



Special points of interest:

- CCDA Conference—Dec 1st
- ABC's of Career Change
- Think like a Free Agent
- Larimer Community Corrections
- Occupational Title Matches

CCDA Conference—December 1, 2006

Come Welcome Richard Knowdell at the conference!



CCDA Conference with Richard Knowdell

~ One of the founding fathers of the modern-day career development field

**Friday, December 1
9:00—4:00 PM**
University of Colorado at Boulder, Stadium Club

Price for members: \$105

Register online at <http://www.coloradocareerdevelopment.org>

Richard will spend the day alternating his presentation between descriptions of various career practitioner roles, short case studies, discussions and hands-on assessment instruments.

He will use three or four assessment instruments with the participants. The instruments will include the Career Values Card Sort and the Motivated Skills Card Sort.

He will introduce a simple

but effective Career Development and Transition model that can be used in a variety of venues.

Richard Knowdell's biography:

During a thirty-five year career, Richard Knowdell established one of America's first successful corporate career development programs, instituted an internal employee assistance program, directed a Silicon Valley corporate training and employee development department, established an executive outplacement consulting firm, and served as an executive coach.

Richard L. Knowdell, MS, National Certified Career Counselor and Charter Career Management Fellow, is the President of Career Research & Testing, Inc., author of *Building a Career Development Program: Nine Steps for Effective Implementation* (1996) and co-author of *From Downsizing to Recovery: Strategic Transition Options for Organizations*

and *Individuals* (1994).

Knowdell has taught courses in *Career Assessment Techniques* at the University of California, San Diego and *Employee Career Development Techniques* to human resource professionals at San Jose State University.

In 1995, President Clinton appointed him to the Board of Examiners of the United States Foreign Service.

He has developed four popular career assessment instruments that have been translated into nine languages.

In 1979, he founded the Career Planning & Adult Development Network and has edited their Newsletter and Journal. Dick is a past president of both the California Career Development Association (CACD) and the Silicon Valley Chapter of the International Association of Career Management Professionals (IACMP).

Register quickly!

Inside this issue:

CCDA Upcoming Conference 1

Corner Resources 2-5

CCDA Connections 6



Presidents past, present, & future.

*President-elect: Ann Hermann,
Past: Allan Obert,
Present: Lisa Severy*

Thanks for all your hard work!



Do you know the ABC's of Career Change?

By Deborah Walker, CCMC

Making a career change is one of the toughest job search challenges. For clarification, "career change" means much more than "job change." A career change means choosing a completely new profession or industry. A "job change" is simply changing employers within the same industry and profession.

Why do people change careers? The two main reasons are:

1. The industry or occupation becomes obsolete (or is outsourced overseas)
2. Job dissatisfaction (If you dread going to work on Monday morning, you're probably in this category.)

What makes a career change so difficult? After all, most job seekers attempting a career change know exactly why they would do well in a new profession or industry. The problem comes down to communication. Most job seekers have difficulty communicating in their resume their ability to excel in a new career.

Resumes, by definition, focus on career experience (history), but career changers need employers to see their expertise (current skills) in order to be viewed as a viable candidate.

If you are attempting a career change, it becomes easier when you understand the ABC's of career change:

- A:** Assess
- B:** Bridge
- C:** Communicate

Assess what you want changed.

Before you can make a successful change, you must decide what needs changing. Is it the duties you perform? Your overbearing boss? Your current geographic location? The industry you work in? The size of company you work for? The level of responsibility you hold? Once you pinpoint your exact source of unhappiness, you're on your way to making the correct choice for change.

Bridge the gap between what you've done and what you want to do.

The key to selling yourself

based on your expertise rather than your experience is transferable skills. Transferable skills work like bridges to help you cross over from one industry to another or one occupation to another. Transferable skills are those skills you now possess that qualify you as a viable candidate for your career change.

Communicate your ability to excel in your new profession or industry.

