Reach more clients!
web-enabling an evidence-based narrative method of practice

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CareerCycles: Trusted career management social enterprise with key clients & strategic relationships

Intentsions

• Share stories, career questions and our clues
• “Blended-Delivery” – What does it mean?
• The Story So Far: Web-enabling a narrative method of practice
• Show & Tell
• Engage in discussion & leave feeling inspired!

Stories of…

The Questions they’re asking…

• that distinctly led to Clues for us to develop online narrative “storytelling” tools

Meet Li: Career Client

What’ll I do when I graduate? How do I connect my education and my future career? What about my parents?

• Clue: anxiety triggers first meeting; will he come back?

Meet Tara: Career Client

What do I really want to be doing with my life right now? Layoff as ‘blessing in disguise’?

• Clue: client is truly engaged in telling her story, from which it’s easy to elicit strengths & desires, generate possibilities

Zikic, Klehe, 2005
Meet Ramzi: Career Pro

What tools or methods can re-energize my practice? Do they work? Can I learn them easily?

- **Clue:** Narrative, storytelling, life design is trending. Many wonder, how to do it? Worry it’ll be too time consuming.

Meet Erika: Director

How can we reach more clients? With which evidence-based best practices? How can we deliver service more efficiently and affordably?

- **Clue:** We have evidence-based practice. We have trainees. How to scale up?

Theory-to-practice clues...

*Life Design: A Paradigm for Career Intervention in the 21st Century*
Mark L. Savickas

- The paradigm for life design interventions constructs career through small stories,
- reconstructs the stories into a life portrait,
- and co-constructs intentions that advance the career story into a new episode.

Savickas, 2012

Theory-to-practice clues...

*narrative-based career counseling perspectives in times of change: an analysis of strengths and limitations*
Michael J. Stebleton

- STRENGTHS: ...more empowering for the client because narrative perspectives tend to assume a collaborative, co-creative process.
- LIMITATION: Time-consuming, demanding

Stebleton, 2010

Theory-to-practice clues...

*Analysis of an Online Career Narrative Intervention: “What’s My Story?”*
Lisa E. Severy

- Participants using the [narrative-based career] intervention exhibited less career indecision and more career certainty.

Severy, 2008

What can technology do for us? What can’t it do?
What’s out there for us?

- online (career) counselling
- e-guidance
- learning management systems (LMS)
- online career tests and assessments
- articles, blogs, advice, videos
- interactive tools
- others?

How much to rely on technology?

1. What technology have you used?
2. What did you like / not like?
3. What would you like?

What can technology do for us?

1. deliver information
   - Articles, pix, video, audio, ?…

2. provide a channel for communication
   - 1:1, Email, chat, Skype…; 1:many, blogs
   - Many-to-many, learning communities

3. provide an automated interaction
   - Simulation / role play, games, reflective tools

Technology for automated interaction…

“self-managed, self-directed resources that facilitate enhanced self-awareness,
“promote user-control and self-reliance,
“can automate routine aspects of the guidance process, allowing professionals to focus on offering higher level support to clients.”

Source: Careering through the Web, Hooley, Hutchinson, Watts
“It was nice to know the online info was there. I didn’t use it. The most useful and valuable part of the service was interacting with the career consultant.”

career transition client

So, what are we talking about when we talk about ‘blended delivery’?

Which human *touchpoints* are most relevant for successful blended delivery?

Web-enabling a narrative method of practice

THE STORY SO FAR
Client questions emerging from THEIR situations….

- Am I in the right career? What would make me happy?
- What can I do to re-invent myself with a career that is fun and does not "feel" like work?
- How do I create my future taking into account my whole life?
- I am all over the map and interested in a variety of things; how do I figure out what to do as my first career following graduation?

Career reality

V = Volatility  
U = Uncertainty  
C = Complexity  
A = Ambiguity

We evolved a narrative method to answer their questions…

- 3500+ clients  
- Hundreds of testimonials  
- 200+ Career Professionals trained  
- EVIDENCE-based method of practice  
  - Hope, optimism, confidence, resilience, personal growth, curiosity & exploration  
  - Correlated with career clarity, job-person fit

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

BECOMING EMPOWERED IN YOUR CAREER & LIFE CHOICES

YOUR STORY  
YOUR QUESTION  
YOUR CHOICE  
YOUR FUTURE

INTENTIONAL EXPLORATION

BEFORE ACTION

TIMELINE JS

Beautifully crafted timelines that are easy and intuitive to use.

timeline.knightlab.com
Charlotte’s Career Statement

Here’s what I want... (Desires)
I am working with people and loving it; I’m having a reasonable workload, and job advancement...

