

# FOCUS

## On Career Development



Winter, 2010

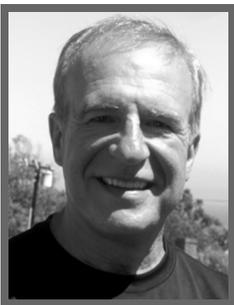
Newsletter of the  
Puget Sound Career  
Development Association

[www.pscda.org](http://www.pscda.org)

### February Chapter Meeting Prepping Your Client to Get the Job

**With Lou Adler**

Recruiting Methods Consultant and Author



Your client has just obtained an interview for the perfect job. Now it's time to put Lou Adler's expertise to work in prepping your client. During a 20-year career as a recruiter, Lou Adler, the author of *Hire With Your*

*Head*, has prepped hundreds of candidates for top-level positions, enabling them to perform at their best.

Lou will share his process with us so we too

Thursday, February 4th

Webinar with Lou Adler, 7:00—8:30pm

Email Terry Pile at [terry@careeradvisorsonline.com](mailto:terry@careeradvisorsonline.com) for details on how to log into the webinar from your computer and how to join the voice portion by phone. \$10 for Non-members

can use these methods for helping our clients sell themselves as never before. Questions welcomed.

Lou has asked participants to read two of his articles, "How to Prep a Candidate" and "The One-Question Performance-based Interview." See *Adler Articles* on page 3 for directions on how to find them at [adlerconcepts.com](http://adlerconcepts.com). The two articles are bolded.

Lou Adler ([lou@adlerconcepts.com](mailto:lou@adlerconcepts.com)) is the CEO and founder of The Adler Group

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### March Event: Best Practices

*The "Share Your Favorite Exercise" meeting is now the "Best Practices" meeting, consisting of two highly useful exercises and six stories that you can share with clients.*

**Moderated by Tom Washington**

Meeting begins at 10am with a fabulous catered lunch at noon. Stay as long as you can, but by all means remain for lunch. Held at Virginia Stout's 100 year old home with a great view of the Cascades, and the University of Washington. We will email directions to you when you register.

Come see old friends and make new friends in a beautiful, cozy setting where you can leave with ideas, exercises, and stories that you can begin using immediately.

Saturday, March 13th

10:00 am - 2pm with catered lunch at noon

**2822 10th Avenue East, Seattle**  
(just north of Hwy 520).

No charge for members, \$10 for non-members. Registration limited to first 45 people. Email confirmation of attendance to Kate Duttro: [duttro@drizzle.com](mailto:duttro@drizzle.com). Kate will email back driving directions to Virginia's house.

Why Saturday? It's fun to learn and experience in the casual atmosphere of a home, on a Saturday where you arrive relaxed and enjoy the company of really neat people.

### Our History

For more than 20 years our members have shared some great exercises with us. We're going to experience two more excellent exer-

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## Join Us at An Upcoming Event:

January *No meeting*

April 1 *Cal Crow*

Founding member of PSCDA, will explain how career development professionals can increase the resiliency and self-efficacy of clients.

May 25 *The Green Future*

We'll look at a global and national perspective with Glen Hiemstra, noted futurist. Desiree Phair shares what green and technology jobs will be growing in our region. Gifford Pinchot shows us green opportunities on the management and professional side, and entrepreneurial opportunities. Cal Crow, provides insights on becoming more resilient and effective in these challenging and changing times. Other speakers will share the up and coming local companies in green technologies and the schools that can prepare you for these opportunities.

June 3 *Dinner Out*

Marilyn Richards will share her four point program for thriving in difficult times. Restaurant TBA.

*Events at Mercer Island Community Center unless otherwise noted.*

**8236 SE 24th Street  
Mercer Island, WA 98040**



## March Meeting: Best Practices continued from page 1

cises this year, plus hear six useful stories that you can share with your clients.

### Exercises

*Joe Afanador*

Two years ago Joe Afanador shared an extremely interesting and unique exercise. Unfortunately, because of the shortage of time, we learned how to do it, but we did not get a chance to fully complete it. So, back by popular demand, Joe Afanador will give us “the rest of the story.”

