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CASSIE TAYLOR

Cassie Taylor, BAA, has 15+ years of experience supporting a wide range of career-focused projects from conceptualization through implementation and evaluation. At Life Strategies, Cassie oversees the LearnOnline programs/courses and customizes professional development offerings for career development professionals (CDPs). In collaboration with stakeholder groups, Cassie's work seeks to improve career development services through fostering culturally informed and customized practices rooted in empathy, understanding, and data provincially, nationally, and internationally.

SKILLS SUMMARY

Resource & Program Development

- Develop career-focused curriculum, workshops/webinars, handbooks, toolkits, and guides for individuals, employers, associations, and CDPs
- Contribute to career-focused books/resources, journal articles, and blogs

Client-Direct Services

- Facilitate workshops and webinars on diverse topics and audiences
- Set-up/distribute customized assessment invitations, generate assessment reports, develop assessment summary reports, and debrief results
- Provide editing/consulting services to Masters' student

Student Advising & Course Coordination

- Manage course plans and enrollments for 50+ LearnOnline students
- Advise students and instructors within 15+ courses
- Coordinate logistics for mixed-mode and face-to-face course offerings
- Update/monitor e-learning platform for functionality, design, and content
- Provide TA support for LearnOnline and Master-level counselling program

Research

- Conduct environmental scans, literature reviews, and program reviews
- Design focus groups, interview protocols, and mixed-mode surveys
- Collect and analyze data using quantitative/qualitative processes (e.g., ECIT)

Technical

- Support administrative/financial tasks including e-commerce, e-learning, and web-based collaborative tools
- Manage website content, blogs, and social media
- Compile progress, summary, and final reports for projects and partnerships

EDUCATION

Master of Interdisciplinary Studies, Candidate (2027)
Royal Roads University

Bachelor of Applied Arts in Psychology (2007)
Kwantlen Polytechnic University

CERTIFICATES

- Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans Course on Research Ethics (2026)
- Guided Pathways: Integrating Essential Skills (2022)
- Personality Dimensions® – Level 1 Facilitator (2007) & Level 2 Facilitator Training (2017)
- Foundations for Practice in Educational Vocational Guidance (2011)
- Career Development Foundations, Emerging Theories and Models (2009)
- B-Level Psychometric Assessment Qualification (2008)

WORK EXPERIENCE

Life Strategies Ltd.

Managing Director, July 2020 – Present
Manager, April 2017 – July 2020
Program Coordinator, February 2011 – April 2017
Project Assistant, July 2007 – February 2011

Career Development Foundation

Project Associate, September 2021 – August 2023

RECENT PROJECT HIGHLIGHTS

Bridging the Diversity Disconnect: An Online Learning Series for Employers, CDPs, and Community Leaders

ASPECT BC, Free Rein Associates, & Life Strategies Ltd. (2025)

- Developed and co-facilitated a 6-part, pan-Canadian webinar series disseminating and contextualizing results from the *Diversity Disconnect* project
- Customized reflective activities and resources for diverse audiences (e.g., frontline staff, case managers, supervisors/managers, facilitators, employers, policy influencers, community leaders)

Diversity Disconnect: Job Acquisition and Maintenance Factors for Rural Indigenous People and Individuals with Diverse Abilities

Free Rein Associates & Life Strategies Ltd. (2023 – 2024)

- Worked collaboratively with research team and advisory committee to develop culturally informed research processes to investigate the employment experiences of under-represented individuals within rural communities of British Columbia
- Designed data collection materials (e.g., informed consent, survey, focus group / interview protocol) with customized content for research participant type (i.e., individual, employer, service provider)
- Provided training and coaching to culturally diverse research assistants
- Compiled final report, developed companion resources, and participated in dedicated podcast

Career Development Practice: Building a New Era Pilot

Career Development Professional Centre (2023 – 2024)

- Co-facilitated 30-hour foundational career development training in 4 locations throughout Canada
- Provided feedback and input to development team to support revisions

Improving Labour Market Attachment through Skills for Success Identification in IM&M+

Canadian Career Development Foundation (2022 – 2023)

