



Enriching Careers and Lives: Professional Training Opportunities

Learn a Positive, Holistic and Narrative Method of Practice

Part 1, May 14-15 • Part 2, May 16-17, in Toronto • Free Teleworkshop intro: Feb.6 & March 6

We're hearing more and more about using 'narrative' and 'storytelling' in coaching, counselling and advising, but how does it work? How can we listen in new ways to our clients' stories that inevitably tumble out, and **help our clients distill what matters from what happened, to answer 'what now?'** How can we integrate a narrative framework with assessments, advising and other career services?

In this professional training series, Part 1 introduces you to a narrative framework to career counselling and coaching, and Part 2 builds skills and confidence for qualified professionals. In dynamic and interactive sessions featuring demonstration, role play, presentation and time for lively Q & A, you will learn how to apply a narrative approach to working with clients who are asking 'What now?' in their careers and lives. Who should register? Counsellors, coaches, advisors, HR professionals, therapists, social workers, helping professionals.

FREE TELEWORKSHOP INTRODUCTION to Narrative Career Counselling & Coaching, and the CareerCycles Framework. Feb.6 & March 6, noon-1pm, ET.

Part 1. GET STARTED: Learn to Use a Positive, Holistic and Narrative Method of Practice
May 14-15, 2012 in Toronto

Part 2. BUILD SKILLS & CONFIDENCE: Earn 'Holistic Narrative Career Professional' Designation (by application) May 16-17, 2012 in Toronto

Led by Mark Franklin, MEd, PEng, CMF, practice leader of CareerCycles www.careercycles.com

For registration, full descriptions, testimonials and details, please read on...

As presented at:



"This was the most useful post-grad training I have received in a long time." -Susan Molnar, McGill University

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## **TELEWORKSHOP INTRODUCTION to Narrative Career Counselling & Coaching, and the CareerCycles Framework**

**Dates: Monday, Feb. 6 & Tuesday, March 6, 2012**

**Time: 12:00 – 1pm Eastern Time**

**Cost: Free**

**Register: For call-details, contact us at 416-465-9222 or [service@careercycles.com](mailto:service@careercycles.com)**

In this teleworkshop you will get an overview of how to apply a narrative approach to working with clients who are asking 'What now?' in their careers and lives. You will also learn about the published CareerCycles framework and method of practice, and how you can apply it in your work.

**Please join us and start learning** how to listen to stories with a greater understanding to help clients arrive at a new level of awareness. We'll save time for Q & A, and provide an overview of the upcoming professional training opportunities, so you can apply and integrate this holistic framework effectively in a variety of settings with a diversity of clients.



## **Enriching Careers and Lives: Professional Training Opportunities** ***Learn a Positive, Holistic and Narrative Method of Practice***

Part 1, May 14-15 • Part 2, May 16-17, in Toronto • Free Teleworkshop intro: Feb. 6 & March 6

### **Part 1. GET STARTED: Learn to Use a Positive, Holistic and Narrative Method of Practice**

**Date: Monday, May 14 – Tuesday, May 15, 2012**

**Time: 9:30 am to 4:30 pm**

**Location: Toronto**

See below for cost, reservation and location details, or contact us at 416-465-9222 or [service@careercycles.com](mailto:service@careercycles.com)

Do you ever wonder if there could be more to career coaching, counselling and advising than assessments and job sites? We know that career and life issues blend together, yet in training and practice there's a divide between personal and career counselling, and career advising. Wouldn't it be great to feel confident and excited about bridging that divide and exploring career and life choices in a more meaningful way?

In a dynamic and interactive training featuring role play, demonstration, presentation and time for lively Q & A, you will learn how to conduct client sessions, and you will expand your repertoire with the 20+ core interventions of this proven and published method of practice. Designed to benefit counsellors, coaches, advisors and other helping professionals with or without career development experience (from beginners to seasoned clinicians), **you will learn:**

- How to listen to stories with a greater understanding to help clients arrive at a new level of awareness, reframing dissatisfaction into career and life desires
- How to map what is happening in a narrative session, and to gather and organize client strengths, desires, personal qualities, assets, and influences from client stories
- How to align clients' plans with their mindsets so they welcome opportunities and take inspired action
- Skills to transform a client's career and life clarification into a succinct 'Career Statement,' and using it to guide exploration of possibilities
- Specific exercises and tools to help clients research and explore career possibilities and maintain momentum
- Ways to link this holistic, narrative approach to traditional career counselling, employment advising
- How to apply this framework effectively with a diversity of clients and in a variety of settings

#### **What you get:**

- **Certificate** in the CareerCycles Method of Practice, (pre-requisite for Part 2)
- **Guidebook** of CareerCycles Method of Practice containing 20+ core interventions, and accompanying working documents, learning program, client samples
- **Client Handout set** in PDF format (soft copies) for 20+ core interventions, versatile tools to email to clients for between-session tasks
- **Licence** to use 20+ core interventions of CareerCycles Method of Practice
- **One 75-minute group follow up meeting** by teleconference, Skype or in-person to continue learning, debrief practice, ask questions, get answers

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Part 2. BUILD SKILLS AND CONFIDENCE, leading to Holistic Narrative Career Professional (HNCP) Designation

Date: Wednesday, May 16 – Thursday, May 17, 2012

Time: 9:30 am to 4:30 pm

Location: Toronto

See below for cost, reservation and location details, or contact us at 416-465-9222 or service@careercycles.com

Designed to expand and extend your skills with this holistic narrative method of practice, you will build your repertoire, increase confidence, deepen experience, address blind spots and make your practice more natural and authentic. Earning the Holistic Narrative Career Professional designation enhances your practice and enriches your career, and supports your employment prospects and professional certifications. This HNCP training is open to individuals who have taken the Part 1-Get Started, two-day training.