*Twenty Things I Love To Do* is an exercise that details the clients' favorite activities, and how they spend their time and some of their money. This alone provides a wealth of information. Additional benefits include learning about their current or past satisfaction on their jobs, skills they might transfer, and how much risk they have been taking to name a few. This is a non-threatening exercise and a rapport builder (ice breaker), which illuminates many facets of your clients' lives. Further, the professional can change some of the categories, tailoring this exercise to the specific group they serve.

*Tom Washington*

Useful Techniques for Identifying Skills, Qualities, and Characteristics in Accomplishments. I'll share techniques I've found particularly valuable in identifying skills within accomplishments. Describing a skill with a phrase inevitably creates greater impact. Examples include “focus effectively

on customer satisfaction,” and “able to sell new procedures that are adopted company-wide.” Hearing feedback like this from a counselor increases self-confidence, helps a client recognize the skills they want to use in an ideal job, provides material for resumes, and prepares a client for sharing powerful stories during interviews. I will demonstrate this process with a volunteer.

### Stories

Most of us share stories with our clients. For me, the stories come from my own experience, stories that clients have shared with me, or stories I've heard from other speakers or authors. These stories have a message and motivate our clients. I tell a personal story that demonstrates the bad things that can happen when you don't thoroughly research your future employer or future boss. Another demonstrates how one person refused to accept a rejection letter and got the job by going directly to the hiring manager. Another shows how a client overcame a deal-killing objection to get the job she still has 16 years later. These stories motivate our clients.

The stories you'll hear are designed so you also can use the story in appropriate situations. Stories are fun to share and our clients gain valuable lessons from them. The handouts you'll receive will be similar to “Scott's Good Luck” which was shared at the December meeting. Its also reprinted on page 4 in this newsletter.

**FOCUS** is a publication of the Puget Sound Career Development Association.

For new subscriptions or to cancel, contact the PSCDA Focus editor at [billgreg@yahoo.com](mailto:billgreg@yahoo.com) or

PMB 345  
227 Bellevue Way NE  
Bellevue WA 98004

## Feb Meeting: Lou Adler continued from page 1

([www.adlerconcepts.com](http://www.adlerconcepts.com)), an international training and consulting firm helping companies develop business systems to hire A-level talent using Performance-based Hiring. He is the Amazon best-seller author of *Hire With Your Head* (John Wiley & Sons, 3rd edition, 2007) and the Nightingale-Conant audio program *Talent*

*Rules! Using Performance-based Hiring to Hire Top Talent* (2007). Adler is a noted recruiting industry expert, international speaker, and columnist for a number of major recruiting and HR organization sites including SHRM, HRP, SMA, ERE, Kennedy Information, and HR.com.

## Transitions, Learning & Work 2010

If you are a professional working in schools, one-stops, counseling organizations, human resources, or anywhere where people, transition and communication are essential to your job, this event is for you!

### **PSCDA Members Presenting:**

- Sherri Edwards: "How to Win in a Competitive Job Market."
- Terry Pile: "Changing Careers after 40: Real Stories. New Callings."
- Craig Riggs: "Job Search Networking and Interviewing for the Older Worker."
- Dan Hallak: "How to Switch Careers with LinkedIn."

### **"Peak Performance in Tough Times"**



Keynote Speaker: Dr. Kenford Nedd, M.D.

Come laugh and learn as we review the latest and most relevant, effective techniques for achieving a happy, healthy and successful life in these tough economic times. You will learn how to abort stress in 11 seconds, and you will have

the tool to never, ever be stressed out again. You will learn 5 ways to become a happier person in the midst of all that comes and goes.

More information about Dr. Nedd is at <http://www.kennedd.com/about.htm>

### **"Creating Head, Heart and Soul Experiences to Support Transitions, Learning and Work"**



Luncheon Speaker: Cal Crow  
Transitions, learning, and work (TLW) are cognitive, emotional and values-laden experiences. They engage the head, the heart and the "soul." However, many organizations that assist individuals with TLW typically focus on cognition (teaching, telling, explaining, providing information) while overlooking the person's feelings and value system. How can we increase our organizations' success rates by creating customer-centered, heart and soul experiences for everyone we serve?

