



Career Development Network **NEWSLETTER**

Serving Career Development Professionals Since 1979

Volume 40, Number 1

Richard Knowdell, Publisher

January/February 2018

DEPARTMENTS

CONFERENCES

Canada

China

Mexico

United States

TRAINING & CERTIFICATION

ASSESSMENT TOOLS

REFERENCE BOOKS

WISDOM OF DICK BOLLES

COLUMNS

SUSAN JOYCE

Smart Job Search

MELISSA VENABLE

Social Media

JANET WALL

CEU One Stop

CONTACTS

USA

INTERNATIONAL

EDITORIAL

PURPOSIFY: A LOOK INTO THE CHANGING CAREER DEVELOPMENT LANDSCAPE IN ASIA AND WHAT IT MEANS FOR US

By Benjamin Aw

For many years in Asia and especially in Singapore, career development was largely associated with the steps that people have to take in order to be ‘successful’. Success means an individual has to jump through the various educational qualification hoops, followed by getting a job, a salary and inevitably climbing up the ranks in the hopes of saving enough from the paychecks in order to attain an early retirement (if ever).

If you were to go to the street and interview individuals regarding their understanding of what career development is, many youths and adults will tell you that they are looking for a regular job with a ‘good’ pay. In other words, these individuals are unknowingly seeking job stability (i.e. a job is a means to an end, adopting a ‘work-to-live’ mentality) compared to career planning & decidedness where one pursues work in areas where one is passionate about.

However, with the rise of an economy dominated by Disruptive Technologies and Gigs, we are witnessing a gradual shift in people’s mindsets and preferences about jobs. I once took a GrabCar that was driven by a 23 year old who shared that he chose this particular path as it offered him flexibility and that he was doing something he loved; driving. Another young adult I met while I was conducting training took the unorthodox path of being a boutique barber, with the support of many of his peers. I also had the privilege of being introduced to a pair of friends who came together to start an enterprise to manufacture and

ASIA continued

distribute a Singaporean version of the infamous card game; Cards against Humanity.

The various changes in the economy is opening the eyes of people in Asia. With 3D printing technology, smaller manufacturing companies are now making a come-back; Technology growth and adoption has allowed the rise of the Gig economy where free-lancers are now able to seek out larger markets at a highly competitive rate.

Asians (with the assistance of Social Media platforms such as You Tube) have begun to realize something that used to be associated with what was known as “a Mid-Life Crisis” – that is the discovery of a Purpose in what we do. Career practitioners in Singapore have also started providing training and coaching services to the Singapore labour force in order to help them find meaning in what they do and enable people to discover themselves and to move away from what was typically perceived as ‘iron-bowl’ careers.

With Singapore (& Asia) increasingly being viewed as a hotbed of innovation and growth with more and more individuals and startups challenging the traditional economy with their unorthodox and novel ideas, it is time for career practitioners to take heed of what is happening in Asia and begin the process of immersing and familiarizing themselves with an understanding of disruptive tech as well as the changing career contract between employers and employees.

Benjamin Aw is a People Enabler (Trainer, Coach and Consultant) based in Singapore. For the past 8 years, he has helped many youths and adults discover and work towards their ideal career through training and coaching. In this area, he firmly believes helping people work towards their dreams by first starting with their individual passions and purpose.

LinkedIn: <https://www.linkedin.com/in/benjamin-aw-6aa63845/>

CONFERENCES

CANADA

January 22-24, 2018

CANNEXUS 18

National Career Development Conference

Ottawa, ON CANADA

Contact: cannexus@ceric.ca

CANADA

March 26-27, 2018

BCCDA

British Columbia Career Development Association

Vancouver, BC CANADA

Contact: info@bccda.org

CANADA

May 1-2, 2018

ACDC

Alberta Career Development Conference

Calgary, AB CANADA

Contact: ed@careerdevelopment.ab.ca

CHINA

May 15-19, 2018

APCDA

Asia Pacific Career Development Association Conference

Tsinghua University, Beijing, CHINA

Contact: info@AsiaPacificCDA.org

USA

February 13, 2018

UCDA

Utah Career Development Association Conference

Salt Lake City, UT USA

Contact: wendypotter@slcc.edu

USA

April 26-28, 2018

ACA

American Counseling Association Conference

Atlanta, GA USA

Contact: membership@counseling.org

USA

June 21-23, 2018

NCDA

National Career Development Association Conference

Phoenix, AZ USA

Contact: nscrimsher@ncda.org

TRAINING AND CERTIFICATION

SPONSORED BY
CAREER DEVELOPMENT NETWORK



JOB & CAREER TRANSITION COACH CERTIFICATION

Three-day face-to-face workshop led by **Rich Feller, Ph.D.**,
NCC, NCCC, LPC, JCTC.