You will learn:

- Ten+ more Career & Life Clarification interventions to use with your clients, including: Early Recollections; Heroes & Dragons; Integrating Assessments; Careers and Personality using MBTI
- Five+ more Intentional Exploration interventions including Career Serendipity; Closing Session
- More ways to link this holistic, narrative approach to traditional career tools, including resumés and interview skills
- How the interventions flow seamlessly together in real career counselling sessions (using Training DVDs)
- Your own style of using this method of practice through role play experiences and debriefing meetings

What you get:

- **Certificate** indicating you have earned the Holistic Narrative Career Professional (HNCP) designation
- **Training DVDs** of CareerCycles method of practice in action, demonstrated by practice leader, Mark Franklin working with a real client
- **Role play partner arrangement** to experience both client and career professional roles
- **Five 75-minute group follow up meetings** by phone, Skype or in-person to debrief the Demonstration Videos, and role play partner progress
- **Guidebook** of CareerCycles Method of Practice containing 40+ full suite of interventions, and accompanying client handouts, learning program, client samples
- **Client Handout set** in PDF format (soft copies) for 40+ core interventions, versatile tools to email to clients for between-session tasks
- **Licence** to use 40+ full suite of interventions of CareerCycles Method of Practice
- **Invitation for Free Refresher** to Get Started (Part 1) training on May 14-15, if you've previously taken it

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## **DATES, LOCATION INFO, RESERVATIONS**

**Part 1:** May 14-15, 9:30 am to 4:30 pm.

**Part 2:** May 16-17, 9:30 am to 4:30 pm.

**Location:** Riverflow Centre, 873 Broadview Av, Suite 201 Toronto, ON.

Directions [careercycles.com/contact/directions](http://careercycles.com/contact/directions)

**Sign up early and save!**

**Early Bird discount until April 9**

**See RESERVATION FORM below**

**Information:** Contact us at 416-465-9222 or [service@careercycles.com](mailto:service@careercycles.com)

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Presenter Bios. Mark Franklin, M.Ed., CMF, is practice leader of CareerCycles. Mark and an amazing team of eight Associates have enriched the career wellbeing of 3500+ clients. Mark developed the CareerCycles method of practice published in *Journal of Employment Counseling*, presents nationally (Cannexus, CCPA, CACUSS), worked as career counsellor at U of Toronto and York U, and hosts Career Buzz radio show. Mark holds the Career Management Fellow designation through Institute of Career Certification International. Mark will be joined by Leigh Anne Saxe, MA, CareerCycles Associate, career counsellor, happiness coach and inspirational speaker, founder of LivingInTheMoment, depending on number of participants. Visit www.careercycles.com

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## **Past participants of this training share their positive experiences!**

“This was the most useful post-grad training I have received in a long time.” -Susan Molnar, McGill University

“This was a very fulfilling workshop! I am very excited to practice with different clients.” -Christine Colosimo, Humber College

“I have really enjoyed using the CareerCycles interventions and method and feel that clients are responding well to them. I find that the model and interventions are particularly great at getting clients to buy in right from the start and at encouraging their involvement, which is so empowering and crucial for positive change! I'm excited to continue to apply them and to witness their impact on clients' journeys through transition and change. -Geneviève Beaupré, M.Ed. Counsellor, George Brown College

“I was drawn to this model when I first saw it presented. It pulls together the best parts of career counselling and career exploration.” -Kathie Lamie, MSW, Personal Development and Career Consultant

“Fabulous, relevant, on-target material. Great value for the money. Super model and incredible alternative to what's in the market--tremendous potential. Excited by the opportunities that are out there in the market.” -Pat Parisi, M.Ed., career counsellor

“I truly enjoyed the experience. I am leaving feeling rejuvenated and excited to return to my practice. The demonstrations were very helpful as was the mix of explanation and role-plays.” -Rebecca Markey, Career Counsellor

“Talk about serendipity and timing! I was looking for a new way to work with clients, especially with undergraduates who are asking the big career questions, beyond assessments. The CareerCycles Method of Practice provides me with that approach, and allows me to be more authentic and real with clients. One aspect of the method of practice that excites me is the potential to case conference with colleagues using consistent language.” -Penny Freno, Counsellor, Simon Fraser University

“Very informative. Great resources. Great handouts that are actually useful.” -Mary Vanscoy