More information about Cal Crow can be found at <http://learningconnections.org/clc/trainers/cal.asp>

**Monday, February 1, 2010 at Embassy Suites Seattle, North/Lynnwood**

**8:00am - 4:00pm Check-in at 7:30am**

Cost is \$155. Registration and more information is at <http://learningconnections.org/workforce/2010>

## Adler Articles

**Get a Great Introduction to Adler's Concepts: Go to [adlerconcepts.com](http://adlerconcepts.com)**

The site has dozens of articles that Lou has written. They are extremely interesting and well written. Lou particularly wants attendees to read "How to Prep a Candidate" and "The One Question Performance-based Interview" both bolded below.

Go to [www.adlerconcepts.com](http://www.adlerconcepts.com). Click on Resources at the top of the site. On the left side you will see Article Topics.

To find "**How to Prep a Candidate**" go past Article Topics and Categories find the search box and type in *prep*. That will take you directly to it.

**Click on Interviewing.** Under Interviewing, look at "**The One-Question Performance-based Interview**," "Shootout at the Not-OK Corral: Comparing Various Interviewing Tech-

niques," "The One-Question Performance-based Interview Redux."

**Click on Assessment.** Under Assessment look at "Anatomy of a Bad Hire," "How to Measure Candidate Quality," "The Single Most Important Trait of Success," "How to Eliminate the Three Biggest Hiring Errors," "My Favorite Interview Question," (the questions is "Describe your most significant accomplishment")

**Click on Interview Training.** Under Interview Training, look at "The Best Question of All Time."

**Under Article Topics, click on Authors,** then click on Jason Wesseman. "Comparing Behavioral Interviewing to Performance-based Hiring."

**Click on The Official Rules For Hiring Top Talent.** "Behavioral vs Performance-based Interviewing Using Stephen Covey's Seven Habits."

# Scott's Good Luck

*Do you have stories like this one to contribute to the March Meeting on Techniques? If so, contact Tom Washington*

Luck is what happens when preparation meets opportunity. — Seneca

Scott is one of the best prepared clients I've ever worked with. He did everything I asked of him.

Scott had degrees in biology and fisheries biology. Although an excellent student, he was unable to get a job with the state fish and wildlife department. Eventually he ran a small fish farm in northern California where his prime diversion was shooting at the birds that were trying to get the fish. The nearest town, a town of 600, was 70 miles away so he rarely got out. After becoming very frustrated he returned to Washington to start another job search. He was having little success and contacted me.

Scott completed all of the exercises and put a lot of effort into them. Ultimately he concluded that he wanted to work for an organization that dealt with hazardous waste. I knew two people in the field and introduced him to them. One provided a list of all providers in King County and at that time it was a list of about six. Because the number was small I suggested that he visit each organization, pick up whatever vibes he could, and ask for any information available on the organization. These were pre-Internet days.

On a Thursday, at the first or second place he went in, he walked up to the receptionist and confidently asked for any information they had available. A moment later a gentleman walked up and asked why Scott was interested in the organization. Scott said "I might be interested in working for you." The employee said, "Well, we might be interested in hiring you." While standing there the person asked a few questions which Scott handled exceedingly well since we had completed our practice interviews and he was fully ready for anything that an employer could throw at him. The manager then asked for a

resume, which Scott did not have since he had not expected such an occurrence. Scott went home and brought a copy back. That evening he was invited to come back the next day, Friday, for an interview and was offered the job immediately after the first interview.

The interesting thing was that on Saturday an ad for Scott's job appeared. It had been placed several days earlier and could not be pulled at the last moment. So, everyone who applied for that position could not get it—the job was filled.

At this point I ask the audience or the individual I'm speaking to, "Was Scott lucky?" Either immediately or soon, a person will say, "Yes, he was lucky." I will agree by saying:

Yes, he was lucky. If Scott had come five minutes earlier or five minutes later, the person who came up to him might not have heard him. So Scott was lucky, but he was also fully prepared for anything. He had not planned on selling himself, but when the opportunity arose, he was ready.