Fort Collins, Colorado.....March 26-27-28, 2018
Phoenix, Arizona.....June 17-18-19, 2018
Baltimore, Maryland.....September 12-13-14, 2018
Southern California.....December 5-6-7, 2018

The Job & Career Transition Coach certification workshops in North America are now approved for 22.5 Continuing Coach Education Hours by the International Coach Federation

BUSINESS DEVELOPMENT & MARKETING

What They Did Not Teach You in Graduate School

One-day face-to-face workshop led by **Dick Knowdell, MS**,
NCC, NCCC, CDFI, CMF and NCDA Fellow



Phoenix, Arizona.....June 16, 2018
Baltimore, Maryland.....September 15, 2018
Southern California.....December 8, 2018

Attendees completing the Business Development and Marketing workshop receive 7 continuing hours approved by the California Board of Behavioral Sciences.

To register for either of the above workshops, visit our web site at www.CareerNetwork.Org or e-mail us at rknowdell@mac.com.

If you would like to schedule a workshop at your organization or in your geographic area, e-mail us at rknowdell@mac.com

ASSESSMENT TOOLS

CAREER PRACTITIONERS SHOULD KNOW ABOUT



Myers-Briggs Type Indicator (MBTI)

CPP offers live onsite MBTI Certification training for career counselors. The MBTI assessment makes Carl Jung's theory of psychological type both understandable and highly practical by helping individuals identify their preferences in four areas: where you focus your attention, how you take in information, the way you make decisions based on that information, and how you deal with the world. E-mail: custserv@cpp.com



Strong Interest Inventory Certification:

Live onsite Strong Interest Inventory Certification training is available from GS Consultants in groups of up to 30 individuals. In addition, GS Consultants offers Strong Certification training online. Noreen Sandino, Client Services Coordinator, GS Consultants, PO Box 225335, San Francisco, CA 94122 E-mail: noreen@gsconsultants.net



Knowdell Card Sorts

Career Values, Motivated Skills, Occupational Interests and Leisure/Retirement Card Sorts. As well as in English, many are now available in Arabic, Chinese and Korean. The Career Values and Motivated Skills card sorts are also available in on-line versions. Card sorts, e-mail: rknowdell@mac.com. Website: www.KnowdellCardSorts.com. On-line card sorts, e-mail: Michael@CareerPlanner.com



YouScience

Online assessment combining aptitudes, interests and personality to guide users toward their best-fit personalized career path. YouScience uses proven science and algorithms to encourage self-discovery and confidence in post-secondary choices. Website: www.youscience.com/contact



Who You Are Matters!

Interactive group discovery game experience engaging users in self-clarification and new possibility exploration, with post-game intentional exploration. *Who You Are Matters!* sparks meaningful conversations through the OneLifeTools narrative framework. E-mail: service@onlifetools.com



Career Decision-Making System

Authored by Feller & O'Shea, a multi-dimensional assessment system (both print and online) helping users to identify occupational interests, values and abilities, resulting in connection to career options and in-depth occupation data. Online version, e-mail: cdminternet.com/contact/index.jsf. Print version, e-mail: clinicalcustomersupport@pearson.com.



Self-Directed Search

Developed by John Holland, the StandardSDS is a career assessment and exploration tool that uses John Holland's RIASEC theory to classify individuals according to six basic types: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional. The theory is based on the idea that if your personality type matches your work environment type, you are more likely to find job fulfillment and career satisfaction. Website: www4/parinc.com/Support/ContactForm.aspx.