Your resume is your front-line communication tool to prospective employers. No matter how well you interview, if your resume doesn't sell you, there won't be an opportunity to convince them in person. Use your accomplishments to prove the strength of your transferable skills, and you'll get interviews faster and with more enthusiasm.

An experienced career coach can help you apply these ABCs to your current resume and your interview skills. Once you practice the ABCs of career change you'll be on your way to changing your career and changing your life—for the better!



Deborah Walker is CEO of Alpha Advantage, a career coaching and resume writing company. To find more job-search tips and resume samples, go to: www.AlphaAdvantage.com or email Deb@AlphaAdvantage.com

Submit to the CCDA Newsletter!

The CCDA Newsletter is published four times a year. Do you enjoy writing? Have you read something interesting

lately? Or, attended a particularly useful seminar? Share your career development knowledge with other CCDA members

by submitting an article. Please send articles to jodi.schneiderman@colorado.edu.





Think Like a Free Agent

By Mike Ballard

More and more of us are discovering the variety of ways to be “employed”, and significant numbers of workers aren’t employed at all. We work as temps, sub-contractors, free-lancers and consultants – on a permanent, part-time or temporary basis. Whether you get a W-2 or a 1099 (or both), there is one thing we all have in common: no one else will manage our career for us.

In today’s fast-changing world, job security is not guaranteed. Our resumes need to be updated our first week in the new job. We need to watch the trade journals for our industry, so we know who the players are. Do you work for a major player, or is your employer about to be acquired by the next

industry power? Is my company leading the way, or are we barely a blip on the radar screen? If changes are coming (and believe me, they are), I’d prefer not to be taken by surprise.

Free agents are more entrepreneurs than employees. We must manage our careers in the same ways we would a business. We must establish multiple, diverse sources of income, and we must find ways to establish our own personal branding. If we market ourselves as a commodity that can be found anywhere, we will tend to be treated as such. If we discover and promote our unique experiences and accomplishments,

prospective employers will see us as unique candidates that can make profound contributions to their team.

No matter who you get your paycheck from, you are the only one that can manage your career. If you’ve got work today so much the better, but keep an eye on the news. There are trade associations for just about everything – including the public sector. If you’re looking for work, be aware and open to all of your options. While you might prefer the “security” of employment, other avenues exist to find opportunity.

Mike Ballard is CEO of Turning Points, an education company based in Denver, Colorado. Turning Points helps college career centers and career counselors to be more engaged, satisfied and excited by providing online career tools and group curricula. For more information: www.TPNavigator.com



MBTI “Top 50” list by O*Net Interest Code

By Larry Gabbard, BSME, MS, MA

While my real interests are in the development of career counseling resources, my resources are tested on real clients. Most recently, this work has been with high school students and clients in career transition. MBTI Form M/Self-Scorable was used to start the process. Once the client’s reported type was confirmed, the client was guided through the MBTI TOP 50 list for that type.

The first step was to enter the key words from the MBTI titles into the O*Net search feature and see

which O*NET titles were the best match. This worked well for the career transition clients but proved a daunting process for some students. Many students simply did not have enough occupational savvy to select a good match and they had to be provided with guidance through this process. After doing this with about 10 students, it was obvious there had to be a better process.

New Process

Recently, this process has been streamlined by converting the 208

occupational titles used in the TOP 50 lists directly into O*NET titles. This results in “TOP 30” lists sorted by the O*NET Interest code (like a six digit Holland code) into the six Holland work environments. The task for the client is to review these lists to select their work environment. (It is the one with the most occupations of interest to the client.) Once occupations are identified, the client can immediately enter SOC codes into O*NET Online and begin to review occupational

(Cont. on page 5)

TURNING POINTS



Career Group at Larimer County Corrections

By Cori Shaff and Andrea Fortney

As two graduate students in the Counseling and Career Development at Colorado State University, we were excited to apply our new counseling skills to the real world. During our practicum experience, we had the unique opportunity to facilitate two career counseling groups at a halfway house. We led both a men's and a women's career group and discussed topics relevant to their needs; job searching, disclosing criminal background, finding meaning in work, and educational opportunities. In preparing for and leading our groups, we learned ex-offenders have a great need for career guidance; at the same time, few career counseling professionals work with this population in our community.

