



2016 Commit to Excellence

Hosted by the Career Development Association of Alberta (CDAA)

April 26 & 27, 2016
Coast Plaza Hotel & Conference Centre, Calgary, Alberta

Program

WELCOME

The Career Development Association of Alberta (CDAA) is pleased to host the third annual Alberta Career Development Conference (ACDC) at the Coast Plaza Hotel & Conference Centre, Calgary, Alberta on April 26 & 27, 2016.

This year's conference offers:

- One national and one local keynote presenter, both recognized and respected experts in their fields, who will be sharing strategies for committing to excellence both personally and professionally
- Increased capacity of up to 300 delegates, presenters, and exhibitors
- 42 concurrent sessions focused on current and relevant information about innovative career development practices, workplace health and wellness, career development trends, service and resource advancements, labour market trends and issues, and human resources trends and considerations
- 20 exhibitor booths with opportunities to connect over both days of the conference during registration, coffee breaks, and lunch breaks
- Day one and two recap sessions with door prize draws
- Conference hours from 8:00am – 4:45pm on both days of the conference
- CDAA AGM and awards ceremony

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ACDC PROGRAM

In order to ensure that presenters are scheduled into rooms that will accommodate interested delegates we request that you select your sessions in advance of the conference. You will not be able to complete your registration until you have selected your session preferences.

Day One Schedule – Tuesday, April 26, 2016

8:00am – 9:00am	Registration and Refreshments	Plaza 2-4
9:00am – 9:30am	Welcome / Opening Remarks	Plaza 2-4
9:30am – 10:30am	Keynote Presentation – Michelle Cederberg	Plaza 2-4
10:30am – 11:00am	Exhibitor Fair / Refreshment Break	Plaza 1
11:00am – 12:00noon	Concurrent Sessions – BLOCK 1	
<p><input checked="" type="checkbox"/> Rationalizing the Irrational in Career Decision-Making ~ Dr Dave Redekopp</p> <p><input checked="" type="checkbox"/> 10 Ways to Connect with Your Clients ~ Rob Bartel, Kathy Clarke</p> <p><input checked="" type="checkbox"/> Courageous Leadership ~ Jenn Lofgren</p> <p><input checked="" type="checkbox"/> Psychologically Healthy Workplaces: A Look at the National Standard and What You Can Do ~ Meghan Reid, Dr Colleen Lucas</p> <p><input checked="" type="checkbox"/> Preparing Students for Career Success ~ Thomas O'Neill</p> <p><input checked="" type="checkbox"/> Engaging Post-secondary Students in Career Services: Using Social Media to "Four C Your Future" ~ Dr Mark Slomp, Allison Roest, Janelle Marietta</p> <p><input checked="" type="checkbox"/> Career Coaching at the High School Level ~ Jo-Ellen Lyslo, Monica Edwards, Inka Hart</p> <p>*Please see below for session descriptions and presenter biographies</p>		
12:00noon – 1:00pm	Lunch / Exhibitor Fair	Plaza 1 / Plaza 2-4
1:00pm – 1:15pm	Travel Break	

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1:15pm – 2:15pm	Concurrent Sessions – BLOCK 2	
<p><input checked="" type="checkbox"/> Coach Approach ~ Thomas Labelle</p> <p><input checked="" type="checkbox"/> Manage Your Manager's Performance Management ~ Eric Pye</p> <p><input checked="" type="checkbox"/> Career Counselling Past Fear ~ Nayelli Perez</p> <p><input checked="" type="checkbox"/> Go Beyond Passion: A Non-Traditional Approach to Career Identification ~ Christopher Lawrence</p> <p><input checked="" type="checkbox"/> Work Wild: Careers in Alberta's Forest Sector ~ Ann Normand</p> <p><input checked="" type="checkbox"/> The Engaged Classroom: Teaching and Facilitating Work Search Skills ~ April Lynch (McNeil)</p> <p><input checked="" type="checkbox"/> Solving the Career Conundrum: Helping clients who are stuck in their job search ~ Heather Wieslow</p> <p>*Please see below for session descriptions and presenter biographies</p>		
2:15pm – 2:45pm	Exhibitor Fair / Refreshment Break	Plaza 1
2:45pm – 4:15pm	Concurrent Sessions – BLOCK 3	
<p><input checked="" type="checkbox"/> Work Search & Social Media: "The Missing Link" ~ Samantha Schellenberg</p> <p><input checked="" type="checkbox"/> Igniting a SPARC ~ Judy Stolk-Ingram, Gail Flitton, Erin MacDonald</p> <p><input checked="" type="checkbox"/> Service Canada Programs and Services ~ Sharlene Brown, Lisa Despas</p> <p><input checked="" type="checkbox"/> Dying to Live: Health and Wellness Practices for the Workplace Professional ~ Dr Ken Keis</p> <p><input checked="" type="checkbox"/> Motivation: What's the Inside Story - Re-shaping, Re-positioning & Re-building the Human Treasury ~ Patricia Dick / Connie Cook</p> <p><input checked="" type="checkbox"/> Expand Your Toolkit with Retirement Dimensions™ ~ Nell Smith, Marilyn Berezowsky</p> <p><input checked="" type="checkbox"/> The Power Within, Developing Resiliency ~ Rosemarie Nardella</p> <p>*Please see below for session descriptions and presenter biographies</p>		

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4:15pm – 4:45pm	Day 1 Recap / Door Prize Draw	Plaza 2-4
5:00pm – 7:00pm	CDAA AGM and Awards Reception	Plaza 2-4

9:30am – 10:30am

Keynote Presentation: Michelle Cederberg

Energized for Excellence with Health and Productivity Expert Michelle Cederberg, MKin, BA Psyc (April 26, 2016)

In today's fast-paced and competitive world it's important to stand out and make an impact for yourself and those you serve...*and* stay healthy and motivated along the way. It's clear then that abundant energy is at the core of excellence in work and in life. Without it your enthusiasm and output will be poor, and with more of it your passion and productivity will soar!

Health and Productivity Expert Michelle Cederberg has literally written the book on living an energetic and abundant life. Over the past 20 years she has built her career as a speaker, life coach and author educating others about health, happiness, life balance and success.

She believes that when you're *Energized for Excellence* you show up as a leader and strive for success in all you do. You take on new challenges, and better manage stress. You feel great about yourself and your capabilities. *What's possible from there?*

Highlighting information from her eye-opening book *Energy Now! Small Steps to an Energetic Life* this session will help you:

- Commit to **physical health** as a foundation for personal and professional growth, and learn why it's the key to excellence.*
- Learn why **emotional wellness** indicators like happiness, fulfillment, and social connectedness are essential to success, and harness each to invigorate your personal and professional profile.*
- Discover ways to focus your **mental energy**, alertness and day-to-day prioritization to be a stand-out in all you do.*
- Understand the importance of values-based living as you drive the road to excellence.*

Full of hilarious stories, anecdotes and innovative strategies, this keynote will educate, inspire and get you energized for excellence.

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Health and Productivity Expert Michelle Cederberg galvanizes people to blaze their own path and live a bigger life. An in-demand speaker, author, health expert and life coach, she empowers clients to break down the physical and emotional barriers that get in the way of growth - in business and in life.

She holds a Masters in Kinesiology, a BA in Psychology, a specialization in Health and Exercise Psychology, is a Certified Exercise Physiologist (CEP) and Certified Professional Co-Active Life Coach (CPCC). She truly combines mind, body, and practicality to inspire change!

A natural storyteller, Michelle transports delighted audiences on a journey of truth and laughter that will empower them to optimize energy and health, find better work-life balance and gain momentum toward the personal legacy they long to create. Michelle is the author of three books. Her latest literary spark plug, *Energy Now! Small Steps to an Energetic Life* shares her philosophy in an eye-opening and practical way, with methods that make a difference.