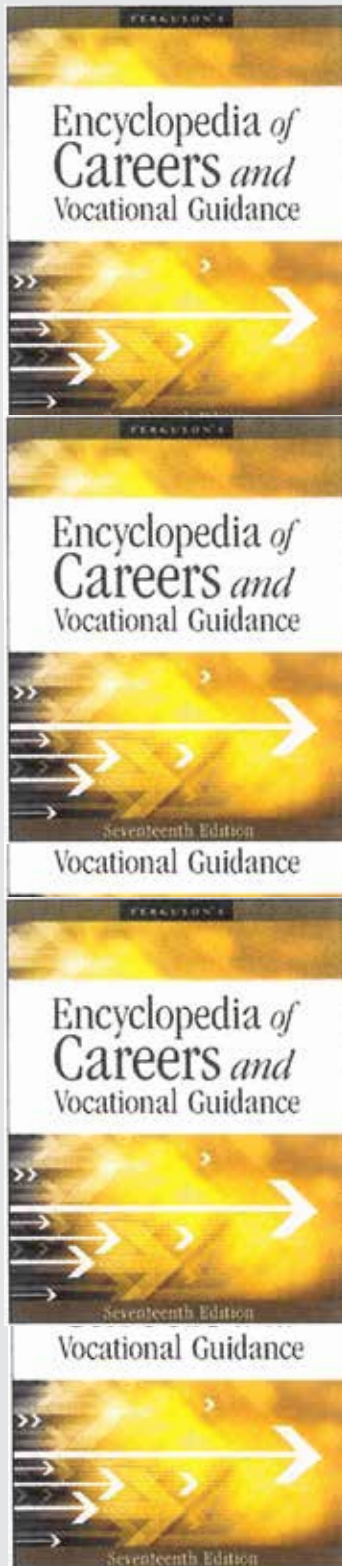


COPSystem

The COPS Interest Inventory consists of a series of items, providing job activity interest scores related to 14 different career clusters. Each cluster corresponds to both high school and college curriculum, as well as current sources of occupational information. The COPS interpretive material emphasizes a "hands-on" approach to career exploration, featuring career and educational planning worksheets, along with a listing of suggested activities to gain experience. The instruments include interests, abilities and values. E-mail: customerservice@edits.net.

REFERENCE BOOKS

CAREER PRACTITIONERS SHOULD KNOW ABOUT



Encyclopedia of Careers and Vocational Guidance 17th Edition, 6-Volume Set

This 6-volume reference set is loaded with clear and easy to read articles.

Volume 1 contains articles on Career Guidance. These articles provide basic information on the following:

- **Preparing for Your Career** - presents information on choosing a career, starting a career, assessment tests, personal skills, occupational classification systems, training for job entry and career development
- **Finding a Job** - covers information on placement offices, job fairs, networking and references, searching the Internet, and classified ads
- **Applying for a Job** - gives information on resumes, cover letters, career portfolios and credentials and interviewing
- **Your Hired** - features information on salary and wages, fringe benefits, personnel management, employment laws and employees' rights

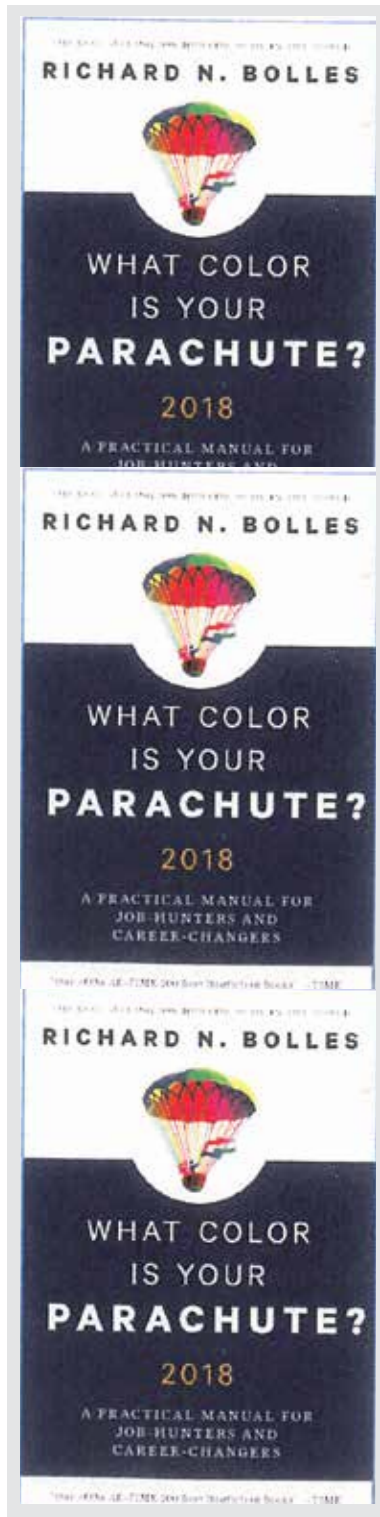
Volumes 2 to 6 contain more than 980 articles. Each article includes:

- **Quick Facts** - summarizes important facts
- **Career Ladder** - delineates a typical career path
- **Overview** - briefly defines the occupation
- **History** - provides background on how the occupation developed
- **The Job** - describes the typical duties of the job
- **Earnings** - gives current salaries and wages
- **Work Environment** - describes the work setting
- **Exploring** - suggests various ways to further explore the field
- **Education** - discusses necessary training or education
- **Certification and Licensing** - explains recommended and required certifications and licenses
- **Experience, Skills and Personality Traits** - describes what it takes to get hired and succeed
- **Employment Prospects** - looks at where to find employment when starting out
- **Advancement Prospects** - tells how people can move up the ladder
- **Outlook** - looks at the future growth of the career based on U.S. government projections
- **Unions and Associations** - lists groups helpful for networking and professional development
- **Tips for Entry** - suggestions for preparing for a career and getting a foot in the door
- **For More Information** - presents a list of helpful organizations that can provide further information

This 6-Volume set is available in hardcover from Ferguson's an imprint of Infobase Publishing, 132 West 31st Street, New York, NY 10001
\$299.95 Web Site: <http://www.infobasepublishing.com>

THE WISDOM OF RICHARD NELSON BOLLES

THE 2018 EDITION OF WHAT COLOR IS YOUR PARACHUTE



Dick Bolles first wrote *What Color is Your Parachute?* in 1970 as a book for priests and ministers to use in changing careers and finding jobs. Many of the techniques and advice proved so universal and practical that the book was then published as a guide for any job-hunter or career changer. Beginning in 1975, and for the next 43 years, Dick revised and up-dated the book annually. Not only was Dick Bolles a gifted writer, he was also an excellent researcher (trained at MIT and Harvard) who went to great effort to make sure each issue was updated with accurate and timely information.

Dick passed away at age 90 shortly after completing the updating of the 2018 edition of *What Color is Your Parachute?* Following is the contents of this final edition.

- Chapter 1 It's a Whole New World for Job-Hunters
- Chapter 2 Google Is Your New Resume
- Chapter 3 There Are Over Ten Million Vacancies Each Month
- Chapter 4 Sixteen Tips About Interviewing for a Job
- Chapter 5 The Six Secrets of Salary Negotiation
- Chapter 6 What to Do When Your Job-Hunt Just Isn't Working
- Chapter 7 Self-Inventory, Part 1
- Chapter 8 Self-Inventory, Part 2
- Chapter 9 You Get to Choose Where You Work
- Chapter 10 How to Deal With Any Handicaps You Have
- Chapter 11 The Five Ways to Choose/Change Careers
- Chapter 12 How to Start Your Own Business

- Appendix A Finding Your Mission in Life
- Appendix B A Guide to Dealing With Feelings While Out of Work
- Appendix C A Guide to Choosing a Career Coach or Counselor
- Appendix D Sampler List of Coaches
- Appendix E Foreign Editions of *What Color is Your Parachute?*

A copy of *What Color is Your Parachute?* should be on every career practitioner's book shelf and available to any job-hunter or career-changer.