The lessons are:

- 1) Good things happen to people to take action
- 2) Be prepared. You never know when an opportunity may arise.
- 3) The more actions you take, the more good things will happen to you
- 4) The hidden job market is alive and well and will continue to be so as long as human nature does not change

*Story provided by Tom Washington.*

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## Member News: Craig Riggs is Reinvesting in Older Workers

*(Craig Riggs, Senior Social Worker, King County and former president of PSCDA)*

I am very excited about working on a new grant from the Department of Labor, known as "Reinvesting in Older Workers". I will be the lead case manager for the grant. I am responsible for helping about 235 people find employment over the next three years. We are working with all of the Community Colleges in King County putting together appropriate short term training that will lead to employment.

The grant will help people that are 55 and older and are either ex-offenders or not proficient in English, or have a disability. We are charged with placing about 80% of the participants. We hope to place them in one of three industry clusters: environment/green, health, or technology. Each person will receive assessment and

coaching on a one on one basis. The case manager will stay with each participant until he or she is employed.

There are many community partners who will be referring their customers to the program. Each referral will be screened and assessed for the program. If you think any of your clients might qualify, call me personally or have your client call at 206-205-3643.

After working with dislocated workers for 15 years I was ready for a new challenge. For that reason I was honored when the Workforce Development Council of Seattle/King County asked me to take on this project. My goal is to meet the aggressive employment numbers projected for the project. I know it will take collaboration with many organizations. We have started working with the partners to solidify our plans. Together we will help this needy population find employment.

# Membership Matters



## Benefits of PSCDA Membership

Many people attribute the success of their career as a career counselor to their involvement with PSCDA. They learn about the latest ideas and meet people who know where jobs are and how to get clients. Here is a list of specific benefits.

### Education

- Meetings/Virtual Meetings with Speakers without paying \$10
- 3 – 4 Newsletters to keep you up-to-date in your field\*
- Continuing education credits

### Practice Building

- Public listing "Find a Counselor"(When activated later this year.)\*
- Members only Job Board\*
- Volunteer opportunities\*
- Public Speaking Opportunities\*

### Networking Opportunities

- Networking with colleagues at meetings and workshops
- PSCDA on-line discussion group\*
- Access to Membership Director\*

### Other

- Scholarships\*

*\*Members only*



## Join PSCDA

Our dues are \$55 for the membership year. As of January 10, we have five excellent remaining events. Membership also provides a significant discount for the annual conference.

Please go to [www.pscda.org](http://www.pscda.org) and click on "Member Application" to become a member.



## Membership Year

The Board proposes that the membership year be from September 1<sup>st</sup> to August 31<sup>st</sup>. This is when 8 straight months of valuable activities begin, its when many people make decisions to invest in their professional development, and its when most people join. The membership will vote on this proposal at the March meeting.



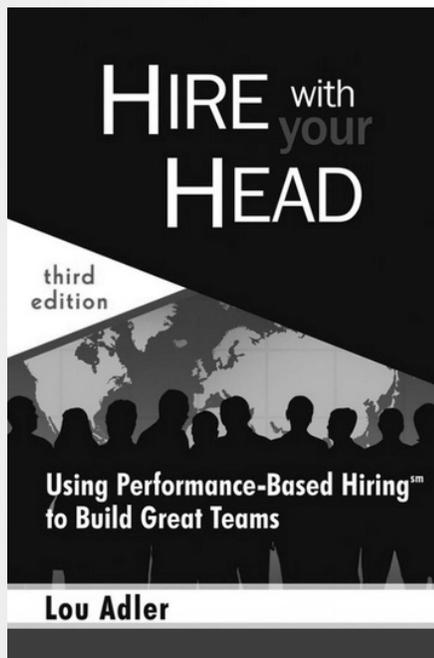
## NEW!!! PSCDA Scholarships will be Awarded

Did you miss last year's PSCDA Conference because money was tight? Don't let it happen again. PSCDA now has a new scholarship program to assist members in need of financial assistance to attend PSCDA's annual conference. Scholarships will be awarded at the discretion of the Board based on estimated attendance, budgetary restraints and the following criteria:

- Applicant is a PSCDA member
- Applicant has volunteered within PSCDA or in broader community activities related to career development.
- Financial support from employer is not available.
- Whether applicant has received previous scholarships. (First time applicants are given priority.)

