Mark Franklin, M.Ed., P.Eng., CMF
practice leader, CareerCycles
producer & host, Career Buzz
www.careercycles.com

1. Understand the benefits of a method of practice
2. Learn about our narrative method of practice
3. Share our story of evolution from practice to narrative method of practice
4. Explore five steps toward a method of practice, and engage in meaningful conversation about it
5. Leave today inspired with new ideas for you or your team, to enrich your practice
CareerCycles

MISSION
To be at the leading edge of the evolution of “career” - helping people fully express who they are and how they want to be in the world

VISION
Enriching the career well-being of humanity
Most people know what they don’t want and spend too much time thinking about that. What do you want? What’s important to you?

Where your deepest wishes meet your daily reality.

Whatever the duration—six months, six years, sixteen years?—stability gives you the basis for making a difference by doing things you’re proud of.

The full expression of who you are...
and how you want to be in the world...

And, it keeps on expanding...
...as it naturally goes through cycles of stability & change.

Your desires, strengths, preferences, assets, and life roles

If you’ve ever thought your career is contracting, think again. There are no mistakes: only expanding clarity about what you really want emerging from what you now know you don’t want.

It’s perfectly natural that who you are in the world changes. Think cycles, circles and spirals, rather than a study-work-retire straight line.

Your “career” is...

Think life, not job! “Full expression” goes beyond work to include volunteer, activities, interests, parenting, eldercare...all you do.

Our track record

Trusted career management social enterprise with key clients and strategic relationships
CareerCycles – 10 aspects of our Career Management Social Enterprise

1. **Individual clients:** 3500+
2. **Helping professionals clients:** 120, including 15 HNCPs
3. **Organizational clients:** including 8 postsecondary
4. CareerCycles Associates: 6 members of amazing team
5. Method of Practice, expanding pool of IP, article in *Journal of Employment Counseling*
6. Training program: Holistic Narrative Career Professional (HNCP)
7. *Who You Are MATTERS*® conversation & discovery experience
8. Strategic relationships, EAP, prof’l & alumni associations
9. Communications: E-list 2000+, SPARK news, contactpoint & CCPA blog, Career Buzz radio show, LinkedIn group, Facebook fan pages, Twitter, radio ads
10. Riverflow professional office w/ client service manager

**Method of Practice?**

*Area:* S3 Career Counselling

*Function:* S3.2 Demonstrate Method of Practice in Interactions with Clients

*Competency:* S3.2.1 Develop a method of practice that is grounded in established or recognized ideas

*Guideline:* Synthesize theories and models to establish a personally-held model or theory...

http://www.career-dev-guidelines.org
What's great is that the method provides a framework, though if it were 'cookie cutter' I'd be bored.

Instead, I bring all my clinical skills and professional judgment to apply the right interventions at the right time for each client. It's effective, fast, easy to use and clients love it.

-Jayne Greene-Black, M.Ed., CareerCycles Associate

Benefit 1: Attract More Clients, and Retain Them

- Describe process, inspiring language
- Roadmap
- Use consistent language
- Design entry points
- Package (and price) services
- Makes it easier to refer
Benefit 2: Deliver Consistent, Consistently Good Service

• Individually, and within team!
• Use clearly thought-out interventions and handouts, bridging theory to practice
• Speak with consistent language
• Reduce re-invention
• Build confidence in skills
• Case conference

“Have you ever felt like a career tool took over? This method of practice isn’t that. These life-changing, inspirational tools have allowed me to work at my client’s pace and in the direction we both want to go.”
Leigh Anne Saxe, M.A.
happiness coach at livinginthemoment.ca and CareerCycles Associate
Benefit 3: Training and mentoring/supervising is better & easier

- Train new team members or Associates
- Get up-to-speed faster
- Mentor, coach, supervise more effectively
- Expand enterprise

Benefit 4: Improve Programming

- Deepen practice
- Broaden practice
- Organize and focus your natural inclination to improve
- Make your team meetings more effective
Benefit 5: Evaluate Services

- Receive qualitative feedback, verbally & by survey
- Conduct quantitative evaluation
- Link to continuous improvement
- Share/Publish results

We corral elements from client’s stories to get what matters from what happened, using leading edge processes & life changing tools.
We ask clients to timeline their stories

Tap each story to gather and organize...
desires, strengths, personal qualities,
assets, influences, possibilities
Refine and crystallize into a concise, client-generated and empowering Career Statement.

Crystallization of narrative interventions

“Finally, my truth!”

Acts as compass for Intentional Exploration.
When you’re empowered, the gap doesn’t seem so scary anymore
What does *Watch for Clues* mean?

**Internal clues**
- …are within you, e.g. “I want to grow and advance in my career”
- …are intuitions and ideas about what you want and what to do

**External clues**
- Ontario Green Energy Act, “50,000 jobs”
- Relevant labour market information

Your clues?
What does *Take* mean?

**What this is:**
- Using *Career Statement* like a compass
- Taking any action that you feel **pulled** to do
- Makes you feel great and inspired while doing it

**What this isn’t:**
- Being pushed or motivated through fear to take action
- Hard; Doing things for the sake of doing them
- Doing things you feel uneasy about

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What does *Welcome Opportunities* mean?

- Recognize, create and act on meaningful opportunities
- Be open and ready to see more of what you have been wanting
- Opportunities may present in many ways and forms…sometimes unexpectedly
“My intentional exploration is easy and effortless. I’m beyond convinced something great will come.”

“Little things started to happen… ‘Oh, that kind of makes sense.’ This opportunity floored me.”

Holistic model draws on, grounded in...