354 Pages, U.S. \$19.99 / CANADA \$25.99
Ten Speed Press www.tenspeed.com



Susan P. Joyce is editor/publisher of JobHunt.org and WorkCoachCafe.com. She has a web presence on several career-related social media websites. Susan is the author of *How to Find a Job Using Craigslist* and co-editor of *New Year, New Job*.

sjoyce@netability.com
www.NETability.com

SMART JOB SEARCH

The Best Keywords for a Successful Job Search

Personal search engine optimization (“SEO”) is a topic we’ve covered in this Journal before. Because of the changes made in recruiting (and living) since the world-wide development of the Internet, keywords have become increasingly important.

Our keywords enable us to be found when an employer (or anyone else) is looking specifically for us or searching for someone like us. These are the most important keywords for all of us to use now:

1. Professional Name

This is the name used for resumes and job applications, professional online visibility (e.g. LinkedIn), and off-line visibility (e.g. business cards and meeting name badges). This name is used by employers to search after you have come to their attention to get a sense of your qualifications, communications skills, and “fit” for their job. Be sure to practice “Defensive Googling” so you can react if something bad is associated with this version of your name.

2. Location (or Target Location)

As appropriate, make your current location -- or your target location -- visible. Very few recruiters do generic searches by country name, so if you use a generic location (e.g., USA) you will very likely not be included in many search results. For example, in a search for engineers in Boston, someone using the USA as their location won’t be placed very highly in the search results (if at all) because the specific keyword “Boston” won’t be included in their document or profile. A very generic “location” is as useless as no location.

3. Job Title

The title for your current job or for the job that you want next is an extremely important set of keywords. The best approach is to use your current job title (if employed) plus the version(s) of your target job title used by your target employers if different from that current job. When in doubt about which job title to use, become a slash person - " Senior Project Lead/Senior Project Manager " or " Administrative Assistant/Admin Wizard."

Bottom Line

Search engines are gradually getting smarter, and artificial intelligence may soon help resolve many of these issues. However, these keywords are currently very important parts of personal online reputation.

ABOUT SOCIAL MEDIA



Melissa A. Venable, PhD, is a writer, instructor, and career coach in South Carolina, who works at the intersection of instructional design & technology, social media, and career development.

melissa.venable@yahoo.com
www.designdoc.me/

Check Your Settings! Privacy and Social Media

Privacy may not be the first thing that comes to mind as you use your social accounts each day. But maybe it should be - at least periodically, as part of an inventory to bring everything up to date. This kind of review is particularly important for our students and clients. Whether they are establishing an online presence, conducting a job search, or networking as seasoned professionals, social media can play a positive (or negative) role in reaching their goals.

So, what do you need to check exactly? PrivacyRights.org provides a detailed guide focused on two primary questions:

What information is public?

Read the fine print on the accounts you use to find out what information the platform tracks (e.g., websites you visit). Review your account settings to share only what you intend to share publicly vs. privately (e.g., age, status updates, location, photos).

Who can access information?

Many social media platforms work with advertisers and third-party applications (e.g., online games, quizzes) to personalize your experience and what you see on screen, such as targeted ads. Understand how what you do online and what you share online can be used in different ways.

Keep in mind that social media privacy policies change over time. Each platform makes updates to how it shares your information and the control you have over what you share. You may or may not get a notification when these changes happen. Schedule a time, perhaps annually, to make sure you understand the latest terms of use for each of your accounts.

Facebook is a great place to start your privacy checks. With more than 200 million active users in the U.S. alone it's still the most popular platform. It's also a platform that offers a lot of options for customizing how you share your information and updates. But don't stop there. Review your settings on LinkedIn, Twitter, Instagram, SnapChat, Pinterest, YouTube, and beyond. And encourage your career coaching and counseling clients to do the same!

RESOURCES

PrivacyRights.org – <http://bit.ly/2k7DJUQ>

Electronic Privacy Information Center – <http://bit.ly/2i2ti0A>

Electronic Frontier Foundation – <https://www.eff.org>

Facebook Basic Privacy Settings and Tools – <http://bit.ly/2jxOICS>

CEU ONE-STOP



Janet Wall, EdD is Founder of CEUonestop.com, author of McGraw-Hill's ASVAB books, co-author of the Ability Explorer assessment, and former manager of the ASVAB Career Exploration Program. She is an NCDA Fellow and FCD Instructor.
careerfacilitator@janet-wall.net
www.CEUonestop.com

ASSESSMENTS

CEUonestop.com is an official National Board for Certified Counselors (NBCC) approved continuing education provider. This means our offerings adhere to the strict and rigorous requirements of NBCC. As a result, completing any of our online, self-paced courses, live webinars or recorded webinars earns you clock hours for such certifications as the NCC, LPC, GCDF, BCC, CWDP, EVGP and CRC. Typically these certifications require about 75-100 clock hours of continuing education every five years. This column is devoted to professional development related to Assessment in Career Development.

