



## **CAREER MANAGEMENT PROGRAM OUTCOME STUDY UPDATE**

### **CareerCycles' narrative career management program increases hope, optimism, confidence, resilience, personal growth, and curiosity and exploration: new outcome study**

**OTTAWA – January 30, 2013** – CareerCycles announced today that an outcome study of its narrative – or story-based – method of practice has shown that individuals in “career pain” who went through the CareerCycles Program experienced statistically significant increases in six key measures: hope, optimism, confidence, resilience, curiosity and exploration, and personal growth. Results were presented at the Cannexus national career development conference.

“Jobs and employment are among the most important current issues facing governments and societies around the world, but the question of how to align individuals and their strengths with opportunities in the world of work remains without a widely accepted, evidence-based approach,” said Mark Franklin, practice leader and president of CareerCycles, a career management social enterprise based in Toronto. “With thousands of clients across North America and hundreds of testimonials over the past 10 years, we knew that a narrative, or story-based, approach to career management works,” said Franklin. “It’s important to have the evidence, and now we have it.”

“These exciting outcome results move CareerCycles into the realm of evidence-based practice for career management,” said Basak Yanar, PhD, lead researcher on the study.

Most career centres and government-funded employment agencies measure program results with job placement rates and program attendance figures, but these measures fail to indicate sustainable changes in individuals’ careers. Tracking whether someone ‘got the job’ says nothing about the alignment between the job and the individual’s strengths, interests and life situation, nor does it say anything about that individual’s ability to manage their career for the future when and if he or she leaves that first job.

These problems led Franklin and Yanar to design a study to explore the effect of psychological variables such as hope and confidence. The researchers found that both of their hypotheses were correct - first, that a narrative approach to career management would have a positive impact on individuals’ personal attributes including hope, confidence, resilience, optimism and personal growth; and second, that these key personal attributes would be correlated with important career measures including career clarity, job satisfaction, job fit, and alignment between job and career expectations.

In the CareerCycles Program, subjects gained career clarity and learned how to navigate the world of work based on a “Career Statement” that names their strengths, desires, personal qualities, assets, influences of other people, and career possibilities emerging from their own stories. Subjects said that this process resulted in them not only feeling more hopeful and optimistic, but also increased their career curiosity and exploration. Correlations of these findings with career clarity, job satisfaction, and job fit suggest this approach leads to sustainable and positive employment and career outcomes.

The outcome study collected data from 68 past clients, 72% female, 28% male, who experienced on average five sessions with a Career Professional from among CareerCycles’ team of associates, all of whom used the narrative method of practice designed by practice leader Mark Franklin. After completing the CareerCycles Program, subjects were asked to compare the extent to which they think, feel, and behave before and after the program. “Psychological Capital Questionnaire” was used to measure hope, optimism, resilience and self-efficacy (confidence), and the two other measures used were “Curiosity and Exploration Inventory” and “Personal Growth Initiative Scale.”



**NEXT STEPS**

The researchers, Mark Franklin and Basak Yanar, are presently synthesizing the quantitative results and the qualitative interview element to this study for a forthcoming peer-reviewed publication. They will be presenting results at the CCPA National Conference in Halifax on May 15, 2013, and the NCDA National Conference in Boston on July 10, 2013.

At present, 160+ Career Professionals across Canada and the US have been trained in the CareerCycles narrative framework and method of practice. Interested Career Professionals are invited to contact CareerCycles to learn more about the CareerCycles narrative method of practice, and professional training opportunities on-site, or open-enrollment in Toronto.

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## Outcome Study Details

### I. Research Question

Does CareerCycles Method increase clients' Psychological Capital, Personal Growth Initiative, and Curiosity & Exploration?

How do these variables 'show up' in clients' stories?

### II. Career Management Variables

<b>Psychological Capital Questionnaire (PCQ) (Luthans, Avolio, et al., 2007)</b>	
<p>"Who you are and what you can become in terms of positive development" (Luthans, Norman, et al., 2008, p. 223).</p> <ul style="list-style-type: none"> <li>○ Number of items: 24</li> <li>○ Source: <a href="http://www.mindgarden.com/products/pcq.htm">http://www.mindgarden.com/products/pcq.htm</a></li> </ul>	
Definition of PsyCap Component*	Sample Items (Adapted with approval from the original questionnaire)
<p><b>Self-efficacy (6items):</b> "having confidence to take on and put in the necessary effort to succeed at challenging tasks"</p>	<p><i>"I feel confident analyzing a long-term problem to find a solution."</i></p>
<p><b>Optimism (6items):</b> "Making a positive attribution about succeeding now and in the future"</p>	<p><i>"I'm optimistic about what will happen to me in the future as it pertains to in my career and life."</i></p>
<p><b>Hope (6items):</b> "Persevering toward goals and, when necessary, redirecting paths to goals in order to succeed"</p>	<p><i>"If I should find myself in a jam in my career and life, I could think of many ways to get out of it."</i></p>
<p><b>Resiliency (6items):</b> "When beset by problems and adversity, sustaining and bouncing back and even beyond to attain success"</p> <p>*(Luthans, Youssef &amp; Avolio, 2007, p. 3)</p>	<p><i>"I usually manage difficulties one way or another in my career and life."</i></p>

