

FOCUS

Winter 2011



On Career Development

Newsletter of the Puget Sound Career Development Association

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Marketing Career Development Services

Paul Anderson, CEO and Career Psychology Consultant at ProLango Consulting and Columnist with the *Seattle Times* uses his background in psychology and communications to help thousands of clients achieve stronger sales, effective communication, top careers, and masterful public speaking. He will discuss non-traditional ways to market career development services.



Paul's unique combination of communication and business psychology enables executives and businesses to significantly

improve performance and productivity. His work has been featured in the *Wall Street Journal* and *USAToday*. His inspiring and motivating work across many industries has put him in demand throughout the United States and made ProLango Consulting one of the fastest growing career development and outplacement companies in the Puget Sound.

Today, Paul is busy presenting public and private workshops to businesses and

Thursday, Feb. 3, 6:30 p.m.

Community Center at Mercer View
8236 SE 24th St., Mercer Island

Free for PSCDA members
\$10 for nonmembers

Register at www.pscda.org
Click Event Registration

individuals across the Puget Sound on topics, including:

- Career Search Optimization: Today's Job Market Demystified
- Advanced Interviewing: Secrets Behind Decision Making
- Job Seeker 2.0: Building Strategic Relationships through Social Media
- Resume Writer 2.0: Your Success in Your Hands
- Interviewing Mastery: Take Control!

What Coaching and Counseling Contribute

Richard (Dick) L. Knowdell, MS, NCC, NCCC, CDFI, CCMF is President of Career Research & Testing, Inc. He will discuss how coaching and counseling are similar and how they differ, and will also offer counseling and coaching strategies.

Dick is the author of six

books, including *Building a Career Development Program: Nine Steps for Effective Implementation*. In 1995, President Clinton appointed him to the Board of Examiners of the United States Foreign Service. He has developed four popular

Thursday, March 3, 7 p.m.

Telemeeting — Call in from the comfort of your office or home

Free for PSCDA members
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career assessment instruments that have been translated into nine languages.

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President's Message



When I am teaching a job-finding workshop, I ask the question, "Who belongs to a professional association?" I generally receive a lot of blank stares followed by comments such as, "What is that?" or "I didn't know there was one for my job." Others claim to be too busy to go to meetings and then there is the proverbial "loner" who doesn't "do that sort of thing." As career professionals, we understand the benefits job seekers derive from membership in their industry associations. It is the number one places to network if you are looking for a job. Many employers place job postings on association job boards that are accessible by members only; we call it the hidden job market.

But more important than finding a job, professional associations can help you become better at your job, providing professional growth and development in your chosen field. They keep members informed of industry trends, challenges and opportunities. Unless you are in school, there is no better place to stay up-to-date in your field than through your professional association's newsletters, journals, meetings and conferences.

Professional associations also allow you to meet like-minded professionals who offer support, information and feedback. This is especially important if the individual is considering striking out on his/her own as a consultant or private practitioner. No practitioner can flourish in a vacuum.

Now I pose the same question to my professional colleagues. "Are you a member of a professional association...PSCDA or otherwise?" In other words, do you walk the talk?

Having observed the overwhelming attendance at the PSCDA meetings this year, I suspect most career professionals are members of at least one association, if not several. I am proud to be affiliated with these individuals who are committed to always growing, always improving.

It also is reassuring to know job seekers are receiving superior service from well-informed career counselors whether they are private practitioners, college career centers advisors or WorkSource counselors. Especially in this difficult job market, we owe it to our clients to give them the most current and strategic advice possible. PSCDA is a significant resource to help us be able to provide top-notch service.

Harry Truman said, "It's what you learn after you know it all that counts." I hope we can count you in for the remaining PSCDA offerings in 2011.

May your New Year be one of learning and leading,

Terry Pile, PSCDA President

Save the Date for our Best Practices Event

Mark your calendar for PSCDA's Best Practices event on **Saturday, April 2 from 10 a.m. to 2 p.m.** and get ready to learn **Job Search Secrets to Share with Clients**. The cost is \$10 for PSCDA members and \$15 for nonmembers.

Several PSCDA members will share their tricks of the trade when it comes to helping clients quickly find the right job. There will be great food and plenty of time to mingle with old and new friends.

Best Practices will take place in the home of

Virginia Stout in Seattle. Why a Saturday? To learn and network in the casual, relaxed atmosphere of a home without having to worry about getting back to the demands of the office. Stay tuned for more information.