Deciding on a career often depends on three major elements – what we like or want to do (interests), what we are good at (abilities and skills), and who will pay you to do what you like and can do (labor market information and jobs). When all three areas are working in harmony, we experience the sweet spot in our career progression.



Typically, assessments play a critical role in the first two areas – determining what we like to do and what we are good at. Because this is true, it is imperative that career and workforce development advisors, counselors, and coaches understand what factors are important in using good assessment with their students and clients, and how they can be sure the assessments they use are of appropriate quality.

Here is a short list of factors career development professionals can use as they go about selecting and using assessment in their work.

1. Purpose. Why are you using assessment to begin with? What is it you want to know about clients to help them in their career decision making? Until

CEU ONE-STOP
continued

you determine the purpose for which you are using assessment, you should not move forward. Just because your supervisor said you should use an assessment or just because your colleagues are doing so, is no reason to use one or the same one yourself. Your focus should be on what clients need to know about themselves, and how that that information relates to careers. Identify the purpose first and foremost.

2. Quality. Presuming you have identified why you are using an assessment, the next step is finding the best one/s for your purpose. Best is typically related to two major technical characteristics – reliability and validity. Reliability relates to how consistently the assessment measures what it is purports to measure. High reliability is important because if an assessment is not measuring consistently, then we have no idea if the result is accurate.

Validity is a word career development professionals bandy about frequently in assessment discussions, but often the real importance of that term is not fully understood. So often when someone asks for a recommendation for a valid assessment, it conveys that the person is not clear on what validity means.

The assessment community has created many very high quality assessments. Naming just a few are the SAT, ACT, ASVAB, SDS, SII and others. These assessments have research studies that show how the results of those assessments can and should be interpreted and used. Although these assessments are highly researched and supported by hundreds of studies, they are not valid for all situations and purposes. Thus, validity is narrowly related to how the results can and should be used; it is not an inherent characteristic of the assessment. Thus, there is no such thing as a valid assessment. Validity deals with the assessment results and the evidence that shows how you can use the results for certain interpretations and uses, not for just any purpose.

If there is little or weak reliability or validity evidence available on the assessment you are considering, don't use it. Using it would be unprofessional and unethical, and it has the potential of harming your client. Professional ethics standards support this claim.

3. Interpretation. Working with a student or client on interpreting an assessment is both an art and a science. The art part comes with appreciating your client's ability to understand the interpretation and using language they comprehend and can relate to. You need to provide sufficient information so that clients understand and can act on the results, but not so much as to overwhelm them.

The science part relates back to the validity concept in that your interpretation of the results to and with the client should not deviate beyond what the validity evidence supports. Limit your interpretation only to what the authors or publishers have confirmed through research studies.

Just as one example of a misinterpretation: sometimes career development professionals might steer clients that have an introverted preference to careers and jobs that are quiet and don't related much to people. There is no evidence that shows introverts cannot be successful in high relatability jobs. To shut people out of certain careers based on little evidence is at best misplaced, and at worst immoral.

One last point: as career professionals, we must be competent in the assessment and not go beyond our training. Some assessments require specific training and

CEU ONE-STOP continued

others do not. Even if training on the assessment is not mandatory, it is incumbent upon us to know the assessment thoroughly and read all the available information on it, including the technical manuals.

4. Practicality. This concept relates to budget, utility, ease of administration, and storage of results. These real world conditions have to be thought out well before we start using assessments. There are some assessments that cost dozens and hundreds of dollars per person. Some of us do not work in institutions that can afford that. We need to look for comparable quality assessments that fit the budget we have. Free assessments are only an option if they meet our stated purpose and have substantial technical quality.

