



# Illuminations

imagine • achieve • excel

Life Strategies Newsletter  
March, 2008

Keeping in Touch

## CONTENTS

- Keeping in Touch - 1
- Employee Engagement - 2
- Research Opportunity - 2
- ENET Training Days - 2
- PD Training - 3
- CMPP Orientation - 3
- CMP Program - 3
- Cannexus 2008 - 3
- Congratulations CMPP Graduates - 3
- Course Extension - 3
- Professional Development Opportunities - 4

## POINTS OF INTEREST

- Employee Engagement - 2
- CMPP Orientation - 3
- Course Extension - 3

Life Strategies Ltd. is celebrating its 15th Anniversary this month. Incorporated in 1993, our philosophy and values have remained consistent – helping people and organizations to be the best they can be! As we reflect back on the past 15 years, however, our day-to-day work is significantly different than it was at the beginning, our team has grown, and our programs and services have expanded far beyond our original vision for the company.

We still have three major streams in our work: providing education and training, consulting to organizations, and counselling/coaching individuals. When we started in 1993, Roberta provided workshops and staff development within a couple of career programs – now we contract other instructors to teach in our own certificate programs and much of our teaching is online (unheard of 15 years ago!).

Life Strategies was incorporated on the same day as Roberta got accepted into SFU's Masters of Arts (Counselling) program – now she teaches in Masters of Counselling programs (online) for Yorkville University, Athabasca U, and the Universities of Lethbridge and Calgary.

Our early forays into consulting were within small agencies in the career development sector; now our consulting services support organizations as diverse as professional associations, crown corporations, and even a nuclear energy facility in Texas! Our focus has expanded beyond career transition programming to supporting strategic recruitment, retention, and employee engagement and developing e-learning solutions for diverse organizations.

Our counselling/coaching services have changed as well – our focus was entirely on career/employment counselling in the early years, generally for the unemployed. Now many of our clients are proactively managing their lives and careers, looking for support in achieving better work-life balance, preparing for graduate or professional education, advancing their careers, or making plans for an active and fulfilling retirement (becoming “semi-leisured,” as Gerry calls it!). Our psychometric assessment services have expanded in the past few years, supporting organizations in their employee selection and leadership development initiatives and individuals with their career/life management.

Currently, our core team comprises Gerry and Roberta Neault, Deirdre Pickerell, Fiona Glendinning, and Cassie Saunders (currently on an extended vacation in SE Asia). Offering additional part-time support, we're delighted to have Sue Hession back in the office; Lisa Patterson, temporarily assisting with our e-learning initiatives; Cheryl Thom, recently joining us with a unique combination of creative and office skills; Carrie-Anne Snalam, bookkeeping for one of our projects; and Krista Maydew, Dana Houston, and Joanne Elliott, all teaching in our Career Management Professional Program. John Philpott, of Seescape Media Solutions, is a core member of our extended team – supporting all of our e-learning initiatives and websites. In our roles as co-executive coordinators of a professional association for career practitioners, Deirdre and I also work closely with the ENET board. As you'll see on our website, we also have several other wonderful consultants who support us on specific projects. And...of course, our work has intersected with thousands of others – our students, clients, colleagues, customers, and friends. Together, we look forward with great anticipation to what the next 15 years might bring!

## THE IMPORTANCE OF EMPLOYEE ENGAGEMENT

In February 2006, Towers Perrin released an international workforce study called Winning Strategies for a Global Workforce<sup>1</sup>. The purpose of the study was to “identify the drivers of attraction, retention, and engagement through the eyes of employees.” One focus of the study was to measure employee engagement (i.e., how loyal, committed, and connected an employee is to his/her employer). The result was disturbing – only a little over 20% of respondents were fully engaged while the remainder were partially engaged, partially disengaged, or completely disengaged.

Workers that are not engaged are not performing at their best, not contributing to the growth of organizations, and, in some cases, may be vocal about their disenchantment with the workplace. If lack of engagement results in poor performance, and the performance of people is recognized as essential to organizational success, knowing that almost 80% of the workforce may not be fully engaged is alarming.

If disengagement links to poor performance then the reverse is, likely, also true – engagement leads to good performance. A survey done by the Hay Group, on their own offices, found that “offices with ‘engaged’ employees were as much as 43 percent more productive<sup>2</sup>.” Within the same report, Engage Employees and Boost Performances, are other examples of organizations where increases in employee engagement resulted in increases in performance. The key for organizations is to identify the drivers of engagement for their workers.

One potential driver of employee engagement is being supportive of employees’ career goals. Historically, career planning was seen as the responsibility of the individual. In today’s world of work, however, “planning” is an out-dated term as it implies that careers can be carefully planned and executed. Many employees today, across generations, see their careers as more than just a job or series of jobs; they view integration of their work and life roles more holistically– they manage their careers. Though many workers have career aspirations, these aren’t always related to “moving up the corporate ladder,” but may include specific educational goals, cross-training, and opportunities to contribute to specific projects. Perhaps most of all, workers want opportunities to be challenged and engaged in their work and be seen as valued contributors to the success of the organization.