11:00am – 12:00noon

Concurrent Sessions – Block 1

Rationalizing the Irrational in Career Decision-Making ~ Dr Dave Redekopp

Dave is as thrilled about career development as he was over 25 years ago when he entered the field. There's still so much to do and learn in terms of research, products, services, concepts, and practitioner training, all of which keeps him very busy. Dave's job is running the Life-Role Development Group, a group of some of the best practitioners, trainers, product developers, and researchers one could ever meet.

Dave will speak about irrational decision-making, highlighted recently by the work of behavioural economists, and its relationship to career decisions, career interventions, and career development policy. We all help students and clients plan the ""right" things to do, and we all watch them (and ourselves!) go and do something different! Find out how we might learn to adjust our conversations, services, and policies to help bridge the gap between human intention and human action.

Learning objectives include:

- Identify common cognitive illusions or cognitive biases that effect their and their clients'/students' decisions.
- Identify areas in their practice in which cognitive biases may make a substantial difference to client/student behaviour.
- Consider changes to their practice to minimize and/or account for irrational decisions.

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10 Ways to Connect with Your Clients ~ Rob Bartel, Kathy Clarke

Rob Bartel is the Manager of Information and Engagement Strategies with the Workplace and Career Planning Unit in the Ministry of Jobs, Skills, Training and Labour. He has over 25 years of experience developing engaging and award-winning interactive experiences on the web, through video games, in print, and on stage. He's built his career in the public, private, and non-profit sectors as both an intra- and entrepreneur.

Kathy Clarke is a member of the Workplace and Career Planning Unit at Jobs, Skills, Training and Labour. She has over 30 years experience in marketing, communications, and web development. Prior to moving to Alberta Kathy worked for Horizon Health Network in New Brunswick. She has also held positions with provincial Department of Tourism and Milk Maritime Inc. She now focuses on the development of tools and resources to help Albertans with their career planning.

As career development professionals, we're all looking for ways to establish better connections with our clients and provide them with advice, information, and resources that are truly relevant to their needs and circumstances. Join the ALIS team and discover how our information and resources can help you connect with your clients.

Learning objectives include:

- Learn about Alberta-specific career planning resources.
- Learn how to make the most of the free career planning tools and information provided by the Government of Alberta.
- Discover a range of information and resources available for: career planning, occupational information, education planning, work search, success in the workplace, and more.

Courageous Leadership ~ Jenn Lofgren

Jenn Lofgren is a leadership and executive coach passionate about developing inspirational leaders worth following. She inspires clients to own their potential and take action to fulfill their unique leadership purpose. She is often described as a 'thinking partner' and empowers others' possibilities and potential. She holds numerous credentials including Professional Certified Coach, Certified Human Resources Professional, and Certified Daring Way™ Facilitator. She maintains her own leadership serving on a many boards and as a mentor.

What does it mean to lead bravely and with courage? This session will walk you through exploring where you want to show up, be seen, and lead bravely through your role as a career development practitioner or anywhere else in life and leave you with deeper understanding and strategies in how to lead with greater confidence. Understanding what it takes to move our own leadership forward is critical to helping others do the same.

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Learning objectives include:

- Define courageous leadership.
- Experience what it feels like to lead from a place of courage.
- Learn strategies and tactics to bring greater courage to your leadership and career development practices.

Psychologically Healthy Workplaces: A Look at the National Standard and What You Can Do ~ Meghan Reid, Dr Colleen Lucas

Meghan is a Registered Provisional Psychologist specializing in both career and personal counselling as well as industrial/organizational psychology. She is based in Calgary, and works for Calgary Career Counselling as well as the Leadership Success Group.

Meghan holds a Master's degree in Counselling Psychology from McGill University. She is a registered member of the College of Alberta Psychologists and sits on the Psychologically Healthy Workplace Committee of Alberta.

Colleen is a Registered Provisional Psychologist specializing in career counselling and industrial/organizational psychology. She lives in Calgary, working as a consultant in the areas of career counselling, leadership assessment and development, and organizational development.

Colleen received her PhD in Industrial / Organizational Psychology from the University of Calgary. She currently co-chairs the Psychologically Healthy Workplace Committee, a sub-committee of the Psychologists Association of Alberta.

This presentation will increase participants' awareness and understanding of what it takes to create and sustain a psychologically healthy workplace. They will learn about the National Standard, a voluntary set of guidelines, tools and resources developed by the Mental Health Commission of Canada to foster employees' psychological health. In addition, participants will have an opportunity to discuss what they can do, within their organizations, to promote psychological health and safety in their workplaces.

Learning objectives include:

- Increase awareness of the National Standard for Psychological Health and Safety in the Workplace.
- Gain an understanding of what makes a workplace psychologically healthy and why having one is important.
- Learn actionable personal and organizational changes that can create a psychologically healthy workplace.

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Preparing Students for Career Success ~ Thomas O'Neill

Tom is a professor of Organizational Psychology at the University of Calgary. Tom is an expert in the areas of team dynamics, distributed teams, conflict management, personality, and assessment. His expertise is evidenced by a number of accomplishments and experiences. Tom is course instructor of both graduate-level statistics and graduate-level research methods in psychology, and he has published numerous articles in the academic literature on team dynamics, assessments, peer ratings, and intentions to change.

This presentation discusses a novel way in which educators can prepare students in post-secondary education for career success. This can be accomplished by implementing evidence-based, automated, and user-friendly technological software assessment and development tools. Through reliable, valid, and repeated assessment of their soft skills, students can increase self-awareness of their behaviour and capabilities, signal areas for improvement, become motivated to improve, and monitor their progress.

Learning objectives include:

- Equip post-secondary learning institutions and instructors with skill development assessment and development tools.
- Investigate the benefits of feedback on behaviour change in post-secondary education students.
- Communicate and disseminate the software tools and materials.

Engaging Post-secondary Students in Career Services: Using Social Media to "Four C Your Future" ~ Dr Mark Slomp, Allison Roest, Janelle Marietta

Dr. Mark W. Slomp is currently the Acting Director of Student Services and the Manager of Counselling and Career Services at the University of Lethbridge. The thread that runs through all his work roles is a deep interest in helping individuals craft lives of meaning and purpose wherein they are able to give the best of themselves in the service of others.

For over 13 years Allison Roest has had the privilege of helping students achieve their success in her role as a Counsellor in Counselling and Career Services at the University of Lethbridge. She is passionate about post-secondary education, inspiring daring careers, mindful living, and resiliency. Allison is recently certified in the Daring Way, Mindful Self Compassion, and EMDR. She has run workshops on topics like shame resiliency, mindfulness, career development, and strategies for academic success.

Janelle is currently the Project Assistant in the Career and Employment Services office at the University of Lethbridge, where her focus has been building effective tools and campaigns to engage students to explore career opportunities throughout academic journey. As a third year

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undergraduate student at the University of Lethbridge, she has had multiple opportunities to use social marketing to create social change.

University career centres struggle to engage students. To address this issue, the University of Lethbridge is experimenting with an approach to engaging students that leverages social media and targets critical career messages. This presentation will describe the '4C Your Future' blog we have created to raise the profile of our department and engage students. This presentation will also describe the philosophy, processes, and collaborations that contributed to the development of this new approach.

Learning objectives include:

- Provide an alternative approach to offering career resources and messages to post-secondary students.
- Describe four powerful career messages for career building.
- Offer resources for other career development professionals.
- Create the opportunity to have a conversation about how to meet the needs of post-secondary students in the current milieu.

