



Illuminations

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Life Strategies Newsletter
March, 2009

Keeping in Touch

CONTENTS

Keeping in Touch - 1

Recession-Proofing Your Career - 2

Resource Corner - 2

The Right-Brain Advantage - 3

2009 Career Development Award of Excellence - 3

CMPP Information - 3

CMPP Orientation - 3

Jim Bright - Career Development Theories - 4

CMPP Ethics and Theories Courses - 4

Conferences: Professional Development Opportunities - 4

Professional Development Opportunities - 5

POINTS OF INTEREST

Recession-Proofing Your Career - 2

The Right-Brain Advantage - 3

From a career counsellor's perspective, this is the strangest economy I've seen in over 35 years in the field. We seem to have the recipe for a "perfect storm." This time last year, our focus was on supporting employers with their recruitment and retention challenges; the long-predicted shortage of skilled workers had finally arrived and there were thousands of baby boomers lined up to retire. Twelve months later, we find ourselves in a global recession. The skill shortage hasn't gone away but many organizations are laying off or restructuring to cut costs during uncertain times. Some baby boomers may stay in the workforce a bit longer than planned if they've lost some of their savings in the volatile stock market or their pension plans are less secure than before. However, short term layoffs may cause long term problems for organizations who just a few short months ago had been focussed on building capacity for the future.

In the midst of a recession, many employers need their workers to do more with less – even those who are busier than usual in this type of economy (e.g., career practitioners serving the unemployed) may not have access to increased funding to hire extra staff. Reluctant to leave steady jobs, many people are burning out or bringing recession-related anxiety to work. Productivity diminishes and, with increased stress and fatigue comes increased sickness.

In my research during the downsizing heyday of the '90s, I learned that optimism was the most significant predictor of both career success and job satisfaction. It can be hard to remain optimistic in tough economic times. That's where the theme of this quarter's newsletter comes in – Recession-Proofing Your Career. We hope the articles and tips will help you as you contemplate next steps on your own career journey. Those who proactively manage their careers will be equipped to ride out the "perfect storm" – a little bit shaken, perhaps, but survivors.

The Life Strategies team has much to be thankful for as we reflect on the first quarter of 2009 and look ahead to the next. We've had the opportunity to work on three exciting research projects – two for the Forum of Labour Market Ministers and one for SUCCESS. Themes have included career assessment, labour market information websites, and cultural diversity in the workplace. We're looking forward to an essential skills project beginning soon. Aside from the research projects, Deirdre is continuing her work with a nuclear facility in Texas (developing a comprehensive career management program) and is beginning an exciting new project standardizing curriculum and policies for the Christian Labour Association of Canada (CLAC). We've been doing lots of ethics and theories training as career practitioners in BC prepare for certification. We're excited about our upcoming Career Development Theories course in early July, which will be instructed by Jim Bright from Australia (Jim will be coming to us after keynoting the National Career Development Association's conference in St. Louis.)

You'll see some new names on the Life Strategies website – we've recently restructured but, contrary to the trend, we're upsizing rather than downsizing. We're delighted to welcome Krista Maydew as a consultant (Krista will also continue teaching within the CMP program), Linda Weismiller as an operations manager, and Amanda Pereira as a project coordinator. The rest of the team is looking forward to the extra help as we, too, respond to the "perfect storm" which is keeping our industry incredibly busy.

As Easter is a cultural tradition celebrated by the Life Strategies team, we'd like to send you our warmest wishes at a time of year that signifies hope for the future...we wish you well as you recession-proof your career!

RECESSION-PROOFING YOUR CAREER

Contributed by Krista Maydew, MA

Within the current economic climate, reports of job losses and personal bankruptcies affecting Canadians across the country remind us of the volatile and uncertain nature of work. Rapid increases in the unemployment rate can create a sense of worry, panic, dread, and anxiety – even among people whose industries feel fairly “recession proof” (e.g., healthcare, K-12 education, career management practitioners).

A quick Internet search turns up a multitude of articles and websites about “recession-proofing your job.” However, a broader approach worth considering is “recession-proofing your career.”

As individuals, you may not have a direct influence over whether or not an employer lays off employees to enable a business to survive in this economy. However, each of you can take actions to secure your careers over the long term. Jobs may be at risk, but careers may still thrive with an increased awareness of, and openness to, other potential opportunities.

It is not enough to simply hope that the recession will not directly impact your job and result in you following the unprecedented numbers of people applying for Employment Insurance benefits. Being hopeful does not mean sitting idly by. Rather, this might be a good time to adopt the principles and practices of H.B. Gelatt’s “Positive Uncertainty” approach.