- Narrative approach
- Cognitive methods
- Positive Psychology
- Strengths-based
- Happenstance approach
- Chaos theory of careers
- Law of Attraction processes
- Constructivist ideas
- Adlerian Psychology
- Canadian Standards & Guidelines
Our Unique Approach
Career wellbeing through our proven & published methodology

a 10+ year story!
Career Sketch

Tool to gather & organize what matters from what happened

www.untechoparamipais.org
Benefit from the strengths, gifts and experience of our amazing team

Careercycles continues to push the boundaries of innovation in the career field as our people come from many different backgrounds and are united by a set of shared values, a consistent and inspiring method and an enthusiasm and commitment to service excellence.

You benefit from a talented group of knowledgeable and caring career professionals who meet high standards of ethical conduct and strive to achieve the highest professional industry standards. Each Associate holds a relevant Masters degree or holds a leadership position within the career field. We develop trusting, enduring working relationships with our clients, both as individuals and as teams.

At Careercycles we are committed to keeping our team informed about our distinctive holistic approach to Career Management, accessing the latest tools, resources and training to proactively optimize the life changes our clients face.

Find out more about our Associate Career Professionals

Mark Franklin, MEd, PEng, CMF, practice leader & president
Jayne Greene-Black, MA, Associate
Leigh Anne Save, MA, Associate
Alisha Sala, MEd, Associate
Jill Kirson, EdS, MA, Associate
Jim Moore, president ACP, International Toronto, Associate
Pat Prisci, MEd, Associate
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10+ year story!
Five steps to connect the dots toward a Method of Practice

1. **UNDERSTAND M.O.P. competencies** What are they?
2. **REFLECT on our practices** What do we do?
3. **Construct MODEL** How to synthesize?
4. **WRITE** How to describe it?
5. **USE and SHARE** How to implement and share?

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S3.2.1 develop a method of practice that is grounded in established or recognized ideas
- Why it’s important…
  - Guidelines & performance criteria…
- Synthesize theories and models to establish a personally-held model or theory (this may be a single model, a combination of models, or a personally-evolved model)
  - Describe the personally-held model or theory…
  - Orient client to the therapeutic process…
  - Integrate the interdependence of life planning, work and society into his/her method of practice, considering…
  - …
S3.2.4 develop and implement a therapeutic process for achieving clients’ goals that is consistent with own method of practice

- Why it’s important…
- Guidelines & performance criteria…
  a) Determine initial goals…
  b) Determine process…
  c) Determine indicators of success…
  d) Select resources and practices…
  e) Tailor process to clients…

REFLECT on your practice
What do you do? What we did…

- Noticed patterns of recurrent practice, effectiveness of narrative questioning
- Frequently redrawing illustrations, models
- What worked. What didn’t work. Self & team
- Developed, fine-tuned, reused handouts
- Job search ‘action plans’ not working
- Learning, reading, meeting, talking, going to conferences…
Construct Model
How to synthesize? How we did it...

A Draft Framework for Evaluation
A tool for organizing relevant evaluation information

[Diagram showing inputs, processes, and outcomes]

Source: Draft Framework for Evaluating the Effectiveness of Career Development Interventions (January 2006). Canadian Research Working Group for Evidence-Based Practice in Career Development

BECOMING EMPOWERED IN YOUR CAREER & LIFE CHOICES

WHO YOU ARE MATTERS!

YOUR STORY

EARLY YEARS    EDUCATION    WORK, VOLUNTEER, TRAVEL, FRIENDS, FAMILY, LIFE    RECENT PAST

YOUR QUESTION
WHAT NOW? HOW DO I GET THERE?

YOUR CHOICE
IN CONFIDENT & EXCITED

YOUR FUTURE

STABILITY

CAREER & LIFE CLARIFICATION

YOUR

YOUR BACKBONE, STRENGTHS, PERSONAL, QUALITIES, ASSETS

OTHER PEOPLE

YOUR VISION & FEELINGS, BALANCE

POSSIBILITIES
YOU ARE CURIOUS ABOUT

INTENTIONAL EXPLORATION

WELCOME OPPORTUNITIES!

TAKE INSPIRED ACTION

MATCH FOR CLUES

PRIORITIZE POSSIBILITIES

GENERATE POSSIBILITIES

CAREER STATEMENT

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WRITE interventions

How to describe? What we did...

• Two major processes
• 40+ specific interventions, each with:
  1. When to use
  2. Expected outcome
  3. Career Professional actions
  4. Resources
• Client handouts, between-session tasks

USE and SHARE

How to implement and share? What we did...

• Who’s it for?
  – At first, shared among small team. Early training of Associates
• How to share?
  – Training program created need to fine tune
  – 4 postsecondary teams; 6 in-house; 1 sponsored
  – Two-part training: basic & advanced; DVD demos
  – Attracting helping professionals
• How to keep it current and evolving?
  – Users drive evolution; quarterly meetings
  – “Expanding repertoire” of 40+ interventions
Engage in conversation

In groups:

• Looking back… what’s one activity or intervention you’ve used repeatedly, that you could write up as an intervention?

• Looking forward… what’s one idea or action you want to carry forward from today’s conversation?

Sparked by what you heard today?

1. **Visit us in Exhibitor Hall!** Learn more about training and related working tools including *Who You Are MATTERS!*


3. Tune in to **Career Buzz**, Wednesdays 11am-noon [ciut.fm](http://ciut.fm) or 89.5 FM in GTA

4. **SPARK** news 2x month

5. Please return [feedback form](http://careercycles.com)

THANK YOU!
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