<b>Curiosity and Exploration Inventory (CEI) (Kashdan, Gallagher, et al., 2009)</b>	
<p>"Positive emotional-motivational system associated with the recognition, pursuit, and self-regulation of novelty and challenge" (Kashdan, Rose, &amp; Fincham, 2004, p.291).</p> <ul style="list-style-type: none"> <li>○ Number of items: 10</li> <li>○ Source: <a href="http://psychfaculty.gmu.edu/kashdan/CEI-II.pdf">http://psychfaculty.gmu.edu/kashdan/CEI-II.pdf</a></li> </ul>	
Definition of CEI Component*	Sample Items
<p><b>Stretching (5 items):</b> Motivation to seek out</p>	<p><i>"I actively seek as much information as I can in new situations."</i></p>

knowledge and new experiences	
<b>Embracing (5 items):</b> Willingness to embrace the novel, uncertain, and unpredictable nature of everyday life * (Kashdan, Gallagher, et al., 2009, p. 987)	<i>“I am the kind of person who embraces unfamiliar people, events, and places.”</i>
<b>Personal Growth Initiative Scale (PGIS) (Robitschek, 1998)</b>	
Active and intentional involvement in seeking growth and improving one’s self in different areas of his or her life (Robitschek, 1998, 1999). ○ Number of Items: 9 ○ Source: <a href="http://www.ppc.sas.upenn.edu/personalgrowthscale.pdf">http://www.ppc.sas.upenn.edu/personalgrowthscale.pdf</a>	
<b>Sample Items</b>	
<i>“If I want to change something in my life, I initiate the transition process.”</i> <i>“I know what I need to do to get started toward reaching my goals.”</i> <i>“I have a good sense of where I am headed in my life.”</i>	

### III. Methodology

Phase 1: Survey Study (Feb 2012-Jun 2012)	Phase 2: Interview Study (Jun 2012-Nov 2012)
<ul style="list-style-type: none"> <li>○ Sent out Outcome Study Survey and consent forms to past clients via email</li> <li>○ 68 participants filled out the survey</li> <li>○ At the end of the survey, participants were invited to an interview study</li> </ul>	<ul style="list-style-type: none"> <li>○ Interviewed 7 participants (randomly selected) to gain in-depth understanding of their experiences</li> <li>○ Interviews ranged from 40-45 minutes</li> <li>○ Interviews were transcribed verbatim and coded (thematic analysis)</li> </ul>
<b>MEASURES</b>	<b>INTERVIEW QUESTIONS</b>
<p><b>Demographic Variables</b> (Gender, Age, Education)</p> <p><b>Career Management Variables</b></p> <ul style="list-style-type: none"> <li>•Psychological Capital (self-efficacy, hope, optimism, resiliency)</li> <li>•Curiosity and Exploration</li> <li>•Personal Growth Initiative</li> </ul> <p><b>Career and Employment Outcomes</b></p> <ul style="list-style-type: none"> <li>•Career and Life Clarity</li> <li>•Overall Career and Life Satisfaction</li> <li>•Employment Status</li> <li>•Person-job fit</li> </ul>	<p><b>Sample Questions:</b></p> <p>What was the career and life question/issue you had when you have started the CareerCycles Program?</p> <p>How did this model and the sessions with your career professional affect how you feel about your career/life direction?</p> <p>What parts if any, of the model are you currently applying to your career?</p>

#### IV. Survey Instructions

**14. In the following pages, you will be asked to compare your career and life experiences before and after the CareerCycles program.**

**Please reflect on how you think, feel, and behave now that you have completed the CareerCycles program as well as how you thought, felt, and behaved before you started the CareerCycles program.**

**Using the scale below, please indicate the extent to which you agree with each statement**

	After CareerCycles Program	Before CareerCycles Program
I know how to change specific things that I want to change in my life.	<input checked="" type="checkbox"/> Definitely agree <input type="checkbox"/> Mostly agree <input type="checkbox"/> Somewhat agree <input type="checkbox"/> Somewhat disagree <input type="checkbox"/> Mostly disagree <input type="checkbox"/> Definitely disagree	<input type="text"/>
I have a good sense of where I am headed in my life.	<input type="checkbox"/> Definitely agree <input type="checkbox"/> Mostly agree <input type="checkbox"/> Somewhat agree <input type="checkbox"/> Somewhat disagree <input type="checkbox"/> Mostly disagree <input type="checkbox"/> Definitely disagree	<input type="text"/>

#### V. Outcome Study Results

An outcome study of CareerCycles’ narrative - or story-based - method of practice has shown that individuals in “career pain” who went through the CareerCycles Program experienced statistically significant increases in six key measures: hope, optimism, confidence, resilience, curiosity and exploration, and personal growth initiative.

In the CareerCycles Program, subjects gained career clarity and learned how to navigate the world of work based on a “Career Statement” that names their strengths, desires, personal qualities, assets, influences of other people, and career possibilities emerging from their own stories. Subjects said that this process resulted in them not only feeling more hopeful and optimistic, but also increased their career curiosity and exploration. Correlations of these findings with career clarity, career and life satisfaction, and job fit suggest this approach leads to sustainable and positive employment and career outcomes.

For more information contact CareerCycles. 416 465 9222 [service@careercycles.com](mailto:service@careercycles.com)

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