Career Coaching at the High School Level ~ Jo-Ellen Lyslo, Monica Edwards, Inka Hart

Jo-Ellen has over 30 years of experience in education. She has held various positions including teacher, principal, and counsellor. She has a Bachelor of Education from Mount St. Vincent University in Halifax, a Masters in Leadership from the University of Portland, Oregon, and a Masters in Counselling from the University of Alberta. She currently works as a Career Coach with High Prairie School Division.

Monica has over 10 years of experience in the field of career development, focusing primarily on youth. She has a diploma in Business Administration from NAIT, and is in her final year of a Bachelor of Management degree from Athabasca University. Monica lives in Slave Lake, Alberta, with her husband and two young children where she works as a Career Coach with High Prairie School Division.

Inka Hart has a background in working with youth and adult learners in the field of career advising and education. She has completed the Career and Academic Advising Certificate from the University of Calgary, a Bachelor of Arts from the University of Victoria, and is enrolled in a Masters in Counselling degree. She currently lives in Calgary, Alberta, with her husband and four dogs.

This session will focus on the Career Development program that High Prairie School Division created three years ago, and the successes and challenges that we have seen. Our program focuses primarily on high school planning and transition planning, by using tools such as My Blueprint and Dual Credit. Our Career Coaches aim to have a transition plan in place for each of

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our high school students, which may include school programming, post-secondary and career planning.

Learning objectives include:

- Be able to recognize the benefits of engaging high school students in the development and implementation of their transition plans. Transition plans may include school programming, post-secondary and career planning.
- Demonstrate tools used in creating high school and transition plans.
- Identify and describe the successes and challenges that High Prairie School Division has encountered throughout the implementation of a dual credit program.

1:15pm – 2:15pm

Concurrent Sessions – Block 2

The Coach Approach ~ Thomas Labelle

Thomas Labelle holds a Graduate Certificate in Executive Coaching (CEC) from Royal Roads University in Victoria. He is also a Certified Career Development Professional (CCDP) and has obtained a Bachelor's Degree in Human Service Administration. Thomas is an active member of the Career Development Association of Alberta (CDAA), and a member of the International Coaching Federation (ICF). Currently he is the Coordinator of Career & Employment Development at Mount Royal University.

The “coach approach” will empower clients in a supportive environment to learn and discover their unique gifts and abilities, and discover the depth and diversity the world of work offers. Coaching principles and philosophies can help Career Development Professionals engage even more effectively with their clients, students, educators, parents, mentors, institutions, and the community at large.

Learning objectives include:

- Foundations and principles of coaching.
- A chance to collaborate and share our skills, knowledge, and coaching techniques with each other.
- The value of the "coaching conversation" in career development.

Manage Your Manager's Performance Management ~ Eric Pye

Eric is a Career Advisor with CPA Alberta. His background as a teacher, trainer, recruiter, manager, and (for a brief time) job seeker prepared him well for his current role helping accountants plan careers and market themselves into fulfilling employment. In his spare time, he volunteers for several Calgary organizations as a job search workshop facilitator. A self-

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professed geek, he also loves gadgets and spends far too much time on the web and social media.

For many employees, performance reviews are an exercise in tedium and anxiety: uncertainty, surprise feedback, tortuous goal-setting, and a lack of follow-up. It doesn't have to be that way; this seminar examines how you can take control, manage your manager, and use your review to develop yourself and advance your career.

Done right, the performance review can be a great development tool. As a proactive employee, you can take the lead in ensuring it is.

Learning objectives include:

- Prepare yourself and your manager properly for your performance review.
- Focus the review meeting and proactively develop a post-review plan.
- Ensure effective and regular follow-up from your manager.
- Coach your career development clients on all the above.

Career Counselling Past Fear ~ Nayelli Perez

Nayelli Perez works as an Assistant Director at William Paterson University in New Jersey, where she provides career coaching for undergraduate and graduate students. Nayelli is a proud member of the Career Development Association of Alberta (CDAA) and Certified Career Development Practitioner (CCDP). Her favorite aspect of career counseling is the utilization of assessments to assist students with discovering their distinct qualities and potential roadblocks that could play a role in their career development.

The client who hesitates to ask for an informational interview, or can't get words on a resume/cover letter. Could fear be the culprit? Learn how to utilize "fear assessments" to help clients uncover the fears that could be blocking them from career success. Let's explore what types of fears we have, how they play a role in career development, and see how the impact of fear can be incorporated in our career counselling practices.

Learning objectives include:

- After this presentation, participants will be able to assess how they could incorporate the recognition of fear into their career counseling with clients.
- After this presentation, participants will be able to utilize a fear assessment to determine which fear(s) are impacting the career development of their clients.
- After this presentation, participants will be able to identify how their clients' particular fears are displayed in their career development shortcomings.

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Go Beyond Passion: A Non-Traditional Approach to Career Identification ~ Christopher Lawrence

Christopher Lawrence; CCP, CMCP spent 10+ years working in the corporate world with a plethora of industries and companies including Golder Associates, TransCanada, and WestJet. His focus was primarily in planning, strategy, and leadership of change management and communication. Christopher is now the author of "Go Beyond Passion: Discover Your Dream Job", speaker, and life and career coach who truly cares about the success of each and every single person he comes into contact with.

Choosing a career is more difficult than ever and workplace disengagement is on the rise. Society has conditioned us to believe that we should choose a job that matches our skills and passion. Just because you are good at something doesn't mean you should do it and passion can be fleeting. Help your clients identify a new career or learn to love the one they have again. Learn a non-traditional "whole-Life" approach career identification.

Learning objectives include:

- Discover why job dissatisfaction is at an all-time high and what you can do about it.
- Learn the five myths people believe that keep them from discovering their ideal career.
- Learn the "Dream Job Evolution Process", a detailed five step approach to helping clients find satisfaction in their career and life... because it's not just about their job, it's about their whole life!

Work Wild: Careers in Alberta's Forest Sector ~ Ann Normand

Ann Normand has been with the Alberta Forest Products Association since 2012. She is the Program Manager for the Work Wild program which informs students and job-seekers about the rewarding career opportunities in Alberta's forest sector. In her time with Work Wild, Ann has spoken to more than 15,000 students in over 100 Alberta schools. Ann holds a Diploma in Communications from Grant MacEwan University and a Bachelor of Education from the University of Alberta.

Work Wild is a campaign that reaches out to people who are making one of the most important choices in their lives -- finding a career they love.

In response to a labour shortage in Alberta's forest sector, Work Wild was launched in 2011 to educate Albertans about the variety of careers available. This interactive session will give delegates an overview of the career resources Work Wild offers to career practitioners, teachers, students, and job-seekers.

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Learning objectives include:

- How forests are managed sustainably in Alberta.
- Current career opportunities and where the skills shortage lies.
- Resources for teachers, students, and job-seekers including class presentations, scholarships, job postings, and more.

The Engaged Classroom: Teaching and Facilitating Work Search Skills ~ April Lynch (McNeil)

April Lynch (McNeil), BA, MA, CCDP, is passionate about teaching and facilitating experiences that help university students acquire work search skills to further their individual goals. She has worked as a sessional instructor, career educator, co-operative education coordinator, and work experience coordinator at both the University of Victoria and Mount Royal University. April is a champion of creating an engaged classroom experience and enjoys collaborating with employers and other professionals to foster growth.

As career development professionals we often find ourselves in the role of teacher, facilitator, and educator working with groups in a classroom setting. Our clients' ability to engage with and acquire foundational work search skills and behaviours through these interactions impacts how successful they are in their job search. Join me in a facilitated reflection on excellence as educators and share in some of the key lessons that I've learned along the way.