Applications must be submitted six weeks prior to the event. Applicants will hear back from the Board within three weeks. For an application form please contact Terry Pile at [terryp@careeradvisorsonline.com](mailto:terryp@careeradvisorsonline.com).

# Book Review



*Hire With Your Head, by Lou Adler, 2007  
Review written by Tom Washington*

Hire With Your Head is written by Lou Adler, an executive recruiter and consultant who helps organizations implement his hiring process to improve the quality of new hires. There are many interviewing guides for job seekers, but this book is unique because it gives you the inside scoop on the hiring process. Adler points out that very few interviewers ask the right questions or even know what the ideal candidate would look like. By understanding the techniques he shares with his clients, we can better prepare our clients.

Hire With Your Head was written to enable companies and hiring managers to increase their percentage of good hires from roughly 50% to 80-90%. When companies adopt Adler's process, they consistently rise to that 80-90% level. The concepts are easy to understand and relatively easy to implement once a manager sees the wisdom of the process.

This book is valuable to us for several reasons. First, relatively few career specialists have been managers who hired staff. When PSCDA has had panels of internal and external recruiters, the enthu-

siasm is great and the questions and comments fly fast and furious. We want to understand what they do, how they do it, and why they do it. Hire With Your Head provides that insight. Second, we get an excellent look at what an effective recruiting and hiring process looks like, plus we understand the old, more traditional processes. By understanding what a prepared hiring manager is looking for, our clients can better supply them with information and accomplishments that actually reveal how that client will perform if hired.

The hiring process has always been a bit of a mystery to us. Adler explains why: It's also a mystery to HR managers and hiring managers. Managers rarely receive interview training of any kind, let alone effective strategies, and the hiring process in most companies is not designed to identify and hire the very best candidate. Adler provides a method to fully examine the real requirements of the job. He rails against the idea of requiring a certain degree and x number of years of experience. He points out that these requirements are artificial and often screen out great candidates. Isn't that one of the things that so frustrates us and our clients? The only relevant issue is, which candidate will succeed best, regardless of what degrees and years of experience they have. I really like this emphasis of Adler's. It is a method that opens opportunities to minorities, the disabled, the over 55, and anyone else who has experienced discrimination. We all should hope that Adler's process, and others similar to it, would be adopted by all organizations.

Many managers, for example, take pride in their intuitive abilities to pick the right person. These managers, in reality, typically make good hires 40-60% of the time. The cost to small and large organizations that get it right only half the time is tremendous.

Adler points out two major reasons for this 40-60% successful hiring rate. Managers rarely take the time to gather the right

information during the interview process and they make their hiring and rejection decisions far too quickly, often in just 5 to 10 minutes. The remainder of the interview is spent subconsciously justifying the decision by latching onto supporting evidence, while ignoring or explaining away contrary evidence.

Adler calls his process performance-based hiring. This process has similarities to the behavior-based interviewing style that many of us are familiar with. Most questions in the performance-based process are designed to obtain information about a particular accomplishment that reveals a great deal about the skills, knowledge, character, and potential of the person. As with behavior-based interviewing, it shares the belief that the best predictor of future behavior is past behavior. Adler's process is more comprehensive, and I would say, more effective than traditional behavior-based interviewing. I sense he has taken recruiting, interviewing, and hiring, to a higher level.

Adler provides an entire process that includes:

- Determining what projects and tasks the successful person will need to accomplish
- Creating an interviewing plan with questions that will elicit actual experiences that relate to the activities that will be performed
- How to wait at least 30 minutes before making any type of decision about each candidate
- How to recruit the candidates
- How to sell them on the position and then provide the necessary training

Hire With Your Head is geared toward HR and hiring managers, but don't let that stop you from reading it. By reading between the lines, you'll gain great insights in how to help your clients with the interview process.