One of the first group activities we facilitated was a continuum that focused on the challenges and triumphs faced during the job search process. One question we posed to our group was "there are ___ barriers in my job search process." Our hope was that members would begin to recognize amidst the challenges of the job search, there are also many avenues to gain employment. Each participant shared one or two reasons for choosing a specific place on the continuum. After the activity, many of our members commented

that they felt empowered because they now had new ideas and expectations for their individual job search.

Utilizing skills we gained in our career counseling coursework positively impacted the group. During a Holland party group activity, there was a glow on each person's face as they told other members about what their RIASEC code meant to them. Having the opportunity to talk about what they enjoyed and their strengths wasn't characteristic of the more oppressive culture of the criminal justice system. One member expressed as a result of the group, "I have gained a lot more confidence."

Both of us realized our development as counselors as we facilitated the group process. A year ago, we would have approached this opportunity by serving as "information providers" and talked to the group about writing a resume and good job search methods. Through our group counseling class, we were beginning to understand the value of leading discussion in which members came up with the answers rather than listening to us tell them how to do it. Consequently, members were truly engaged during the group meetings, came up with personal insights, and bought into the importance of putting

what they learned into action.

Before our first group meeting, we were nervous and did not know what to expect. At the end of the first meeting, our members were enthusiastic and excited about the opportunity to implement their ideas gained from self-discovery. Our experience at the halfway house was positive and has given us many ideas for our future as career counselors. We envision future groups with ex-offenders focusing on specific topics related to job retention and long-term planning. Although individuals with a criminal background do face more hindrances than an average individual, the guidance of a career counselor may offer new ideas and help open unexpected opportunities.

Andrea Fortney and Cori Shaff are both second-year Career Counseling graduate students at Colorado State University. This experience was in partial fulfillment of their practicum class. Andrea works as an counseling intern and advisor at Front Range Community College in Counseling and Advising Services. Cori works as an counseling intern at the University of Colorado in Career Services.



MBTI “Top 50” list Continued



Larry Gabbard, owner eLCie www.elcie.com Career Consultant, Trainer, Author. Authored "Occupational Lists for Career Counseling Professionals and Enneagram Patterns in MBTI Type Tables." Supervisor of engineering teams at AT&T and Trainer at Forty Plus of Colorado. Presenter at numerous conferences in the state and nation.

Information. This process also gives them access to a huge number of occupational titles listed by Holland Occupational Code.

This approach has the benefit that the client discovers both their “shoes-off” MBTI type and their working environment. Both of these approaches are extremely well documented.

The TOP 50 lists are published in the MBTI Career Report Manual (Hammer 1992) and anyone can use the O*NET search features to match occupational titles. So, what is the problem with this approach?

Problem

The problem appears to be that O*NET and MBTI occupational titles are not easily matched. (No wonder the students had problems.) To date, my research has matched only 128 of the 208 occupational titles. About half of these were face value matches where the O*NET and MBTI title were virtually identical. Another 45 were easily selected from the O*NET search process but the last 20 required that job descriptions be checked. The checking process is not easy and it takes a huge effort to find a few new title matches.

So, right now, the “TOP 30” lists by O*NET Interest codes have only about 30 occupational matches for each of the 16 MBTI types. Interestingly, in very limited test cases, these “TOP 30” lists appear to be quite useful in determining the client’s work environment.

Solution?

A few members from the Southern Connections group plan to initiate a search to find additional occupational title matches after the first of the year (2007). Please contact me, larrygab@adelphia.net, if you would like to review the existing lists or participate in matching occupational titles.