Learning objectives include:

- Define some of the characteristics that make up excellence in teaching work search skills (How do we define success?).
- Analyze some of the elements/conditions that need to be present to create an engaged classroom experience.
- Reflect on where they might like to make changes to how they teach specific work search skills topics.
- Appreciate where they have committed to excellence in their own practice.
- Learn about some strategies and tips for teaching networking and online presence (example case studies representing work search skills).
- Become aware of fellow session participants as resources and potential mentors as we work towards excellence.

Solving the Career Conundrum: Helping clients who are stuck in their job search ~ Heather Wieshlow

Heather Wieshlow is a Certified Coach, Author, Speaker and Owner of Turning Point Coaching and Consulting. Since 1998 she has helped thousands of professionals gain clarity during their career transitions and creates success plans for their lives. Heather is a Graduate of the Newfield Coaching for Professional and Professional Mastery Program (CPPM), Master Career

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Director (MCD), a certified Job and Career Transition Coach (JCTC) and holds a Career Transition Coach Certification from Chapman University.

Join in a provocative Round Table Career Forum and discuss the most pressing issues that you find job seekers have. No question is too small or too big. Learn how to help job seekers organize their job search, stay motivated, make sense of today's job search strategies, and handle tough interview situations. In this highly interactive format, participants will share information and gain knowledge on effective techniques for job search.

Learning objectives include:

- Presentation will address the real life situations, scenarios and specific needs of the group.
- Learn from your colleagues experiences and share your own expertise with the group.
- Numerous resources and practical take away tools will be provided.

2:45pm – 4:15pm

Concurrent Sessions – Block 3

Work Search & Social Media: "The Missing Link" ~ Samantha Schellenberg

Samantha brings 15 years of public, private and non-profit leadership experience in Career Development, Vocational Rehabilitation and Workforce Training. Samantha holds a Registered Rehabilitation Professional Designation (RRP), Certified Career Development Professional Designation (CCDP), Prosci Change Management Certification and HRIA membership. Samantha currently educates Alberta Human Services staff, clients and service providers in the Calgary Region and was recently awarded the WORK SEARCH SERIES workshop redesign contract to update topics accessed by 4000 Albertans/year.

This session will provide an overview of key social media concepts impacting job seekers caught up in Alberta's current economic context. Prepare to discuss both the bridges and barriers that technology has created in our profession which positively and negatively influences our work with clients. This interactive session will be focused on developing best practice strategies for career practitioners of all stages.

Learning objectives include:

- Enhance your knowledge on emerging work search and social media trends currently impacting job seekers.
- Explore the bridges and barriers that technology has created for career development professionals and their clients.
- Collaboratively develop best practices for coaching job seekers in the age of social media.

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Igniting a SPARC ~ Judy Stolk-Ingram, Gail Flitton, Erin MacDonald

Through contracting and consulting in the field of Career Development, Judy developed strong connections to the communities in Southwestern Alberta. She enjoys using these connections to support secondary school students to discover strengths, ignite passions and realize dreams, which just happens to be the motto of Career Transitions.

Gail is an enthusiastic Career Development Practitioner with a passion for working with youth. Her extensive background in the field includes workshop facilitation, coaching, and consulting. Gail has enjoyed the privilege of working with diverse populations and is well known for her expertise in job search coaching.

Erin's amazing attention to detail served her well as a both a teacher and a scientist, and she brings that skill to our team at Career Transitions. Erin is also passionate about helping students in the Southwest explore potential careers through coordinating a range of events and programs. She enjoys assisting students on an individual basis.

Career Transitions is one of 10 lucky recipients of the Youth Catalyst Grant offered by the Community Foundation of Canada. This funding resulted in the creation of Project SPARC Southwest. SPARC stands for Students Participating Actively in Realizing Connections. This project provides career development interventions to at-risk youth. This unique program meets kids where they are at and is designed to help them make a graceful transition into adult life, be that work or school.

Learning objectives include:

- Illustrate and promote the value of partnerships (education, business, community and post-secondary institutions) in serving our most vulnerable citizens.
- Introduce attendees to a unique, customized program delivery model.
- Demonstrate how a positive, team-oriented culture can extend beyond office walls and contribute to the development of genuine relationships with all partners.

Service Canada Programs and Services ~ Sharlene Brown, Lisa Despas

Sharlene Brown has been employed with the Federal Government for over 27 years and is currently in the role of Client Service Specialist providing information and promoting Service Canada programs and services across Calgary, Southern Alberta, and East Kootneys.

Information sessions have been given to industry, community groups, not for profit, settlement agencies, immigrant organizations and the like, creating an awareness of Service Canada programs and services for residents of Canada.

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Service Canada Mobile Outreach service is a service delivery approach used by Service Canada to connect the Department with communities across the country and increase Canadian's access to and awareness of Service Canada Programs and service offerings – specifically, Employment Insurance basic qualification conditions, and Apprentice Grants and Loans.

Learning objectives include:

- Increase awareness of Service Canada programs and services.
- Basic information awareness of Apprenticeship Grants and Loans.
- Basic information awareness of Employment Insurance Benefits.

Dying to Live: Health and Wellness Practices for the Workplace Professional ~ Dr Ken Keis

Ken Keis, Ph.D., President and CEO of Consulting Resource Group International, Inc., is a leading authority on assessment strategies and processes to increase and multiply your success rate. An internationally-known author, speaker and consultant, in the past 28 years, Ken has conducted more than 3000 presentations and 10,000 hours of consulting and coaching. His latest book is *The Quest For Purpose: A Self-Discovery Process to Find It and Live It!*

You can't succeed in your career, or pursue your passions without good health. Did you know that over 90% of all North-American illnesses are lifestyle-related? The fact is, our lifestyle is killing us. Using CRG's proprietary assessment the Stress Indicator and Health Planner, this session will help you identify your wellness/stress levels in 5 specific areas. Drawing from his diploma in nutrition and genetics, Dr. Keis will share cutting-edge research in this highly interactive workshop.

Learning objectives include:

- Learn about the latest research on the impact of health and wellness levels on performance locally, globally, personally and organizationally.
- Outline personal health and wellness levels in five categories.
- Learn specific wellness strategies and techniques that not only that apply personally but pertain to ALL your clients as career development professionals.
- Leave with a personal action plan for improved health.

Motivation: What's the Inside Story - Re-shaping, Re-positioning & Re-building the Human Treasury ~ Patricia Dick / Connie Cook

Trish Dick, Governance/Stewardship of MMS/Engagement Strategist. Passion to re-establish the value of living out of True North – Individually, Teams & Organizations. Motivation diagnostics is the non-stereo-typical tool that she uses which intrinsically defines Perception, Mindset and Language which, on root level, impede/fuel motivation. This platforms a strategic action plan to sustainably engage in and live in. Leveraging Leadership/Engineering background offering the best to those who desire to strategically move from Mediocre to Gold.

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Connie Cook, BHRLR, has been serving People Resources for 20 years. Sharing and inspiring individuals to develop and grow is Connie's greatest passion. A professional speaker with the Canadian Association of Professional Speakers, Connie is an interactive and exhilarating facilitator who energizes audiences. Sharing a lifetime of communication experiences as an adult educator, consultant, author and communication strategist, Connie is the founder of Communicating Wisely! Recent publications include "A Loss Felt by Everyone", "Motivation Matters!"