Utility deals with the mode of administration. We may not be able to use an internet delivered assessment and only paper and pencil will do. We may not be able to store hundreds of paper and pencil assessments, and only computer storage will do. We or the client may not have several hours to take an assessment. There are other practical aspects to consider.

If you are interested in upskilling on the use of assessment in career and workforce development, CEUonestop has a number of relevant courses and webinars that relate. They are:

- Incorporating Strengths into Your Career Counseling and Coaching
(Live Webinar on 18 January 2018 (1.25 CEU clock hours)
- Selecting the Right Assessment (4 CEU clock hours)
- Assessment Issues for America's Job Center Staff (4-5 CEU clock hours)
- Non Traditional Assessment Tools That Rock (1 CEU clock hour)
- Incorporating Assessment Into Career Conversations (1 CEU clock hour)
- Using the Resume Development Process as a Career Counseling and
Coaching Tool (1 CEU clock hour)

Visit the website www.CEUonestop.com for more continuing education opportunities. Sign up for the VIP Mailing List offering periodic discounts: www.eepurl.com/EUz8f

UNITED STATES CONTACTS

ALASKA	Deeta Lonergan	907-274-4500	deeta@alaska.net
ARIZONA	Stan Maliszewski	520-621-1700	sjmalisz@u.arizona.edu
CALIFORNIA	Susan Wise Miller	323-933-2900	susan@californiacareerservices.com
	Maggi Payment	Kirkbride	mkpayment@usa.net
CONNECTICUT	Eleta Jones	860-768-5619	EJones@mail.hartford.edu
ILLINOIS	Jack Chapman	847-251-4727	jkchapman@aol.com
	Roberta Renaldy	312-926-4888,	rrenaldy@nmh.org
KENTUCKY	Nancy Parsley	859-331-9070	NEPARSLEY@aol.com
MAINE	Jim Peacock	207-649-9761	jimpeacock@peak-careers.com
MARYLAND	Karol Taylor	240-447-2923	Karol@us.net
MASSACHUSETTS	Gail Liebhaber	781-861-9949	gail@yourcareerdirection.com
MICHIGAN	Roberta Floyd	248-357-2426	rafloyd1@mac.com
	Ken Soper	616-698-3125	kensoper@yahoo.com
MISSOURI	Carolyn Thompson	573-873-5500	cbt@trainingsys.com
NEW YORK	Fredricka Cheek	716-839-3635	fscheek@adelphia.net
	Rita Carey	585-398-7508	rita@rcmassociates.com
OHIO	Caitlin Williams	831-917-7800	drcaitlinwilliams@gmail.com
OREGON	Lois Reid	503-363-0188	lhr4hannah@yahoo.com
	Kim M. Voyle	503-647-2382	kimvoyle@voyle.com
PENNSYLVANIA	George Ponticello	412-586-3731	gponticello@careerdevelopmentcenter.org
TEXAS	Suzu Drapkin	512-590-2545	sdrapkin@careerachievers.com
	Helen Harkness	972-278-4701	options@career-design.com
	Kim Thompson	832-724-8921	kmathomp@aol.com
WASHINGTON DC	Margaret New	703-298-2525	margaret@middleburggroup.com

INTERNATIONAL CONTACTS

AUSTRALIA	Amy Lew		amy@abundanzenterprise.com
CANADA	Denise Hughes	905-760-0111	dhughes@clsr.ca
EGYPT	Ahmed Mostafa		ahmed.mostafa@acdamera.org
KENYA	Raphael Chesori		rachemori@gmail.com
SINGAPORE	Timothy His		timothy@abundanzenterprise.com
SOUTH KOREA	Eunmee Hwang	82.2.3672.7700	emhwang95@emconsulting.co.kr
VENEZUELA	Egberto Fernandez	0058-212-2837471	egbertof@cantv.net

NEWSLETTER CONTACTS

The Newsletter is sent electronically every other month to all members of the Career Development Network. Membership in the Network is FREE to any career practitioners who send their NAMES and E-MAIL ADDRESS to: rknowdell@mac.com

Newsletter items can be sent to rknowdell@mac.com

CAREER DEVELOPMENT NETWORK

P.O. Box 611930, San Jose, CA 95161-1930 USA Cell: 408-828-3858

www.CareerNetwork.Org