# New Washington State Counselor Credentialing Opportunities

with Andrea Davis



The first question PSCDA's school, agency, outplacement, and independent practicing career professionals have is, "Do I need any kind of credential?" The answer is still no. Although much of what we do is included in the State's definition of counseling ("Assist a person . . . improve their mental, emotional, or behavioral problems . . . achieve understanding and awareness of self and others and the growth of human potential"), what we do is not primarily "therapeutic" and so is not covered by the new law.

Thanks to Andrea Davis, PSCDA Secretary, for initiating and providing the key information for his article. Andrea has offered to help if you have any questions or concerns about this new process. Her phone is 206-304-1102 and her e-mail is: [andreadianedavis@msn.com](mailto:andreadianedavis@msn.com).

The law eliminated the Registered Counselor category because it falsely conveyed that oversight and a selection process was in place. When unethical behavior occurred, they blamed the State.

The new law, which takes full effect on July 1, 2010, improves the process by establishing 8 categories of human service professionals leading up to full licensure as a mental health professional. They are: Agency Certified Counselor, Certified Advisor, Certified Counselor, Chemical Dependency Professional Trainee, Marriage and Family Therapist Associate, Mental Health Counselor Associate, Social Worker Associate, and Social Work Associate Independent Clinician.

Here is one opportunity. If you have been a Registered Counselor for 5 years and you pass a test, you can become a Mental Health Counselor without meeting the 3000 supervised hours requirement. This has been a major hurdle.

Andrea is an example. She has been a registered mental health counselor in the State of Washington for 12 years. She recently passed the NCMHCE exam (National Clinical Mental Health counselor Examination) administered by NBCC (<http://www.nbcc.org/>). Now she will submit the number of hours clocked as a Registered Counselor for licensing as a MHC. She has a Masters Degree in Psychology which is a requirement for Licensure.

The requirements for becoming a Mental Health Counselor have not changed and are online at:

<http://www.doh.wa.gov/hsqa/Professions/MentalHealth/licensure.htm>

The opportunity to have experience as a Registered Counselor count is very good news to the 17,435 registered counselors in our State. They have a way to join the other fully licensed professionals. As of a year ago these were: 1030 Marriage & Family Therapists, 4490 Mental Health Counselors, 83 Licensed Advanced Social Workers, and 3014 Licensed Independent Clinical Social Workers.

Here is another opportunity. There are now many more credential categories that do not require a large number of supervised hours. The requirements for the 8 new categories are: a degree in a counseling field, a supervisory agreement with a fully licensed professional with the same level of education, and taking courses in risk assessment, ethics, appropriate screening and referral.

With this process the State has provided an opportunity for more people to take advantage of their education in a counseling area to work in a credentialed capacity.

If you have a question, information is available at [www.doh.wa.gov](http://www.doh.wa.gov) or from a friendly person at 360-236-4700.

## Professional Notice

### Counselors Community

There is a new, free, online community for School Counselors from Washington State. This new online community for Washington School Counselors is called 'WSCA SCENE' and is accessible by going to The American School Counseling Association's website (<http://www.schoolcounselor.org/>).

## Inspiration

*"This is the true joy in life, the being used for a purpose recognized by yourself as a mighty one; the being thoroughly worn out before you are thrown on the scrap heap; the being a force of nature instead of a feverish selfish little clod of ailments and grievances complaining that the world will not devote itself to making you happy."*

-George Bernard Shaw  
From Larry Gaffin's *The Spirituality of Work*  
calendar for January 1



PMB 345  
227 Bellevue Way NE  
Bellevue WA 98004



# FOCUS

On Career Development

Newsletter of the Puget Sound Career Development Association

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## Why PSCDA?

Because PSCDA Provides:

Opportunities for Professional development through our annual workshop

Identification and discussion of new exercises and techniques in career counseling

Networking opportunities with local career development professionals through our website and monthly meetings

Recognition as a member of an outstanding professional organization

**Renew or Join Today!**



## Become a Member or Renew Today!

### PSCDA NEW MEMBER / RENEWAL FORM

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Check one:  New Member  Annual Regular Membership

Renewing Member **Dues are \$55.00**

Please make your check payable to **PSCDA** and mail it with a completed copy of this form to:

PSCDA - Membership  
PMB 345  
227 Bellevue Way NE  
Bellevue, WA 98004