Ever wondered what motivation is, and why organizations do not and cannot - *until now* - measure it? Motivation begins with the very mysteriously complex, YOU. Organizations, Teams, Tribes, Families are all made up of unique individuals who carry a very specific motivation code that is either fueled or drained. In this workshop we are going to explore the actual meaning and difference between Internal and External motivation. This will open doors and perhaps shift paradigms to a more 5D vs 2D perspective on our knowledge of how we are individually and intrinsically motivated. This will be a "hands-on" workshop that will bring to light the influences of our Intrinsic Motivation from Perception, Mindset and Language. Evolutionary insights that will joyously propel us to explore, navigate and be accountable for self-motivation and the ability to make what is currently invisible, visible.

Learning objectives include:

- Attendees will begin to understand the difference between External and Internal motivation and the value of understanding our unique individual motivation code (unique internal drivers) to bring individuals, teams and organizations to higher level of the significant scope of self-motivation and Individual/Team accountability.
- This session will broaden your insight to explore a 5D or 360 degree perspective, providing you awareness about an evolutionary tool and its capacity to implement a consistent strategic action plan.
- Learn how intrinsic motivation is a slide show vs a personality snap shot and how it can be used to strategically build team based internal drivers; how it can be used for pragmatic performance review discussions; strategic recruiting AND to identify invisible issues that could help with employee retention.

Expand Your Toolkit with Retirement Dimensions™ ~ Nell Smith, Marilyn Berezowsky

Nell is the author of Retire to the Life You Love: Practical Tools for Designing Your Meaningful Future based on the Retire to the Life You Design© workshops, presentations, and train the trainer program she created. Working in her mid-seventies and doing what she loves, Nell embodies the trend to blend work, learning, and leisure at any age.

Marilyn Berezowsky is an intuitive and wise adult educator and workshop facilitator. Marilyn lives a purposeful life walking the talk as a licensed associate of Retire to the Life You Design©, a Personality Dimensions™ Master trainer, and a sought after drum circle facilitator.

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Along with a team of three other Canadian career development professionals, Nell Smith and Marilyn Berezowsky are co-authors of Retirement Dimensions™. Both Nell and Marilyn are past presidents and lifetime members of the CDAA.

Retirement Dimensions™ is a fold-out assessment and interpretation tool based on the temperament theory of Personality Dimensions™. Developed by five Canadian career development professionals, Retirement Dimensions™ invites users to explore options in later life based on their core needs, personal values, strengths, concerns, and interests. In this session, experience for yourself the tool Baby Boomers rave about as they navigate through midlife and beyond.

Learning objectives include:

- To enhance understanding of one's own temperament.
- To know lifestyle options for midlife and beyond that can meet individuals' core needs, values, and strengths.
- To know a tool individuals can use with their clients.

The Power Within, Developing Resiliency ~ Rosemarie Nardella

For over 20 years Rosemarie Nardella, a registered psychologist and lecturer at Concordia University of Edmonton, has provided consultation and training in areas of Career Development, Leadership, and Organizational Culture. She has done this within corporate and university settings in Canada and internationally. Rosemarie has been teaching in the Career Development Program at Concordia for over 12 years.

Career Development Specialists can tap the power within their clients to help create resilient individuals able to deal with the changing workforce and help build healthy workplaces. This emerging research of neuroplasticity, strengths, and resiliency has direct implications for the field of career development and building healthy workplaces. We will use a simple tool based on research that can change the client's outlook and vision of their future.

Day Two Schedule – Wednesday, April 27, 2016

8:00am – 9:00am	Registration and Refreshments	Plaza 2-4
9:00am – 9:30am	Welcome / Opening Remarks	Plaza 2-4
9:30am – 10:30am	Keynote Presentation – Dr Kris Magnusson	Plaza 2-4
10:30am – 11:00am	Exhibitor Fair / Refreshment Break	Plaza 1

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11:00am – 12:00noon	Concurrent Sessions – BLOCK 4	
<p><input checked="" type="checkbox"/> Engaging Students in Career Education ~ Denis Luchyshyn, Clinton Nellist</p> <p><input checked="" type="checkbox"/> Finding the Passion ~ Bob Wilkie</p> <p><input checked="" type="checkbox"/> Resumes Computers Love & Employers Read ~ Samantha Schellenberg</p> <p><input checked="" type="checkbox"/> Social Justice: Alive and Well Integrated into Practice ~ Dr Nancy Arthur</p> <p><input checked="" type="checkbox"/> Supporting Internationally Educated Engineers' Interview Performance ~ Jelena Radan</p> <p><input checked="" type="checkbox"/> Applying Design Thinking to Career Education ~ Justin Pritchard</p> <p><input checked="" type="checkbox"/> Facilitate Engaging Workshops ~ Linda Wilson</p> <p>*Please see below for session descriptions and presenter biographies</p>		
12:00noon – 1:00pm	Lunch / Exhibitor Fair	Plaza 1 / Plaza 2-4
1:00pm – 1:15pm	Travel Break	
1:15pm – 2:15pm	Concurrent Sessions – BLOCK 5	
<p><input checked="" type="checkbox"/> Maximizing the Potential of Vulnerability Through Mindfulness ~ Dr Deena Martin</p> <p><input checked="" type="checkbox"/> The Implicit Career Search, Working On Purpose ~ Steve Miller</p> <p><input checked="" type="checkbox"/> Encore! Encore! One more time - supporting 50+ workers in their job search" ~ Lynn Berry</p> <p><input checked="" type="checkbox"/> Mental Health First Aid ~ Micheal Pietrus</p> <p><input checked="" type="checkbox"/> CERIC 2015 Survey of Career Service Professionals: What Did We Learn? ~ Norman Valdez</p> <p><input checked="" type="checkbox"/> ColourSpectrums Personality Styles: Celebrating Diverse Human & Career Development ~ Rob Chubb</p> <p><input checked="" type="checkbox"/> Supporting Aboriginal Youth as They Transition to Post Secondary ~ Laurie Sorensen</p> <p>*Please see below for session descriptions and presenter biographies</p>		

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2:15pm – 2:45pm	Exhibitor Fair / Refreshment Break	Plaza 1
2:45pm – 4:15pm	Concurrent Sessions – BLOCK 6	
<p><input checked="" type="checkbox"/> Purposeful Multi-tracking Careers ~ Gail Kastning</p> <p><input checked="" type="checkbox"/> Career Development in Canada: A Status Report ~ Paula Wischoff Yerama</p> <p><input checked="" type="checkbox"/> Leaders as Coaches: Engaging employees to be the best they can be ~ Carol Wert</p> <p><input checked="" type="checkbox"/> If You're Not Engaged, How Will You Ever Get Married?" ~ Herky Cutler</p> <p><input checked="" type="checkbox"/> Changes in Performance Management ~ Tracy Harrington</p> <p><input checked="" type="checkbox"/> The State of Alberta's Labour Market – Update ~ Darryl Howery</p> <p><input checked="" type="checkbox"/> Living and Leading From the Inside Out ~ Kelly Gallant</p> <p>*Please see below for session descriptions and presenter biographies</p>		
4:15pm – 4:45pm	Day 1 Recap / Door Prize Draw	Plaza 2-4

9:30am – 10:30am

Keynote Presentation: Dr Kris Magnusson

The Accountability Challenge in Career Services: A Subversive Approach with Dr Kris Magnusson (April 27, 2016)

Providers of career development services are increasingly required to document the impact of their services in order to maintain funding and/or support. Unfortunately, the accepted metrics of accountability rarely tell the whole story of service effectiveness. In this engaging keynote presentation, Dr. Magnusson will encourage career development practitioners and service providers to take a much more robust and active role in both collecting evidence of the impact of their work and using that evidence to inform funders – and themselves – of the real value of their work. In doing so, we can subvert simplistic “accountability” attitudes and practices and replace them with more potent indicators of service efficacy.

