downloadable resources). Not everything is new, however that simply demonstrates that many publications hold up over time.

[Industry Sector Fact Sheets for Alberta](#) (some in languages other than English). Clients can be referred to [Service Canada](#) for information that is available in several widely spoken languages.

[Hidden Job Market fact or fiction?](#) Much More Canada magazine article: The secret to job hunting in Canada is to understand that the real job market is hidden

Surfing the net should not be the primary form of work search; it is part of the process. This site was new to me: [Wow Jobs](#) *was founded with the objective of fundamentally changing the way in which Canadian job seekers search for jobs and employers scout for talent. Wowjobs is a search engine for jobs. We provide a one stop shop for job search by making jobs from numerous sources available to you at a single convenient location. We focus only on searching jobs, unlike generic search engines such as msn, yahoo or Google. We currently scan thousands of job sites, job boards, company sites and career-boards across Canada and make these jobs easily accessible to the Canadian job seekers. We include jobs from employer sites, recruiter sites, job sites and wide variety of employment sources across Canada.*

[Riley Guide Canadian Links](#) There are also links to many other countries or continents. There is a reason why this site has been active since 1994.

You are invited to the Edmonton Chapter Festive Season Social



**Tuesday November 30, 2010
5:30 to 8:00 pm**

Tegler Centre
Concordia University College of Alberta
7128 Ada Boulevard

Free parking in permit area after 5:30 pm

No Cost
Light refreshments will be served

RSVP by Wednesday November 24, 2010 to: edmonton@careerdevelopment.ab.ca

The Edmonton Chapter would like to invite you to a Festive Season Social. We are excited to have CCDP member, Marilyn Berezowsky, provide us with the opportunity to experience and participate in a Drumming Circle during our social (see the following for details on this event). The Drumming Circle will be held from 6:15 to 7:15 pm, with light refreshments before and after this event. So please come and join us for some engaging conversation, a rhythmic adventure, and a toast to the season.

The Power of the Beat – A Drum Circle Experience

Facilitated by: Marilyn Berezowsky, CCDP.

Group drumming is a powerful music-making experience that is used as a therapeutic intervention for achieving health-oriented, non-musical goals. In a drum circle, participants experience both the creation of group rhythms and a sense of community.

Marilyn Berezowsky, a certified *Health Rhythms facilitator and Drum Circle Facilitator, brings her energy and enthusiasm to wherever people gather to experience drum circles. For over 8 years Marilyn has observed that in a drum circle individuals become a community faster than any other team building activity she has ever experienced. An adult educator for over 20 years (and career practitioner for over 15) Marilyn has seen many methods of trying to get people to connect, to open up, and let down their guard. Nothing is as powerful as a drum circle!

Session participants will experience the “magic” of drum circles and appreciate first hand what it means to listen to the rhythm in all of us. The drums are readily available and participants are invited to choose an instrument, find a chair, and begin to play with the others already there. Before you know it, within minutes the whole room is pulsating with the rhythms created by what is mostly beginners, never having drummed or played any musical instrument before at all.

“During the drum circle I have the ability to leave all my negative and stressful baggage behind and de-stress and re-energize. It helps to bring balance in my life.” - participant, Community Drum Circle

Absolutely NO experience necessary! Guaranteed!

**Health rhythms is a unique approach being successfully utilized in clinical programs for individuals facing the challenges of heart disease, cancer, chronic lung disease and asthma.*

Empowering Change PD Event in Edmonton

EMPOWERING CHANGE: Stages of Change and Motivational Interviewing Training for the Employment Field

**3 Day Workshop
March 17, 18, 19, 2011
LIMITED REGISTRATION
Cost and Location to be Announced**

Have you ever had a client or group of clients that you can't move forward?

Are they just going around in circles?

Do they say they are motivated to achieve their employment goal but don't put it into action?

Do they not see the value of working?

The Edmonton Chapter is excited to offer Empowering Change; Stages of Change and Motivational Interviewing Training for the Employment Field. Several Edmonton Chapter members and committee organizers have taken this training and believe it to be a new tool in the skill box of career development practitioners.

Roxanne Sawatsky was involved in the application of Stages of Change (SOC) and Motivational Interviewing in the employment sector from 2006 – 2010 in Winnipeg Manitoba. Over the three years of study Ms. Sawatsky designed processes, procedures and curriculum that were used in the research project with individuals who were in various stages of work readiness. Through her company, Empowering Change, Ms. Sawatsky and her colleagues now offer training to groups in the employment field to help improve employment outcome.