- Collaborated with advisory committee to develop a *Skills for Success* assessment process for an innovative pre-employability program for multi-barriered clients – In Motion & In Momentum
- Created and piloted assessment materials (e.g., Skills Cards, Reflection Worksheet, *Skills for Success* Snapshot) within 3 cohorts of service delivery
- Conducted several focus groups with program facilitators and participants to extract feedback, lessons learned, and recommendations for improvements
- Compiled project updates and crafted Final Impact Report with recommendations for program integration for the *Skills for Success* framework and related assessment process

WRITING & PUBLICATIONS[1]

Borgen, R., Pickerell, D., Johnston, G., & Taylor, C. (2026). Ethics in Canadian career development: Reflecting on lessons learned. *Journal of the National Institute for Career Education and Counselling, 56*(1), 26-32. https://doi.org/10.20856/jnicec.5603

Taylor, C., Borgen, R., Carlson, D., Warkentin, M., & White, E. (2026). Rural realities: Bridging the diversity disconnect & supporting inclusion in challenging contexts. *Canadian Journal of Career Development, 25*(1), 65–83. https://doi.org/10.53379/cjcd.2026.3267

Taylor, C., & Borgen, R. (2025, March). Beyond 'one and done': Assessment as an ongoing process. *CareerWise*.

Borgen, R., & Taylor, C. (2025). Resilient leadership: Optimizing engagement across contexts. *APCDA 2025 Conference Proceedings, 2(*1), pp. 8-12. https://asiapacificcda.org/wp-content/uploads/2025/07/apcda_cp0002_03.pdf

Taylor, C., & Borgen, R. (2025). Embracing small-scale, rapid research design: Building an evidence base for the future. *APCDA 2025 Conference Proceedings, 2*(1), pp 4–7. https://asiapacificcda.org/wp-content/uploads/2025/07/apcda_cp0002_02.pdf

Taylor, C., & Borgen, R. (2024, December). Diversity disconnect: Employment realities in rural and remote areas. *CareerWise*.

King-Nyberg, B., Thomson, E. F., Morris-Reade, J., Borgen, R., & Taylor, C. (2023). The bot toolbox: An accidental case study on how to eliminate bots from your online survey. *Journal for Social Thought, 7*(1).

Borgen, R., & Taylor, C. (2022). Highly educated professionals. In R. Borgen (Ed.), *Career development for diverse clients: beyond the basics* (pp 99-106). Cognella.

Taylor, C., Hassany, S. F., & Borgen, R. (2022). Social activism in the context of Black Lives Matter. In R. Borgen (Ed.), *Career development for diverse clients: beyond the basics* (pp 99-106). Cognella.

Thomson, E. F., King-Nyberg, B., Morris-Reade, J., Taylor, C., & Borgen, R. (2021). A needs assessment of virtual career practitioners. *Canadian Journal of Career Development, 21*(1), 79 -92

Taylor, C., & Neault, R. (2020, February). Ethics in practice: A dynamic process in an era of career development professionalization. *Careering*.

Neault, R., & Taylor C. (2018). Supporting the career engagement of recent immigrants. *Asia Pacific Career Developments*.

Neault, R. A, Pickerell, D. P., & Saunders, C. M. (2012). Look before you leap: The role of self-employment coaching self-efficacy in facilitating client's success. *Canadian Journal of Career Development, 11* (1), 59-67.

Neault, R., & Saunders, C. (2012). A review of the Internet: A tool for career planning (3rd ed.). *Journal of Employment Counseling, 49*(1), 43-45.

Maydew, K., & Saunders, C. (2009). Best practices in e-service: Online communities of practice. *The Bulletin*.

Neault, R., Saunders, C., & Glendinning, F. (2008). Tools to support group facilitation. *The Bulletin*.

[1] Previous name Saunders

Borgen, R., & Taylor, C. (2025-2026). *CDP bootcamp* [Virtual workshop]. ASPECT BC & Life Strategies Ltd.

Taylor, C., Morris-Reade, J., & te Boekhorst, M. (2026, January). *Bridging the diversity disconnect in rural Canada: Stimulating workforce success*. Presented at CANNEXUS26 Hybrid Conference, Ottawa, ON.