Gelatt focused on taking a proactive approach to an uncertain future; he encouraged people to use the Positive Uncertainty approach to decision-making. This means combining a positive outlook with several decision-making strategies (i.e., rational, creative, traditional, and intuitive) as a way of dealing with uncertainty. Without a doubt, there is little certainty today about what future economic conditions will be; daily news reports offer a range of possibilities. Accepting uncertainty, and adopting a positive approach to managing it, can help you thrive during challenging times.

Some ideas for recession-proofing your career include:

- Conduct a personal SWOT analysis; become aware of your strengths, weaknesses, opportunities, and potential threats
- Take stock of the skills in your personal toolbox
- Try to maintain a positive outlook – research has confirmed a link between optimism and both career success and job satisfaction
- Continue to build your personal and professional networks
- Keep your skills current; be aware of skills most needed in the current economy
- Refresh or update your resume
- Be flexible – you may need to be willing to take on other tasks at work that you don’t normally do; if you experience job loss, you may need to be flexible about returning to work in a field that is not necessarily your first choice
- While most people worldwide are experiencing recessionary impacts, directly or indirectly, how you prepare for and manage potential change is within your control.

Resource:

An Overview of Positive Uncertainty <http://www.gelattpartners.com/positiveuncertainty.html>

RESOURCE CORNER

Visit Career / LifeSkills Resources at <http://clsr.ca/> for more resources on the topic of Recession-Proofing Your Career.

- What To Do When the Economy Sucks 101
- Job Loss Recovery Program
- Dealing With Job Loss (DVD)
- What Colour is Your Parachute 2009
- 150 Recession Proof Jobs
- Surviving a Layoff
- Job Loss Recovery Guide



THE RIGHT-BRAIN ADVANTAGE

by Donika Madjirova / Career Resource Specialist

Training Innovations / Burnaby Employment Resource Centre

It is commonly believed that individuals choosing to go for degrees and diplomas in the fine arts, humanities and social studies struggle to find high-paying jobs upon graduation. According to author Daniel Pink, this will not be the case in the future. Pink argues, the artistic and creative right-brain professionals will be in much higher demand as the workplace climate is changing yet again.

In his book, *A Whole New Mind: Why Right-Brainers Will Rule the Future*, Pink argues that just as information/ knowledge workers surpassed manual labour workers with the shifting patterns of the economy, power and demand will shift once again when we enter the new Conceptual Age. According to the author, the future of business is subject to three main trends: abundance (too much consumer choice; companies standing out by appealing to the aesthetic), asia (everything can be outsourced), and automation (computerization and technology).

As left-brain abilities - logic and analysis, math and science, order / pattern perception, practicality, reality-based approaches - continue to be outsourced, it is people who possess strong right-brain qualities that will develop skill sets of increasing importance. The book reveals six essential aptitudes or six senses for career and workplace success: design, story, symphony, empathy, play and meaning. Those sensibilities make the person multi- and interdisciplinary, moving beyond function to engage emotions and intuition, master narrative skills, develop empathy and contextual thinking.

Permission to reproduce granted by Donika Madjirova, March 2009

2009 CAREER DEVELOPMENT AWARD OF EXCELLENCE

Dr. Roberta Neault, Deirdre Pickerell, and the Life Strategies team were honoured by the Career Management Association of BC with the 2009 British Columbia Career Development Award of Excellence in the Team category. This award is presented to teams who demonstrate excellence in the field of career development and exhibit inspirational leadership.

Roberta and Deirdre were honoured for their contributions to the ENET Educational Society from November 2006 until February 2009. With a focus on breathing energy into ENET and to work with the board to create a healthy, thriving organization, Roberta and Deirdre successfully increased membership and training day attendance; expanded member services to include a Philosopher's Cafe and Book Club; reached out to regional members; and re-vamped the ENET website.

CMPP INFORMATION



CMPP ORIENTATION

Please see our [CMPP schedule](#) for upcoming courses. To register for courses, please visit the Life Strategies' [Online Store](#)

In order to be flexible and to accommodate the diverse needs of our students we are now going to be offering courses in a mixed-mode format (some courses online and some courses directed study format only). These changes will be taking place starting March 25, 2009. Please see the [CMPP schedule](#) for changes to our courses.

Note: we will always offer courses in Moodle if requested and there are enough participants to run a course. This usually occurs only when we are approached by an intact group.

Life Strategies Ltd. has designed an Orientation site for new students, that will give individuals who are new to the online learning experience the opportunity to see how our system works and how our program operates. We will have an Orientation session **April 27 - May 1, 2009**.

For more information, please contact Cassie, Life Strategies' Student Advisor at studentadvisor@lifestrategies.ca

JIM BRIGHT - CAREER DEVELOPMENT THEORIES (20 HOUR COURSE)

Please Note: Space is limited to 40 participants for the Monday and Tuesday of the course.

Mark your calendars for this exciting opportunity to learn about career development theories instructed (in person) by Professor Jim Bright, co-creator of the Chaos Theory of Careers. Jim Bright will be joined by Dr. Norm Amundson, Dr. Roberta Neault, and Deirdre Pickerell on the final day of training.