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For new subscriptions or to cancel, contact the PSCDA Focus editor at billgreg@yahoo.com

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Managing for Employee Engagement

Coach Dan Kennedy passes on what he has learned as a coach in corporate and congregational settings

Gallup has found that when employees are engaged, companies benefit. 56 percent are more likely to have higher customer loyalty, 38 percent more likely to have above-average productivity, and 27 percent more likely to report higher profitability.

Engagement is employees caring about their work, but what does that mean, exactly? I see engagement as the experiencing of two things: one's values and strengths. Let's start with values. Values have been called the emotional paycheck of work. They are the positive feelings we have when we do our work in ways that matter to us. Values can't be taught. They're a part of who we are. Each person's mix of values is as different as each person, so while one person's values might include a desire to feel creative and collaborative, another's might be enjoying a sense of structure and solitude. Again, notice that values are feelings—they come from the inside out.

Whereas values are more feelings-based, strengths are defined more by innate talents and activities, specifically things we do without effort like being able to stay on task without supervision, or deliberate well, or to see the bigger picture. (Job-specific skills are another matter, and can be learned.) Gallup's wide-ranging and in-depth research shows that in organizations where leadership focuses on strengths, employees are over eight times more likely to be engaged in their work than workers with managers who do not focus on strengths.

Simply put, when management encourages employees to discover and leverage their values and their strengths — to be engaged — very real and positive things happen for any and all stakeholders. So, as the one in charge, you have the chance — if not the mandate — to do more. How? It starts with helping your people to discover their values and strengths.

Uncovering Values

Identifying values can be a simple process. My favorite values clarification exercise is to ask you to think of five times in your life when you did things you freely chose to do and enjoyed doing, no matter the results. They can be from your childhood, school years, your work or other times. List them and then, one by one, consider why you chose them. Once you have your answers, I suggest you ask why you came up with them, and then, for good measure, ask why, again. For example, a few years ago, I joined my church's choir. Why? Because I wanted to create music with others. Why? I wanted to emotionally touch people and do so as part of a group. Why? I wanted to connect with others. So then, a feeling of connection is a value of mine. See how it works?

Discovering Strengths

Pick up a copy of *Strengths Based Leadership*, by Gallup consultants Tom Rath and Barry Conchie. Not only will the book make the case for focusing on your strengths and those of the people you work with, but it will offer you an assessment that will help you discover your top five. Then give your employees a copy of Rath's *StrengthsFinder 2.0*, which will offer them the same assessment plus tips on how to bring their top five strengths to work.

Coaching Forward

Once you and your people know what engages them — their values and strengths — then coach them forward. In my coaching workshops I always stress the importance of curiosity. So, when coaching employees to leverage their values and strengths, always ask questions. They can include ones like, "Given your strengths and values..."

- how can you use them best in the work you're doing now?
- what kinds of projects do you think you'd excel at?
- what career path here will suit you and the organization best?
- how can I help you leverage them?

When you start having this kind of conversation, management becomes more than just about making sure that your people get the job done. It's about making sure they are being *engaged* while getting the job done. What this approach does is lift you and your employees up and out of work as usual. Up and out of the kind of work where you're waiting for the end of the day, for Friday, for your vacation, and finally, retirement. This, then, becomes work worthy of you and your people. It becomes work where you all get paid to be yourselves because when you are, your organization and your customers win, as well. This truly is management as more, and if you want it to be, it can become what your real work will be from now on.

Dan Kennedy has been coaching people who are up to good things in the world of work for 13 years. He also conducts coaching workshops for corporate and congregational leaders. Learn more about Dan at www.ResultsThatMatter.com or call him at 206-783-6829.



Camp Out for the Day at the PSCDA Annual Conference: Changing Careers During Changing Times

Mark your calendars now for the PSCDA Annual Conference, “**Changing Careers During Changing Times: Helping Clients Through Transition**” on **Monday, May 2 from 8:30 a.m. to 4 p.m.** at the Sambica Camp & Retreat Center, located at 4114 W Lake Sammamish Parkway SE in Bellevue. The cost is \$85 for PSCDA members and \$120 for nonmembers. Breakfast, lunch and snacks are included.



Morning Featured Speakers

Moving Forward When the Brakes Are On: Embracing Change in Times of Uncertainty by Kathy Clayton, Personal Coach

Long-term unemployment creates malaise in people who are looking for work and in the advisors tasked to help them. Staying positive, focused and resourceful becomes more challenging when you as the expert are uncertain about your job. Learn how your beliefs about change directly impact your clients' outcomes. Discover how to get unstuck and move forward, for yourself and your clients.