Recruitment, retention, and active engagement of all employees are key concerns for many employers in today’s environment of skill shortages and a multi-generational workforce. Consider how you and your leadership team can strategically embed career management initiatives into each phase of the hiring and employee development process.

<sup>1</sup> Fact sheet available at: [www.towersperrin.com/tp/getwebcachedoc?webc=HRS/USA/2007/200710/GWS\\_Fact\\_Sheet\\_draft\\_10\\_9\\_07\\_v5.pdf](http://www.towersperrin.com/tp/getwebcachedoc?webc=HRS/USA/2007/200710/GWS_Fact_Sheet_draft_10_9_07_v5.pdf)

<sup>2</sup> [www.haygroup.com/downloads/us/Engaged\\_Performance\\_120401.pdf](http://www.haygroup.com/downloads/us/Engaged_Performance_120401.pdf)

## RESEARCH OPPORTUNITY

### Towards a Flexible Workforce: Workers and Their Ability to Meet the Challenges of Ongoing Change

“Our names are Norman Amundson and Bill Borgen, and we are investigating the ways in which working women and men have successfully handled change(s) that affected their work. The research project is part of our work as professors in Counselling Psychology at the University of British Columbia. The purpose of this research is to give working women and men who have experienced such change(s) and who are handling them well an opportunity to describe their experiences. It also provides individuals with an opportunity to discuss what has helped or hindered them in doing well when facing these changes. We are at present seeking adult volunteers between the ages of 20-29 and 50-65, who are willing to talk about changes they have experienced within the last six months, and to explore their process of dealing with these changes... If you would like to participate or would like further information about this study, please contact Dr. Norm Amundson at 604-822-6757, or email Anne Erlebach, Ph.D. student, at [erlebach@shaw.ca](mailto:erlebach@shaw.ca).”

## ENET TRAINING DAYS

Dr. Roberta Neault and Deirdre Pickerell share the Executive Coordinator role of ENET. Part of their role is to coordinate training days. We thought many of the topics might interest some of our Life Strategies contacts.

Training Days are full-day professional development events suited for individuals in career/employment counselling, human resources, and rehabilitation, as well as students. Both ENET members and non-members are welcome at these events which are hosted in various regions throughout the province. For more details visit the [ENET website](http://enetwebsite.com) or email [info@enetsociety.com](mailto:info@enetsociety.com).

Upcoming April Training Day - Wednesday April 2, 2008  
 AM: Technology Addictions: The Next Wave - with speaker Ross Laird  
 PM: The Complexities of the Clients We Serve: Addictions, Mental Health, Criminal Records, and Other Barriers - A panel presentation with speakers Rosemary Nygard, Gregg Taylor, Marni Ziegler, and Bob Shebib  
 Where: Worksafe, 6951 Westminster Hwy., Richmond  
 Time: 8:45am - 3:30pm

For May Lower Mainland, Fraser Valley, Interior, and Island Training Days visit the [ENET website](http://enetwebsite.com).

## PERSONALITY DIMENSIONS FACE-TO-FACE TRAINING

Personality Dimensions face-to-face Bridging workshop, Level 1 Training, and Level 2 Training coming soon. Register today for the next session through the Life Strategies [Online Store](#).

Bridging Workshop - Thursday May 8, 2008  
Time: 1:30pm - 4:30pm  
Level 1 and Level 2 Training -  
Thursday May 8, 2008, 5:30pm - 9:00pm  
Friday May 9, 2008 and Saturday May 10,  
2008, 8:45am - 5:30pm  
Where: Coquitlam, BC



## CMPP ORIENTATION

Life Strategies Ltd. has designed an Orientation site for new students. The CMPP Orientation will give students who are new to the online learning experience the opportunity to see how our system works and how our program operates. It will also give students a chance to meet some of the Life Strategies' staff they will encounter during their time with us.

For more information please contact Fiona, Life Strategies' Student Advisor at [studentadvisor@lifestrategies.ca](mailto:studentadvisor@lifestrategies.ca)

## CAREER MANAGEMENT PROFESSIONAL PROGRAM

Check out the CMPP flyer at [http://lifestrategies.ca/pdf/cmpp\\_flyer.pdf](http://lifestrategies.ca/pdf/cmpp_flyer.pdf)

Each course runs for two-weeks; students log on daily to learn at their own convenient time. Courses involve completing assignments, reading resources, and getting involved in rich discussions with students and facilitators. For more information on the CMP program visit the Life Strategies website at: <http://lifestrategies.ca/training.cfm>.