Dr. Kris Magnusson has been a counsellor educator since 1989, and was the 2006 recipient of the Stu Conger award for leadership in career development. Dr. Magnusson has significantly

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influenced the Canadian career development practitioner community. He is a creator and an innovator. He played a pivotal role in creating, in Concordia College, Canada's first English post-degree program focusing exclusively on career development. This diploma program became a model for many of the career development programs currently offered across English Canada.

His influence extends into organizations through the development of methods for infusing career development principles into organizational settings and a program to teach supervisors and managers to have meaningful conversations about significant career development issues with their employees.

He is the author of seven books ranging in diversity from "Theories of Career Development" (co-authored with Dr. Dave Redekopp) to a self-help career book, "Radical Change in the World of Work: The Workbook," a title with a circulation of 100,000 copies. He is a prolific researcher whose key interest is in the application of research to career counselling practice. He has authored or co-authored many articles, was a member of the Canadian Research Working Group for Evidence-Based Practice in Career Development (CRWG), and the co-author (with Dr. Vivian Lalande) of "The State of Practice in Canada in Measuring Career Services Impact: A CRWG Report."

His recent work focuses on informing practice through applications of impact measures, and on the development of coherent career practice. Since 2009, Kris has served as the Dean of Education at Simon Fraser University.

11:00am – 12:00noon

Concurrent Sessions – Block 4

Engaging Students in Career Education ~ Denis Luchyshyn, Clinton Nellist

By 23 Denis had tried more than 15 different jobs. He'd washed cars at a dealership, sold knives to neighbours, ran a hectic bar kitchen during playoffs, and assisted an Oil and Gas executive. He still doesn't know what he wants to do but is excited to embrace that uncertainty. Employment is a journey not a destination.

Clinton graduated from university with BA and like many Arts grads had a tough time transitioning into the workforce. After 4 hard months of underemployment he eventually found his way into door to door sales and then retail sales at his local mall. Though these jobs helped pay the bills they did not connect with his passions in music and film. In the words of Fleetwood Mac, "Go Your Own Way".

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Drawing on his personal experiences transitioning from school into the workforce Denis discusses what inspired him to leave a steady job and embark on a cross Canada journey to explore solutions to youth un/under-employment. Denis has gained a national perspective on what needs to be done to engage students in career development. Through his presentation he will share stories and online resources that can be used by career professionals to inspire the young people.

Learning objectives include:

- How do you engage youth in career education? Make school relevant by integrating experiential learning and real world projects.
- How we evolve education to prepare youth for the workforce? Promote career exploration and career development in all stages of public education.
- Discussion: the role of parents and guardians as career coaches.

Finding the Passion ~ Bob Wilkie

Bob is a former NHL hockey player, an author, and business owner. He has worked with all walks of life in dealing with change, improving mental performance. His presentations are emotional and riveting. During his career in Pro Hockey Bob learned about successful cultures while winning 3 of the 4 major championships. He has overcome tragedy and dealing with change and keeping a positive attitude is his specialty.

Bob's experience has taught him that being passionate about what you do allows for a greater chance at a successful career. He speaks about being lost in the "transition game". All people struggle from time to time with their careers and most sacrifice happiness because of the fear of not knowing what else they would want to do, or even how to being the process.

Being fulfilled is our own responsibility, this session exposes that.

Learning objectives include:

- To get the audience thinking about what they are passionate about.
- To give them hope that they can change to be happier and more productive.
- A way to direct their energies and focus of improving themselves.

Resumes Computers Love & Employers Read ~ Samantha Schellenberg

Samantha brings 15 years of public, private and non-profit leadership experience in Career Development, Vocational Rehabilitation and Workforce Training. Samantha holds a Registered Rehabilitation Professional Designation (RRP), Certified Career Development Professional Designation (CCDP), Prosci Change Management Certification and HRIA membership. Samantha currently educates Alberta Human Services staff, clients and service providers in the Calgary

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Region and was recently awarded the WORK SEARCH SERIES workshop redesign contract to update topics accessed by 4000 Albertans each year.

What if your great résumé advice is no longer working? This session will explore challenges impacting job seekers and professionals alike in Alberta's current economic context. Prepare to develop solutions to overcome these barriers and discuss best practices and trends in résumé writing. This session is relevant for Career Practitioners of all stages.

Learning objectives include:

- Update your knowledge on emerging résumé writing and résumé critiquing trends.
- Increase your understanding of challenges that online application systems have created for career development professionals and their clients.
- Identify résumé writing and résumé critiquing best practices to remain professionally relevant in an intensely competitive job seeking market.

Social Justice: Alive and Well Integrated into Practice ~ Dr Nancy Arthur

Dr. Nancy Arthur is a Professor and Associate Dean Research in the Werklund School of Education, University of Calgary. Nancy is an award-winning author of Culture-Infused Counselling and the applications of this model for career development practices. Nancy's research has focused on ways to support career development practitioners for working across cultures and for infusing social justice into their roles and practices.

Social justice is a key value to guide career development practices. However, there are few guides available to show how to connect social justice to people's career concerns and related interventions. In this presentation, I will offer examples of how career practitioners connected social justice to their roles and how they addressed social and structural inequities that were impacting their clients. Let's set the stage for sharing examples with each other about how to make social justice come alive in practice!

Learning objectives include:

- Define the concept of social justice.
- Make connections between cultural diversity and social justice in defining clients' career issues.
- Generate ideas for practical applications of social justice through intervention planning.

Supporting Internationally Educated Engineers' Interview Performance ~ Jelena Radan

Jelena Radan is pursuing her Master of Science in Counselling Psychology at the University of Calgary. Jelena's experience working with immigrants fueled her passion for helping individuals recognize, work towards, and attain their career goals. Witnessing clients overcome personal barriers and achieve success because of her guidance and their determination was the impetus

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for her decision to become a Career Counselor in the future. Jelena's research focuses on improving employment outcomes for skilled immigrants.

Are you curious about what hinders and promotes the interview performance of internationally educated (IE) engineers? What about the interviewing tips human resources professionals in the Oil & Gas Industry have for these skilled immigrants? This presentation explores how career practitioners can support IE engineers in the interview process by addressing factors that impede their performance, strengthening those aspects that facilitate their performance, and incorporating invaluable interview tips into their interview repertoire.

Learning objectives include:

- Knowledge about factors hindering and promoting internationally educated engineers' interview performance.
- Understanding practical considerations for career practitioners working with skilled immigrants.
- Understanding ways in which career practitioners can help internationally educated engineers improve their self-presentation in the interview.

Applying Design Thinking to Career Education ~ Justin Pritchard

Justin Pritchard works as a Career Coach for a newly developed program at the University of Alberta called Transition to Career (T2C). Justin has also worked as Graduate Career Advisor for 4 years. Additionally, he has over 10 years of education and work experience in the field of design. Recently he completed a Master of Design degree program, which investigated creativity and mindfulness practice in educational contexts.

This presentation highlights techniques for applying design thinking to career-related program planning and career coaching. Design thinking can be exercised by practitioners to enhance processes of co-creation, discovery and ideation for their clients. What makes design thinking unique is its use of creative methods including need finding, visualizing, iterative prototyping, mapping, synectics, and/or storytelling, as well as the use of various mindfulness practices.

Learning objectives include:

- Summarize key characteristics of design thinking and the design process.
- Explain how design thinking can be applied to career education.
- Brainstorm how design thinking can be applied to personal practice.

Facilitate Engaging Workshops ~ Linda Wilson

Linda Wilson is an experienced adult educator, and Certified Career Development Professional with a Master of Adult Education degree. In her more than twenty years of career development experience she has designed and facilitated a wide range of workshops and courses. Linda has a

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passion for creating learning environments and activities that facilitate dialogue, promote new insights, and provide support for individuals making changes.