What will you get out of this 3 day workshop?

This 3 day workshop will provide participants with exposure and introduction to the theory, style, principles, and skill-sets of motivational interviewing. The training is interactive and experiential and offers a variety of learning activities – video clips, live demonstrations, “real plays”, small group sessions, and many opportunities for hand on skill practice and feedback. Additionally, you will discuss and experience how a motivational approach can have a powerful, three-fold impact:

1. Working more effectively with clients who have been labeled as “difficult”, “resistant” or “stuck”
2. Lessening the impact of counselor burnout
3. Working more effectively with clients who have a myriad of overlapping change-related issues

Though Stages of Change and Motivational Interviewing are well known in the addictions field, this is an exciting opportunity to not only learn these effective tools and techniques but to also learn how effective they can be in the employment field.

The Edmonton Chapter Organizing Committee is currently working on details and trying to ensure we can offer this at the best price possible. Watch in the New Year for notice of registration on Event Brite.

If you have not received any information about this workshop by the end of January, please contact our CDAA head office as your spam filter may be deleting us from your email inbox.



2010 – 2011 CDAA Board of Directors & Committee Members

Past Chair: **Doreen Kooy** (Edmonton)
Chair: **Paula Wischoff Yerama** (Edmonton)
Vice Chair: **Melanie Kellerman** (Northern AB)
Treasurer: **Margaret Vennard** (Southern AB)
Secretary: **Emily Sylvester** (Northern AB)
Director: **Phyllis Stuckey** (Central AB)
Director: **Sarah Amies** (Southern AB)
Director: **Shirley McBride** (Edmonton)

Registration Committee

Chair: **Margaret Vennard** (Southern AB)
Committee Members:
Angela Miller (Southern AB)
Chandra Victor (Calgary)
Marie Woolgar (Edmonton)
Monique Trudel (Edmonton)
Paulina Ojikutu (Edmonton)
Scott Fisher (No Chapter)

Standards & Certification Committee

Chair: **Margaret Vennard** (Southern AB)
Committee Members:
Angela Miller (Southern AB)
Chandra Victor (Calgary)
Marie Woolgar (Edmonton)
Monique Trudel (Edmonton)
Paulina Ojikutu (Edmonton)
Scott Fisher (No Chapter)

Membership Development Committee

Chair: **Vacant**
Committee Members:
Emily Sylvester (Northern AB)
Margaret Vennard (Southern AB)
Shirley McBride (Edmonton)
Phyllis Stuckey (Central AB)
Sarah Amies (Southern AB)

Marketing & Communications Committee

Chair: **Vacant**
Committee Members:
Melanie Kellerman (Northern AB)
Phyllis Stuckey (Central AB)

Call for Volunteers

CDAA provides strategic leadership for the career development field by supporting practicing professionals who provide quality services.

In support of lifelong career development, CDAA believes in:

- Leadership and Accountability
- Learning and Development
- Communication and Transparency
- Advocacy and Partnerships
- Growth and Sustainability
- Respect and Integrity

The Career Development Association of Alberta is currently recruiting members with a passion for career development to a variety of positions. Volunteers are needed for Board and Committee positions to carry out 3 very important strategic objectives:

- Strengthen and grow the association
- Engage the membership
- Position CDAA in the community

We are currently advertising for the following positions:

Directors – Directors of the Board are integral to strengthening and growing the association. A time commitment of approximately 6 hours / month is required for this position as well as the ability to regularly attend monthly Board meetings (via online conferencing) and participate in one committee of the Board.

Committee Chairs – Committee Chairs / Co-Chairs are currently needed for:

- Marketing / Communications (marketing CDAA, communicating with members, etc),
- Membership Development (professional development, member recruitment, etc), and
- Standards / Certification (Co-Chair), Registration (Co-Chair) committees.

The time commitment for Committee Chairs / Co-Chairs is approximately 3 – 5 hours / month with the ability to organize and lead monthly meetings.

Committee Volunteers – Committee Volunteers are currently needed for the Membership Development and Marketing / Communications committees. The time commitment is approximately 3 hours / month with the ability to participate in monthly meetings.

Please contact Alice Funk, CDAA Administrator, at admin@careerdevelopment.ab.ca to indicate your interest and be connected with a Board member who can speak with you in person.

Current. Connected. Committed.
www.careerdevelopment.ab.ca