



10 WAYS TO LET PEOPLE KNOW THEY MATTER

- 1. Stay in touch.** People need contact. Thinking about them without following through does nothing to maintain a relationship. Make a quick phone call, send an email, or briefly text when someone comes to mind.
- 2. Return calls and emails . . . promptly!** When people are left waiting for a response, it's easy for them to believe they don't matter to you. Send quick acknowledgements, even if you don't have time for a lengthy response – let them know when you'll follow-up . . . and then do it.
- 3. Connect through social media.** Send a LinkedIn message, post congratulations on FaceBook, or Tweet good news – tell the world about the special accomplishments of folks who matter to you.
- 4. Share your knowledge.** As the adage goes, “knowledge is power.” Empower someone who matters to you by sharing your contacts, experience, information, and/or insights.
- 5. Pay attention.** Notice when someone you care about is having a bad day or has gone “above and beyond” for you. A quick smile, a moment of eye contact, a hand on the shoulder or a hug, if appropriate, can communicate more than words – if you're working remotely, try emoticons to show your compassion or appreciation.
- 6. Make space in your calendar.** Don't wear your busy-ness as a badge of honour, particularly when you want people to know they matter. Carve out time to meet for coffee or a meal, play together, offer tangible help on a project, or brainstorm creative ideas. Give the gift of time!
- 7. Keep track of what's important.** Use whatever tracking tools work for you and record significant dates for people you care about. When reminded of birthdays, special events, or key milestone dates, take a moment to reach out by phone, text, email, or sending a card or flowers.
- 8. Buy small meaningful gifts.** When you notice something small that's a perfect gift for someone important to you, buy it – and don't wait for a special occasion to give it. People appreciate tangible demonstrations that you were thinking about them.
- 9. Submit an award nomination.** When you become aware of award deadlines, take a moment to reflect on who you could nominate. As with all of these tips, the key is to move beyond thinking to doing. However, without a nomination, there's little to no chance of winning. People will know they matter to you if you make time to coordinate or contribute to nominating them for an award.
- 10. Customize your approach.** Don't routinize any of these strategies or, despite your acknowledgement, people will feel that they don't really matter. It's essential to customize and vary your ways to acknowledge those important to you, personalizing your approaches by matching the individual's needs and preferences with your own time and resources.



Upcoming COURSES

Make sure you read our [course catalogue](#); it's recently updated and full of important information for students on program changes.

Starting soon . . .

- **Administering and Interpreting Career Assessments - Nov 6**
- **Understanding Diverse Clients - Nov 13**
- **CPE 521: Psychometric Assessments - Nov 13**
- **Program Management - Nov 20**
- **Developing Career Programs, Services, or Courses - Nov 27**

[Click here](#) for our full course schedule - Winter/Spring 2014 dates now available

Keep in mind that we can arrange special sections of any course for intact groups, as well as facilitate workshops on a wide variety of topics. [Contact us](#) to discuss your options.

Student of the MONTH

Jennifer Burton: After earning a Marketing Communications diploma and working in various administrative roles, Jennifer had the opportunity to work within the HR function and was hooked! After pursuing a HR Management Certificate part-time, obtaining the CHRP designation, and working in the private sector for the last seven years, she's discovered she is most passionate about supporting individuals in exploring and developing their careers. This prompted her to enrol in the CDP Essentials certificate within CMPP to build her knowledge, with plans to obtain the CDP designation. With her busy schedule, she appreciated the opportunity to learn online and recently completed Work Search Essentials 1. She came away from the course with some great insights she'll be able to apply both in the workplace and with clients.

DID YOU KNOW?



BCCDA/CERIC Hosting Career Development Mini-Forum.

On November 5th join Norm Amundson, Tannis Goddard, and our very own Roberta Neault, in Kelowna for a full-day, career development mini-forum. [Click here](#) to learn more.

Roberta and Deirdre Presenting at ASPECT 2013 Conference.

ASPECT's annual conference runs November 7th and 8th. Join Roberta and Deirdre as they discuss Career Engagement & Skill Disconnects in Canadian CDPs. [Click here](#) to learn more.

CCDF and CareerCycles Offering Post-CANNEXUS Training.

Join Mark Franklin on January 23rd and 24th after the CANNEXUS conference to learn an evidence-based, holistic, narrative method of practice. [Click here](#) to learn more.

NEW RESOURCES

Talking Helps

The CCPA has a public website entitled: Talking Helps about psychotherapy and counselling in Canada. See talkingcanhelp.ca.

5 Must-See TED Talks

Sharon Graham of CPC has compiled a list of must-see TED talks relevant to career development practitioners. [Click here](#) to see the list.

How to Use Social Media to Grow Your Business

Interested in using social media to grow your business? Watch some helpful tips from Wendy McClelland [here](#).



CONGRATULATIONS

The Life Strategies Team has a number of items to celebrate this month including Dr. Roberta Neault's appointment to Associate Dean at Yorkville University, Dr. Deirdre Pickerell's promotion to Vice President of Life Strategies, and the marriage of Program Coordinator, Cassie.

Dr. Roberta Neault has been working with Yorkville University as a course developer and instructor within the Faculty of Behavioural Science for a number of years and was recently involved in an in-depth review and revision of the Master of Arts in Counselling Psychology program. In her new role as Associate Dean, she will continue to chair the curriculum committee as well contributing to faculty development.

Dr. Deirdre Pickerell has served as Life Strategies' senior consultant for over 10 years supporting a wide variety of consultation, development, educational, and research projects. Through her expertise in both career development and human resources management, Deirdre is working to create a stronger bridge these traditionally separate silos.

You may have noticed that Cassie Saunders has now become **Cassie Taylor** on our website. She married her partner, Patrick Taylor, on October 19th and the Life Strategies' team helped her celebrate this exciting new chapter in her life.



15 students also completed their **Job Developer** certificates:

- Amanda Takawira
- Ann Yi Su
- Bonnie L Swenson
- Carolann Aitken
- Christina Bazell
- Crystal Salisbury
- Gary Brian Schwaiger
- Gervelyne (Lynne) George
- Johanne Norris
- Judith Goertzen
- Lorena Cottrell
- Pam Samra
- Robert Richard Wolfe
- Rushel Briscoe
- Tammy Prescott



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