How many workshops have you attended that conveyed a lot of information but provided little time to put new learning into action? What can you do to help your participants to develop new skills and feel confident to use them? This session will focus on facilitation skills to improve active engagement. Five strategies will be explored to increase interactive learning and to meet the needs for diverse learning styles.

Learning objectives include:

- Broadened understanding of how to build rapport and trust among diverse learners.
- Discovery of new ways to make learning interactive and engaging for all learning styles.
- Practice incorporating workshop activities that increase skill development and application beyond the workshop environment.

1:15pm – 2:15pm

Concurrent Sessions – Block 5

Maximizing the Potential of Vulnerability Through Mindfulness ~ Dr Deena Martin

Deena Martin is a registered psychologist with a doctoral degree in Educational Psychology. During the week, she is a Professor and the Internship Associate Director for the Master of Counselling program at City University of Seattle and works in her private practice. On the weekend, she can be found riding two wheels through the mountains or paddling Alberta's rivers. Deena blends Western and Eastern philosophies and offers an intentionally mindful and compassion-centred approach to living.

Life offers many opportunities for personal growth. Yet, these learning opportunities are difficult to access when we (or our clients) are caught in fear and critical self-judgment. Learn more about vulnerability as a pathway to deeper and more meaningful relationships with ourselves, loved ones, and clients. We will experiment with a handful of mindfulness centered activities with the intention of developing self-compassion and non-judgment.

Learning objectives include:

- Define vulnerability and debunk common myths about vulnerability.
- Identify the benefits of being vulnerability.
- Experience several mindfulness activities directed towards self-compassion.
- Expand existing self-care strategies to include self-compassion – both for self and others (e.g. clients, children, etc).

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The Implicit Career Search, Working On Purpose ~ Steve Miller

Steve Miller is the creator of The Implicit Career Search, an extremely effective and highly integrated approach to career decision making, development and planning. The program has achieved outstanding results with a wide variety of clients including: prisoners, homeless, youth, first nations, management trainees, professionals and CEO's. It is used extensively within the Employment Program of BC. Miller's new book 'Working on Purpose' is due to be released in the fall of 2016.

The Implicit Career Search (ICS) is an internationally renowned career planning approach based on the Hero's Journey motif. Independent studies have consistently found ICS to be two to three times as effective as traditional career programs in helping individuals attain and retain work while considerably increasing self-efficacy, personal accountability and self-esteem. This lively presentation will lead you through the 6 Stages of ICS planning and demonstrate different learning methods used by ICS facilitators and coaches.

Learning objectives include:

- Experience the impact of viewing personal contribution as the primary motivator for career satisfaction, without dismissing the importance of the secondary motivators of money; security; ego; legacy and creativity.
- Understand the power behind an 'Implicit' approach to career facilitation rather than an 'Explicit' one.
- Learn how different teaching methods can be applied in each of the modules.
- Specific tips and tools to motivate clients to view their careers as heroic journeys.

Encore! Encore! One more time - supporting 50+ workers in their job search" ~ Lynn Berry

Lynn Berry loves helping people move forward in their career journey. With over 15 years experience in career development, she provides one on one coaching, group facilitation, event planning and program management services. Lynn has a multi-track career working with a variety of organizations. Networking is a skill Lynn uses most often. As a baby boomer, Lynn has had over 10 careers including strawberry picker. She is the recipient of the Alberta Centennial Medal.

Some 50+ workers want to work because they have to and others because they want to. Many are encountering challenges in their job search in the current labour market. Learn approaches and tactics to support older workers who are having difficulty finding a job. We will share some key strategies and tips for 50+ job seekers. One innovative initiative to be discussed is Options 45 a program in partnership with Kerby Centre in Calgary.

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Learning objectives include:

- Learn practical tips and strategies to support 50+ job seekers.
- Learn about Options 45 a networking initiative that can be duplicated anywhere.
- Resources available to use with job seekers.

Mental Health First Aid ~ Micheal Pietrus

Micheal is the Director of Mental Health First Aid and MHCC international award winning anti-stigma initiative Opening Minds. Under Micheal's leadership, the Commission launched Opening Minds, its 10-year anti-stigma/anti-discrimination initiative which is the largest systematic effort to reduce the stigma of mental illness in Canadian history. Micheal is a founder and co-chair of the Global Anti-stigma Alliance, which is composed of more than 20 international organizations working to reduce the stigma associated with mental illness.

Mental health first aid is help provided to a person developing a mental health problem or mental health crisis, until appropriate professional treatment is received. Mental Health First Aid training is an evidenced based course which supports participants to respond to emerging health crisis in the people they serve, their co-workers, families and friends.

Learning objectives include:

- Participants will learn/confirm how the term 'mental health' is defined.
- Participants will become more aware of issues related to stigma.
- Participants will better understand how disabling mental health problems can be.
- Participants will learn about the reality of mental health problems in Canada.
- Participants will learn what MHFA is and how it is effective at work, home, and in their communities.

CERIC 2015 Survey of Career Service Professionals: What Did We Learn? ~ Norman Valdez

Norman Valdez is CERIC's Digital Media and Communications Manager. He co-founded Vivid Design, a brand identity design firm, and has taught at the University of Toronto and Sheridan College. Norman holds an HBA in Communications, Culture and Information Technology with a specialization in Digital Enterprise Management and an MA in Information Systems.

The landscape in career services continues to evolve as funding service models change, new technologies emerge, and shifting economic conditions persist. Our 2015 Survey of Career Service Professionals (completed by 1,000 practitioners) provides a snapshot of today's career service community in Canada.

This presentation will offer a demographic overview of the career service community (education, experience, salary) as well as professional development needs and research trends.

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Learning objectives include:

- Discover how career professionals are enhancing their own career competency and mobility.
- Identify the key issues keeping Canadian career service professionals awake at night.
- Understand how career professionals see the public perception of their value changing.

ColourSpectrums Personality Styles: Celebrating Diverse Human & Career Development ~ Rob Chubb

Rob Chubb is the founding director of ColourSpectrums, inspiring human resources and career development through innovative education, interaction, and fun. Rob is the author of 3 ColourSpectrums books and has certified 1,000 ColourSpectrums facilitators worldwide. With specialized occupational profiling training Rob brings a unique wealth of international experience with the Canadian International Development Agency in post-secondary curriculum development and training programs. Rob collaborates regularly with career development professionals to empower human resources.

Sort ColourSpectrums cards to reveal your personality as a unique combination of BLUE emotional intelligence, GREEN intellectual intelligence, RED physical intelligence, and YELLOW organizational intelligence. Yup! You are more intelligent than you “think.” Dynamic discussions and activities deliver humour (ha-ha! learning) and insights (ah-aha! learning) as you learn how to use this universal language to celebrate/support diverse human development, career development, human resources, communication skills, team building, self-esteem and business leadership.

Learning objectives include:

- Participants will interpret, write, verbally report and discuss the meanings of the four colours and compare the colours to identify their bright colour strengths and acknowledge their pale colour challenges with a view to using all four colours effectively in their own career development.
- Participants will be able to synthesize their working knowledge to verbally explain the ColourSpectrums model to help others recognize their bright colour strengths and pale colour challenges for the purpose of helping others make more informed career choices.
- Participants will learn how to colour a job description/occupational profile and be able to compare it to their own ColourSpectrums profile with a view to evaluating how well it matches their natural skills and talents.

Supporting Aboriginal Youth as They Transition to Post Secondary ~ Laurie Sorensen

Laurie has been a teacher with the Edmonton Public School Board for the past 22 years. She has extensive training and experience in Character Education and Career Planning. Currently Laurie works at Amiskwaciy Academy in Edmonton, Alberta. She works as a Curriculum Coordinator

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and Counsellor with a focus on assisting the grade 12 students with transitioning supports for post-secondary, upgrading, or entering the world of work.