This course will present an overview of traditional and emerging career development theories, models, and strategies. Through enhanced understanding of relevant theories and models, participants will learn to take a theory-based approach to conceptualizing client issues and career interventions. This course will satisfy the Certified Career Development Practitioner (CCDP) Theories Course requirement for the grandfathering option of the credential.

Dates and Times: July 6-8, 2009 Monday and Tuesday 8:30am to 5:00pm Wednesday 9:15am to 4:00pm

Location: Training Innovations Inc. 600-4180 Lougheed Hwy., Burnaby, BC

Cost: \$265 for ENET members and employees of sponsoring organizations and \$295 for all other registrants

Registration: Email info@lifestrategies.ca Phone (604) 464-2382, or Online: <https://lifestrategies.ca/secure/store/index.php?cPath=33&osCsid=eefabd15e587f8cc281deba44c06845>

"Thanks so much for such a thorough, engaging and inspiring course. It never occurred to me that I would actually enjoy thinking and chatting and writing about ethics!" ~ 10-Hour Ethics Course Participant

Career Management Professional Program (CMPP) Ethics and Theories Courses

The CMPP Ethics and Theories courses have been approved by CMA to qualify for the CCDP educational requirements.

Ethics Essentials for Career Practitioners (10 hours online) start dates: April 8, 2009 or May 20, 2009
Career Development Foundations, Emerging Theories & Models (20 hours online) start date: May 27, 2009

Thanks to our Sponsors



"Thanks for a very enjoyable and informative course. It was worth every dollar and every minute spent." ~ Career Development Theories Student

CONFERENCES: PROFESSIONAL DEVELOPMENT OPPORTUNITIES

WHAT	WHEN	FOR WHOM	REGISTRATION DETAILS
CANNEXUS	April 6 - 8, 2009 Toronto, ON	Individuals in the Career Development field	For details visit http://www.cannexus.ca/
CDAA Conference 2009	April 15 - 17, 2009 Melbourne, Australia	Individuals in the Career Development field	For details visit http://www.abcon.biz/cdaa2009.htm
CCA Conference: Changing Landscapes	May 20 - 22, 2009 Saskatoon, SK	Counsellors	For details visit http://www.cca-ssca2009.ca/english_home.html
IAEVG: Coherence, Co-operation and Quality in Guidance	June 3 - 5, 2009 Jyväskylä, Finland	Individuals in the Career Development field	For details visit http://ktl.jyu.fi/ktl/iaevg2009fn
Building Tomorrow Today Consultation	June 10 - 11, 2009 Edmonton, AB	Individuals in the Career Development field	For details visit http://www.careerdevelopment.ab.ca/events/btt.php
NCCA 2009	Pre-Conference June 30, 2009 Conference July 1-3, 2009 St. Louis, MO	Career Practitioners	For details visit http://www.ncca.org/
IAEVG International Conference	November 19 - 21, 2009 Wellington, New Zealand	Individuals in the Career Development field	For details visit http://www.avenues.co.nz/careers/index.html

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

WHAT	WHEN	FOR WHOM	REGISTRATION DETAILS
CPE 521	CPE 521 April 22, 2009 or October 21, 2009 Online	CPE 521 - Students with an undergraduate degree and CPE 510 (or a similar course)	CPE 521 - \$1,250.00 + GST For details, visit http://lifestrategies.ca/training.cfm
CMPP Orientation	April 27, 2009 Online	Prospective and new CMPP students	Register by emailing studentadvisor@lifestrategies.ca Cost - Free
PD Bridging Online Workshop	May 20 - 28, 2009 or Oct. 14, 2009	True Colors [®] Facilitators or MBTI [®] Qualified Users	\$399.00 + GST For details, visit the Life Strategies Online Store
PD Level 1 Online Training	May 20 - June 9, 2009 or Oct. 14, 2009	HR Professionals Career Practitioners Teachers / Counsellors	\$879.00 + GST For details, visit the Life Strategies Online Store
Jim Bright Career Development Theories (20 Hour Course)	July 6-8, 2009	HR Professionals Career Practitioners Teachers / Counsellors Individuals applying for their CCDP certification	See page 4 of this issue for more details, email info@lifestrategies.ca , or phone (604) 464-2382
CPE 510	September 23, 2009 Online	Individuals interested in the fundamentals of psychometric assessments	CPE 510 - \$695.00 + GST For details, visit http://lifestrategies.ca/training.cfm
Career Management Professional Program	Various start dates Online	HR Professionals Career Practitioners Teachers / Counsellors	\$329.00 + GST 10% discount when registering for 3 CMPP courses at once For details, visit http://lifestrategies.ca/training.cfm
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 www.enetsociety.com



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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.

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