Here’s what I want to do or use... (Strengths)
I want to teach, coach, mentor and manage. I want to use interpersonal and verbal communication. I want to develop relationships, conflict resolution...

Here’s the kind of person I am... (Personal Qualities):
I am a person with a tremendous sense of responsibility. I’m reliable though a bleeding heart. I’m a reader, introspective and either really on or off.

Here’s what I bring with me (Assets):
- 6+ years experience in advertising
- Wedding planning experience
- Carleton university courses
- Director, student advocacy at college
- Cosmetician – loved it
- Diploma in Advertising

Here are other people’s influences
I’m mindful of how my role as a parent of a young child continues to influence my career and life choices.

These are the possibilities I’m most curious about exploring now:
- mom website – self employment
- post secondary student services
- fundraising, event coordinator
- ad agency with a focus on non-profit

CareerCycles Framework

<table>
<thead>
<tr>
<th>Framework Elements</th>
<th>For Students/ Clients</th>
<th>For Career Professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.Modal</td>
<td>Acts as roadmap</td>
<td>Guides practice and communication</td>
</tr>
<tr>
<td>2.Tools, online &amp; handouts</td>
<td>Between-session tasks, e.g. Your Story, Getting Feedback</td>
<td>20+ handouts, consistency</td>
</tr>
<tr>
<td>3.Method of practice</td>
<td>Trust there’s a ‘method in your madness’</td>
<td>40+ written interventions</td>
</tr>
<tr>
<td>4.Learning program</td>
<td>Feel reassured</td>
<td>Initial learning, Ongoing playbook</td>
</tr>
<tr>
<td>5. Career definition</td>
<td>Enlarge scope, from job to life. Use when needed</td>
<td>Common understanding</td>
</tr>
</tbody>
</table>
Holistic method draws on, grounded in:

- Narrative approach (M White, L Cochran, M Savickas, P Brott...)
- Positive Psychology (S Lyubomirsky, B Fredrickson...)
- Cognitive methods (A Beck...)
- Happenstance approach (Mitchell, Levin, Krumboltz...)
- Constructivist perspective (V Peavey...)
- Chaos theory & careers (D Bloch, J Bright...)
- Law of Attraction processes (E Hicks, L Grabh...)
- Adlerian Psychology (A Adler...)
- Client Centered Therapy (C Rogers...)
- Canadian Standards & Guidelines

What we did – Part 1

-Scoped out project
-Got inspired to (finally) launch project!
-Connected with talented software developer
-Sought funding
-Start with core intervention, “Your Story”
-Tested questions on human subjects
-Became MaRS client

Intent to use Lean Startup

Lean Startup Method emphasizes ‘validated learning’

What we did – Part 2

- Rapid prototype (Google Drive) and tested/measured results with ~20 users
- Learned, validated, refined
- Engaged first advisory board member
- Built MVP
- Tested/measured with clients, career pros
- What does it look like?
What did you like about this story?
What skills or knowledge did you use/build?
Meeting interesting people!
Cross cultural communication

Four Entry Points
1. Individual sessions
2. Who You Are MATTERS! game
3. F2F or Online Workshops
4. On their own. Click here for human help!

Next steps
• Trials and pilots ‘in the works’ e.g. SFU
• Developing next iteration for streamlined user experience
• Tools: Exploration Plan, Getting Feedback
• Integrated evaluation
• Forming advisory board
• Exploring funding and investors
• Conducting parallel activities: pricing, legal, go-to-market strategy

• OUR VISION: Enriching the career wellbeing of humanity
• Someone will become the recognized brand for career management – we want to be part of it!

Sparked by what you heard today?
1. Seeking more trial sites!
3. Who You Are MATTERS!® certification/facilitation
4. Tune in to Career Buzz, ciut.fm or 89.5 FM in Toronto. Wednesdays 11am-noon Eastern. Podcast!
5. Watch for Clues news 2x month
6. Please return feedback form

THANK YOU!
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