Lin-Stephens, S., Borgen, R., Taylor, C., & Lau, P. L. (2025, December). *From practice to publication: Empowering CDPs to share what works*. Webinar for APCDA.

Borgen, R., & Taylor, C. (2025, September). *Core practices for career success: Coaching and group facilitation strategies*. A workshop for YWCA staff.

Taylor, C., & Borgen, R. (2025, May). *Embracing small-scale, rapid research design: Building an evidence-base for the future*. Presented at APCDA 2025 Hybrid Conference, Zhengzhou, China.

Borgen, R., & Taylor, C. (2025, April). *Beyond "test and tell:" A fresh approach to assessment in career development practice* [3-part webinar series]. CERIC.

Borgen, R., & Taylor, C. (2025, April; 2024, September). *Starting with you: Clarifying key characteristics and personalizing your development plan*. Workshop for postdoctoral fellows. University of British Columbia, Vancouver, BC, Canada.

Borgen, R., & Taylor, C. (2025, April; 2024, October). *Self-branding and compiling professional work search documents*. Workshop for postdoctoral fellows. University of British Columbia, Vancouver, BC, Canada.

Borgen, R., & Taylor, C. (2025, November). *Micro research: Maximizing impact and relevance*. Presented at ASPECT 2025, Vancouver, BC, Canada.

Borgen, R., Bailey, P., Taylor, C., & te Boekhorst, M., (2025, January). *Diversity disconnect: Employment realities in rural communities*. Presented at CANNEXUS25 Hybrid Conference, Ottawa, ON.

Taylor, C., Bailey, P., & te Boekhorst, M., (2024, November). *Diversity disconnect: Employment realities in rural communities*. Presented at ASPECT 2024 Conference, Victoria, BC.

Pickerell, D., Borgen, R., & Taylor, C. (2024, April). *Building a new era: Launching Canada's Career Development Professional Centre*. Presented virtually at APCDA 2024 Conference.

Carlson, D., & Taylor, C. (2023, November). *Relational effectiveness: The client as your compass*. Presented at ASPECT 2023 Conference, Richmond, BC.

Taylor, C., Carlson, D., Laale, A., McCarthy, R., & Quressette, S. (2023, November). *Career Development Professional Centre training: A fireside chat*. Presented at ASPECT 2023 Conference, Richmond, BC.

Edmonds, Z., Vissers, M., & Taylor, C. (2022, November). *Self-employment and entrepreneurship: Not a last resort*. Presented at ASPECT 2022 Conference, Victoria, BC.

Borgen, R., & Taylor, C. (2022, July). *Resume review (part 1 & 2)*. Webinar for SUCCESS - Active Engagement and Integration Project.

Borgen, R., Pickerell, D., Sumner, J., & Taylor, C. (2022, May). *Beyond the basics: Supporting the career transitions of diverse clients*. Presented virtually at CDAA 2022 Conference.

Borgen, R., Pickerell, D., Luke, J., & Taylor, C. (2022, April). *Beyond the basics: Supporting the career transitions of diverse clients*. Presented virtually at APCDA 2022 Conference.

Borgen, R., Lagasse, G., Maher, T., Hassany, F., & Taylor, C. (2021, November). *Beyond the basics: Career Development for diverse clients – panel discussion*. Presented virtually at ASPECT 2021 Conference.

Borgen, R., Lagasse, G., Montoya, I., Sumner, J., & Taylor, C. (2021, November). *Career development for diverse clients (panel)*. Presented virtually at SKCDA 2021 Conference.

Brogen, R., Taylor, C., & Hassany, F. (2021, May). *Building cultural competency: Resources for supporting diverse clients on uncharted paths*. Presented virtually at APCDA 2021 Conference.

Taylor, C. (2019, May). *The guilt stops here! Supporting the career/life choices of parents/caregivers*. Presented at BCCDA 2019 Conference, Vancouver, BC, Canada.

Neault, R., & Taylor, C. (2019, April). *The guilt stops here! Supporting the career/life choices of parents/caregivers*. Presented at CDAA 2019 Conference, Edmonton, AB, Canada.

Taylor, C., & Neault, R. (2017, May). *A refreshing look at Personality Dimensions*. Presented at CDAA 2017 Conference, Edmonton, AB, Canada.