### Upcoming courses include:

- Developing Career Programs, Services, or Courses - Starts March 12, 2008
- Program Management - Starts March 19, 2008
- Community Capacity Building - Starts March 26, 2008
- Career Management at Work: Keeping Employees Engaged - Starts April 2, 2008
- Placement and Monitoring - Starts April 9, 2008
- Helping Skills to Facilitate Career Development - Starts April 16, 2008
- Career Coaching Skills - Starts April 30, 2008

## CANNEXUS™ 2008

When: April 14 - 16, 2008  
Where: The Delta Centre-Ville Hotel, Montreal, QC  
For more information visit:  
[www.cannexus.ca](http://www.cannexus.ca)

## CONGRATULATIONS

Congratulations to our recent Career Management Professional Program graduates:

Employment Facilitation / Work Search Specialist Certificates:  
Stephanie Peters  
Joni Leppington

Global Career Development Facilitator (GCDF):  
Joanne Gervais

## CMPP COURSE TIMELINE EXTENSION

Students can now choose to extend the time required to complete a course from two-weeks to one-month, which will allow students flexibility on assignment due dates.

To extend a course over a month, instead of 2 weeks, please purchase the \$50 CMP course extension option in the [Online Store](#), noting in the comments area which course this applies to. The \$50 fee will cover early access to the course overview and readings (1 week prior to course start date) and the opportunity to submit all assignments (that don't involve group work with other students) up to one week after the course closes.



## PROFESSIONAL DEVELOPMENT OPPORTUNITIES

WHAT	WHEN	FOR WHOM	REGISTRATION DETAILS
Scaling Up: Early/Mid Career Transitions	March 15, 2008 from 10am - 1pm SFU Surrey and April 7, 2008 from 6pm - 9pm SFU Vancouver	Recent Graduates Employees in Transition	\$75.00 + GST For details visit <a href="http://www.sfu.ca/cstudies/mpprog/scaling-up.htm">http://www.sfu.ca/cstudies/mpprog/scaling-up.htm</a>
Scaling Down: Late Career Transitions and Early Retirement	March 29, 2008 from 10am - 1pm SFU Surrey and April 10, 2008 from 6pm - 9pm SFU Vancouver	Potential Retirees Individuals experiencing a late career transition	\$75.00 + GST For details visit <a href="http://www.sfu.ca/cstudies/mpprog/scaling-down.htm">http://www.sfu.ca/cstudies/mpprog/scaling-down.htm</a>
PD Bridging, Level 1, and Level 2 Face-to-Face	May 8 - 10, 2008 Coquitlam, BC	HR Professionals Career Practitioners Teachers / Counsellors	See page 3 of this issue for details.
Survivability Coach and Workshop Leader Training	Sept. 24, 2008 Online	HR Professionals Career Practitioners Teachers / Counsellors	Coach & Leader Training - \$1001.35 + GST Coach Training - \$898.42 + GST / Leader Training - \$911.50 + GST For details, visit <a href="http://lifestrategies.ca/training.cfm">http://lifestrategies.ca/training.cfm</a>
CPE 510 & 521	CPE 510 Oct. 15, 2008 CPE 521 Nov. 12, 2008 Online	CPE 521 = Students with an undergraduate degree and CPE 510 (or a similar course)	CPE 510 - \$695.00 + GST CPE 521 - \$1,250.00 + GST For details, visit <a href="http://lifestrategies.ca/training.cfm">http://lifestrategies.ca/training.cfm</a>
Blueprint for Life/Work Designs Orientation	Oct. 22, 2008 Online	HR Professionals Career Practitioners Teachers / Counsellors	Materials on CD-ROM - \$179.00 + GST Printed Materials - \$189.00 + GST For details, visit <a href="http://lifestrategies.ca/training.cfm">http://lifestrategies.ca/training.cfm</a>
PD Bridging Online Workshop	Nov. 19 - Nov. 25, 2008	True Colors © Facilitators MBTI © Qualified Users	\$299.00 + GST For details, visit the Life Strategies <a href="#">Online Store</a>
PD Level 1 Online Training	Nov. 19 - Dec. 9, 2008	HR Professionals Career Practitioners Teachers / Counsellors	\$795.00 + GST For details, visit the Life Strategies <a href="#">Online Store</a>
Career Management Professional Program	Courses start every Wed. beginning in Sept. - Online	HR Professionals Career Practitioners Teachers / Counsellors	\$329.00 + GST 10% discount when registering for 3 CMPP courses at once For details, visit <a href="http://lifestrategies.ca/training.cfm">http://lifestrategies.ca/training.cfm</a>
ENET Educational Society Training Days	First Wed. of every month	HR Professionals Career Practitioners Teachers / Counsellors	\$20.00 - Including Tax - Members \$40.00 - Including Tax - Non-Members For details, visit <a href="http://www.enetsociety.com">www.enetsociety.com</a>



### ABOUT LIFE STRATEGIES

Life Strategies specializes in career management and leadership development services for individuals and organizations, psychometric assessment services, training, and e-learning initiatives. We provide professional development and train-the-trainer sessions for human resources professionals, career practitioners, career management professionals, and counsellors. In all our work we strive to build capacity within individuals and organizations through consultation, facilitation, coaching, and training.

#### LIFE STRATEGIES LTD.

2956 Fleet Street  
Coquitlam BC V3C 3R8  
Canada

**PHONE** 604.464.2382  
**FAX** 604.464.2387  
**EMAIL** [info@lifestrategies.ca](mailto:info@lifestrategies.ca)  
**WEBSITE** [www.lifestrategies.ca](http://www.lifestrategies.ca)