“I love how illuminating it can be to use the client's story as a basis from which to extract key elements and patterns. I look forward to reviewing the materials in greater depth and apply the components as needed and adapt other components as needed to my target population. Excellent resource leads.” -Janet Johnston

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OVERVIEW OF AGENDA

Part 1: Get Started - CareerCycles method of practice

Day 1

- Welcome, introductions & overview of the day
- Overview of CareerCycles client experience
- Overview of CareerCycles Method of Practice and Guidebook
- Description of model: becoming empowered in your career and life choices
- First session interventions training, walk through, examples
- Setting up the narrative Your Story intervention
- Using the Career Sketch to gather and organize components from client story
- Career & Life Clarification interventions
- Case examples: Charlotte, Lily
- A focus on strengths in our method of practice
- Introducing and using the Career Statement to gather and organize client's key information from the narrative
- Live Demonstration
- Practice in pairs
- Learning from each other: roundtable sharing of client situations/questions

Day 2

- Intentional Exploration overview / Live your Career Statement
- Case of Lily
- Becoming intentional with your thoughts and feelings
- Practice and case discussion
- Intentional Exploration interventions
- Using Possibility & Exploration Plan (working tool)
- Work search & Inspired Action
- Further education intervention

- Integrating Intentional Exploration into your counselling and advising practices
- Become Empowered in your Resume, application materials, interviews
- Live Demonstration
- Role play and case discussion

One 75-minute group follow up meeting

- Debrief the participants client experiences. Lively Q&A.

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### Part 2: Build Skills & Confidence - HNCP

#### Day 1

- Ten+ more Career & Life Clarification interventions including: Early recollections; Heroes & Dragons; Integrating assessments; Careers and personality using MBTI
- Demonstration, and role play skill-building experiences
- Answers to your specific questions in lively Q&A-style format

#### Day 2

- Five+ more Intentional Exploration interventions including Career serendipity; Closing session
- More ways to link client experiences and their Career Statement to traditional career tools, including resumés and interview skills
- Demonstration, and role play skill-building experiences
- Set up role play pairings
- Set up observation of Training DVDs
- Plan and schedule group follow up meetings

#### Five 75-minute follow up meetings

- Debrief the Training DVDs
- Debrief progress of role play partnerships
- Gather questions and engage in lively Q&A.



# PROFESSIONAL TRAINING OPPORTUNITY

## Enriching Careers & Lives - Narrative Method of Practice Registration Form

**2 easy ways to register!**

- Phone  
416-465-9222
- Mail CareerCycles  
201-873 Broadview Ave.  
Toronto, ON, M4K 2P9

|                                                                                                                             |                   |                 |                             |                           |
|-----------------------------------------------------------------------------------------------------------------------------|-------------------|-----------------|-----------------------------|---------------------------|
| <b>Be an EarlyBird - register by Mon. April 9, and save!</b>                                                                |                   |                 |                             |                           |
| <b>Discount for Multiples: Bring a friend!</b>                                                                              |                   |                 |                             |                           |
|                                                                                                                             | Single, EarlyBird | Single, Regular | 2+ registrations, EarlyBird | 2+ registrations, Regular |
| Part 1: GET STARTED. Learn to Use a Positive, Holistic and Narrative Method of Practice. May 14-15, 2012, Toronto           | \$380             | \$400           | \$360                       | \$380                     |
| Part 2: BUILD SKILLS & CONFIDENCE. Earn 'Holistic Narrative Career Professional' Designation. May 16-17, 2012, Toronto      | \$570             | \$590           | \$550                       | \$570                     |
| Introduction Teleworkshop. March 6, noon-1pm, ET                                                                            | Free              | Free            | Free                        | Free                      |
| Please add 13% HST to all fees.<br>Please add materials fee for Part 2 only, of \$30 (for Training DVDs and full Guidebook) |                   |                 |                             |                           |

Name(s) \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Prov./St. \_\_\_\_\_ Postal Code \_\_\_\_\_

Work Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

Email \_\_\_\_\_

How did you hear about this training? \_\_\_\_\_

| Number Attending                                                                                                    | Price per attendee |
|---------------------------------------------------------------------------------------------------------------------|--------------------|
| Part 1:                                                                                                             |                    |
| Part 2:                                                                                                             |                    |
| Introductory Teleworkshop: register by email <a href="mailto:service@careercycles.com">service@careercycles.com</a> | Free               |

|                                |    |
|--------------------------------|----|
| Subtotal:                      | \$ |
| Materials for Part2, \$30 each | \$ |
| HST (13%)                      | \$ |
| Total                          |    |

Registrations postmarked after Oct. 10, 2012, will be processed at regular rates.

VISA

MasterCard

AMEX

Cheque

Name on card (if different from above) \_\_\_\_\_

Card Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiry date \_\_\_\_/\_\_\_\_/\_\_\_\_

Please make cheques payable to "CareerCycles" and mail to 201-873 Broadview Ave. Toronto ON M4K 2P9

For Parts 1 & 2. You are also asked to submit a brief statement explaining your interest in this training and a summary of your professional background to [service@careercycles.com](mailto:service@careercycles.com)