Upcoming National Conferences



National Career Development Association (NCDA)

Join NCDA for the 2007 Global Conference. The conference will be held at the beautiful Sheraton Seattle in Seattle, Washington, July 6-8. You won't want to miss this great opportunity to attend this conference! We are expecting 1,000+ attendees at the premiere conference for career development professionals across all areas of career development and in all settings.

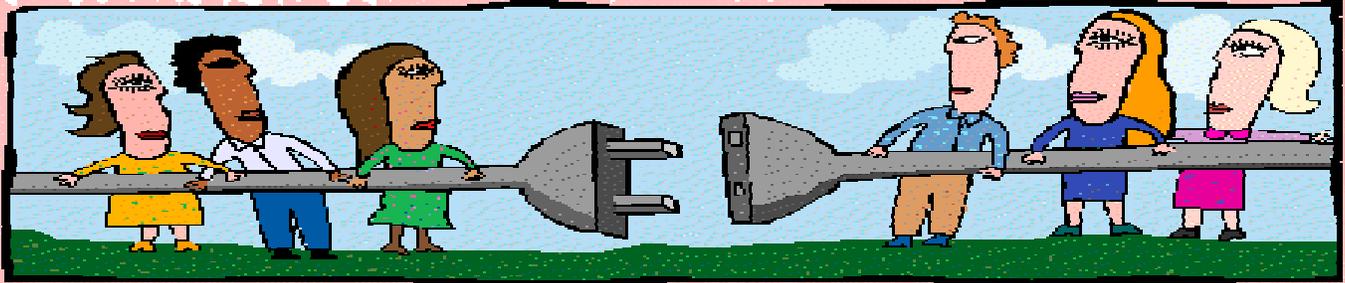
Website: <http://ncda.org/>



National Association of Colleges and Employers (NACE)

Join NACE in New York City, May 29 - June 1, at the New York Marriott Marquis at Times Square. The NACE National Meeting & Exposition is about many things: making important connections with like-minded professionals; developing skills; learning best practices; networking with colleagues and customers...all in a high-energy, high-impact environment where you will be motivated, encouraged, inspired, and invigorated.

Website: <http://naceweb.org>



GET CONNECTED! With CCDA Connections

What are CCDA Connections? An informal bi-monthly gathering of career development professionals, students or interested community members with the purpose of networking, and expanding our awareness of career development related issues and resources.

Boulder Connections

For more information on the next event, please contact Dan Macy.

Chair: Dan Macy at danmacy@yahoo.com or 303-819-6178

Denver Connections

The next Denver Connections meeting will be an informal, social luncheon on Wednesday, December 13th, from 12:00-2:00 PM at Dish restaurant (formerly known as Painted Bench). Dish is located at 400 E. 20th Ave., Denver, CO 80205. Please RSVP by December 11.

Chair: Barbara Stainman at blstainman@comcast.net or 303-519-2955

Northern Connections

The next meeting will be Friday, December 8th, from 12:00 - 1:00 PM at Larimer County Workforce Center. The workforce center will give an information session for 45 minutes, followed by a 15 minute tour of the facility. The workforce center is located at 200 W. Oak St, Suite 5000, Fort Collins, CO 80521. Please RSVP if you plan to attend. To sign up on the list serve for upcoming events, please email Andrea.

Chair: Andrea Forney at andreaforney@yahoo.com or 970-492-9352

Southern Connections

For more information on the next event, please contact Larry Gabbard.

Chair: Larry Gabbard at larrygab@adelphia.net (Colorado Springs, Pueblo and areas in the southeast).

Western Connections

For more information on the next event, please contact Larry Dutmer.

Chair: Larry Dutmer at ldutmer@coloradomtn.edu

Wyoming Connections

For more information on the next event, please contact Laura Olson.

Chair: Laura Olson at lolson@uwyo.edu