This session will prepare you to answer the following questions and concerns:

1. Is the student ready to move on to a post-secondary institution, do they have the courses required and know the educational options available? Are they ready for the commitment?
2. Does the student have Band funding available to them, or access to other funding options?
3. If the student is not ready, what are their options to work or upgrade?

Learning objectives include:

- Gain an understanding of the considerations related to student transition from high school to post-secondary education.
- Learn about the resources, tools, and supports available to students to assist with their transition.
- Explore options for upgrading and work if students are not ready for post-secondary education.

2:45pm – 4:15pm

Concurrent Sessions – Block 6

Purposeful Multi-tracking Careers ~ Gail Kastning

Gail's interest in multi-tracking began out of necessity. She multi-tracked as a student and then worked in a multi-tracking style in Japan. She is currently a self-employed multi-tracker in Calgary bringing in income from a variety of income sources. She sees purposeful multi-tracking as a growing trend and trains her clients how to think outside of the box and tap into possible multi-tracking skill sets and networks.

Examine the concept of multi-tracking, pros and cons and benefits in a global economy and recession. Learn about individuals and families who are pulling together purposeful multi-tracking careers. This workshop will help you and your clients think outside of the box and reinvent career direction, identify possible multi-tracking possibilities, and learn how to market a multi-tracking career with focus and purpose while wearing multiple hats.

Learning objectives include:

- Identify the pros and cons of a multi-tracking career and how multi-tracking fits into a global economy and a recession.
- Train clients in skill capturing for potential multi-tracking possibilities and brain-storming using the idea of the Rule of Three.

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- Train clients in learning how to market and network wearing multiple hats.

Career Development in Canada: A Status Report ~ Paula Wischoff Yerama

Paula Wischoff Yerama is a CCDP, Executive Director and Life Member of the CDAA, Steering Committee Member of the CCCD, and Chair of the CCCD Certification Working Group. She is passionate about strengthening, growing, and promoting career development in Canada and has had the privilege of working alongside other provincial, national, and international organizations to tackle the challenges and celebrate the successes facing the career development profession.

Standards and guidelines, education and training, professional development, certification, associations and organizations, conferences, and symposiums – career development in Canada has come a long way and continues to evolve. Our profession is poised to take some bold action and it is important that all those working in the field are aware of what’s happening locally, nationally, and internationally. In this session you will have the opportunity to learn more about what is happening with career development in Alberta, Canada, and globally.

Learning objectives include:

- Receive updates about what is happening in Alberta with respect to the association and certification.
- Learn about the important and exciting work of the CCCD and Team Canada in response to the 2015 International Symposium.
- Contribute to the ongoing discussion regarding career development in Alberta and in Canada.

Leaders as Coaches: Engaging employees to be the best they can be ~ Carol Wert

Carol has worked in Career Development for over 25 years and also has experience in Coaching, Leadership and Training and Development. She has worked for the University of Calgary for 10 years and has a private practice providing Post-Secondary Planning, Career and Life Coaching and Team/Leadership Development. Carol is inspired by the potential of others and considers herself fortunate to be able to help individuals, teams and leaders connect with what is meaningful to them.

Integrating a coaching model into leadership is becoming increasingly popular and is a highly effective means of engaging employees. The benefits of this approach include empowering employees to reach their potential, development of more meaningful relationships, establishment of powerful conversations and enhanced performance outcomes. An overview of the coaching model will be provided including strategies and practice to implement in performance management, meetings and goal setting. Appreciative inquiry and strengths-based leadership will also be discussed.

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Learning objectives include:

- Gain an understanding of the coaching model and its benefits.
- Learn coaching strategies and techniques.
- Learn how to apply coaching in performance management, conversations and goal setting.
- Gain an understanding of appreciative inquiry and strengths based team leadership.

If You're Not Engaged, How Will You Ever Get Married?" ~ Herky Cutler

Simply put, Herky's purpose is to change the world. He wants to inspire people to be the absolute best they can be. His experience is that too many people are satisfied with mediocrity or less. Herky is not. He strives for excellence and beyond. Herky delivers great content, in a fun and interactive way, AND causes people to re-think what they normally do. If you decide to attend this session, it may change your life.

What motivates people to change? What can career development practitioners do to enhance the probability of client change? Why is engagement with clients the MOST important thing we do? If you're looking for some dynamic and innovative ways to engage and assess clients, this session is for you. It's a little out-of-the box though, so if you're an A-type personality, I would suggest taking another session!

Learning objectives include:

- To develop sure-fire engagement strategies with clients/students.
- To ace the assessment piece of career development.
- To spice up your practice.

Changes in Performance Management ~ Tracy Harrington

Tracy is Manager, Professional Development at HRIA having previously worked for 18 years in the Haskayne Career Centre at the University of Calgary's Haskayne School of Business. Last June, Tracy received a Master of Education degree in Adult Learning, with a specialization in Work and Learning. Additional education includes a Bachelor of Commerce in Marketing, a Certificate in Career Development, a Certificate for Emerging Leaders and Newfield Network's Coaching Certification program.

This session will begin with an overview presentation of HR performance management and exciting changes with many organizations moving away from the yearly review.

We will then shift to small group conversations for participants to discuss how these changes may impact career development.

Finally, the room will come together for each group to present thoughts and summarize ideas.

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The large group will then discuss possibilities for using this information to help you assist your clients.

Learning objectives include:

- Review research on HR performance management systems.
- Learn how performance management is evolving in the modern workplace.
- Identify ways this may impact career development.
- Network with fellow attendees.

The State of Alberta's Labour Market – Update ~ Darryl Howerly

Darryl is an economist specializing in forecasting and labour market information. His firm, Applications Management Consulting Ltd., has prepared various LMI products in Alberta since 2000. Most recently, he has worked on a forecast of the Alberta labour market under various economic conditions. This forecast provides detailed occupation and industry projections that provide insight into which occupations are going to be in demand by region.

Alberta's economy and labour market have undergone significant changes in the last year and a half. Oil prices and economic activity have declined sharply affecting significant sectors of the economy and job market. Some sectors have been surviving and growing? This update will provide insights into where job losses have occurred and what sectors of the economy and occupations can be expected to grow.

Learning objectives include:

- How has the economic downturn affected the labour market?
- What industries and occupations have been hardest hit by the downturn?
- What industries and occupations have continued to grow?

Living and Leading From the Inside Out ~ Kelly Gallant

Kelly Gallant works at the University of Calgary as a Career Specialist. She has opened her own business in January of 2015, and is currently attending Royal Roads University, Graduate Program in Values Based Leadership. Kelly's interdisciplinary background narrates stories of various occupations and stewardship to human potential with a primary value of Making a Difference. Kelly leverages career development as a means to focus on the freedom of values and talent, promoting career health.

Look within and dare to explore a fresh sense of awareness. Learn where you are and where you can be through "Barrett's Seven Levels of Consciousness Model" in theory as it changes from needs to consciousness (from Maslow to Barrett). In practice, be mindful of your fundamental values and abandon your previous version of your reality.

Alberta Career Development Conference (ACDC) Commit to Excellence

“I am...focusing on my future though not forgetting my reality of today. ~ Kelly Gallant

Learning objectives include:

- In values, we will be more clear of what matters most to each of us individually and the relationship to fear.
- In reflection, a created experience through our “I am ...” statements to renew our reality generated in our minds.
- In metaphor, an illustrated image of self (inside) in relation to the outside world “out there” (the idea of a self-interest shift from “I” to the common good “We).