The Myths of Maturity by Craig Riggs, Senior Social Worker, Renton WorkSource

There are miss-conceptions and hasty generalizations wrongly associated with older workers, often creating a negative bias. This presentation will equip counselors and coaches to not only identify the common myths but also address how to counter the wrong thinking and instill confidence in the mature worker.

Panel Discussion: Training and Employment Needs for the Future

This panel of employment specialists will discuss trends and the growing skill needs of Puget Sound Employers as well as available programs and resources.

Afternoon Breakout Sessions

From Corporate to Self-employment by Jeff Levy, Business Coach, Entrepreneur's Source

Growing numbers of today's workers are considering self-employment. Determine whether to encourage or discourage your clients who are considering becoming their own boss.

Networking in the Digital Age by Kris Kero, Career Coach, Career Advisors

Everyone is “a-twitter” about Facebook and LinkedIn, but there is still no substitute for face-to-face networking. Get tips on how to integrate old-fashioned networking strategies with social media tools to help your clients construct an effective job search in the digital age.

A Map for Helping Clients Navigate Career by Carol Vecchio, Centerpoint

Learn a new, practical tool to add to your professional “toolbox” that offers strategies on how to help clients navigate and normalize change in life and work. Leave with a few practical guidelines that will help you define some tangible next steps for clients.

Four Generations in the Workplace by Michael Lee, Express Employment Professionals

Learn about the strengths and challenges of four generations working together and how we can best prepare our clients to navigate in a workplace where many bosses are the same age as our clients' children.

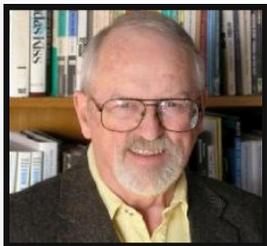
The above sessions may change slightly as we continue our planning. Stay tuned for more to come.

Scholarships for the Annual Conference are available to PSCDA members. Visit www.pscda.org for more information and to download a PDF of the scholarship application.

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What Coaching and Counseling Contribute

Dick is a past president of the California Career Development Association (CACD) and the Silicon Valley Chapter of ACP. He established a private career counseling and consulting practice in 1971 and trained and supervised the counseling staff.



In the 1980s he founded an Executive Outplacement Firm that provided services for 51 Silicon Valley firms. In the 1990s Dick served as an executive coach at several Silicon Valley firms. He established one of the first successful

Employee Career Development Programs at a national research and development laboratory. He has served as a consultant on employee career development to numerous Fortune 500 organizations and delivered presentations at human resource conferences in Europe, Asia, Australia, New Zealand and North America.

Dick taught courses on employee career development to human resource managers at San Jose State University

and career assessment techniques to professional career counselors at the University of California-San Diego. Over 500,000 of his career-assessment card-sort instruments have been sold and are used extensively with adults in university, social service, business, outplacement and private practice settings.

He has served as an expert witness on employment issues in family law, personal injury, medical malpractice and wrongful termination cases in California Superior Courts and in Federal Court.

Richard (Dick) Knowdell presents "What Coaching and Counseling Contribute" on March 3. He is the author of *Building a Career Development Program: Nine Steps for Effective Implementation.*

Career Resource Tips from PSCDA Members

"An important step in job hunting and interview preparation is to take the time to learn what information there is about you on the internet. Go to a website like webmii.com, which scans many online resources, and see what potential employers can find out about you online."

— Susan Lausac

"Did you know that LinkedIn is free for recruiters? Job boards charge thousands per recruiter, per year, to have access to the resume search feature, while LinkedIn searches are free! For companies seeking to cut costs, it is an easy decision. Nearly every recruiter I talk to puts LinkedIn high on their list of talent sources, as did I when I was recruiting. Keyword-rich content under each job title and lots of contacts will maximize job seeker visibility."

— Jill Walser

"Watch J.T. O'Donnell from CAREEREALISM demonstrate great ways to use social networks in the webinar *8 Things You Can Do in 1 Minute to Improve Your Career* at <http://www.careerealism.com/8-1-minute-improve-career-video>."

— Bill Gregory



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Why PSCDA?

Because the Puget Sound Career Development Association provides:

Professional development opportunities through our monthly meetings and annual conference

Identification and discussion of new exercises and techniques in career counseling

Networking opportunities with local career development professionals through our website and events

Recognition as a member of an outstanding professional organization

Renew or join today!

www.pscda.org