

# TRAINING and CERTIFICATION PROGRAMS in 2012 for:

- **Career Counselors**
- **Career Coaches**
- **Career Advisors**
- **Career Consultants**
- **Job Search Trainers**
- **WIA Case Managers**
- **Counselor Educators**
- **Human Resource Managers**
- **Outplacement Consultants**
- **Career Development Facilitators**



## **JOB & CAREER DEVELOPMENT COACH (JCDC)**

*Three-Day Face-to-Face Certification Workshop  
For Coaches and Counselors of Employees in Organizations*



## **JOB & CAREER TRANSITION COACH (JCTC)**

*Three-Day Face-to-Face Certification Workshop  
For Career Advisors Who Help Customers Find Gainful Employment*



## **BUILDING A CAREER COACHING BUSINESS**

*One-Day Face-to-Face Workshop For Experienced Practitioners  
For Coaches and Counselors Who Want to Increase Their Income*



## **ENTREPRENEURSHIP COACHING**

*One-Day Face-to-Face Workshop For Experienced Practitioners  
For Coaches and Counselors Who Work With Would-Be Entrepreneurs*



## **CAREER DEVELOPMENT FACILITATOR INSTRUCTOR (CDFI)**

*Three-Day Face-to-Face Workshop for Experienced Professionals  
Graduates Qualify For the CDF Instructor Registry at NCDA*

## **2012 Workshop Calendar**

**Career Development Network**  
P.O. Box 611930, San Jose, CA 95161  
Tel: 408-272-3085 Fax: 408-259-8438  
e-mail: rknowdell@mac.com

**[www.careernetwork.org](http://www.careernetwork.org)**

# CAREER COACH WORKSHOP

As job search or career development practitioners, we are called upon to assist our clients in making successful short-term job transitions and long-term career transitions. Often, these transitions are unwelcome and unplanned. In order to help our clients be successful, we need a simple but comprehensive framework for the transition as well as specific coaching skills that we can use to facilitate, guide and push our clients to success.

## Workshop Content:

- **The Composition and Configuration of Jobs, and Career Paths in The 21st Century**
- **The Importance and Impact of Emotions on Job and Career Transitions**
- **Career Assessment Tools**
  - *Prioritizing Career Values* • *Identifying Transferable Skills* • *Identifying and Understanding Motivation*
  - *Understanding Work and Management Style* • *Assessing Career Interests* • *Organizing Assessment Results*
- **Job and Career Exploration**
  - *How to Use Libraries and The Internet* • *Field Research Rather Than Information Interviews*
  - *Building a Personal Network* • *Using Networking to Obtain Referrals and Interviews* • *Rewarding Your Contacts*
- **How to Focus on an Immediate Job Objective or a Long-Term Career Goal**
  - *Matching Skills and Motivation With Tasks* • *Matching Styles with Managers and Peers*
  - *Matching Career Values with Organizational Values* • *Hands-on Practice in Goal Setting*
- **Building and Managing a Job Development Plan or a Career Strategy Plan**
- **Hands-On Practice of Coaching Techniques**
  - The Coach as ASSESSOR • *Assessing Attributes and Giving Objective Feedback*
  - The Coach as INFORMATION PROVIDER • *How to Provide Information on Options and Barriers*
  - The Coach as REFERRAL AGENT • *Understanding How and When to Refer Clients Out*
  - The Coach as GUIDE • *How to Guide Clients Without Directing Them*
  - The Coach as TUTOR • *Techniques for Coaching to Obtain Client Movement*
- **Techniques to Get Both Job Search and Career Planning Clients Unstuck**
- **Introduction to Job Search Techniques**
  - *Networking Techniques* • *Resumes* • *Interviews* • *Salary Negotiation Techniques*

## One Workshop - Two Certification Options

Individuals who complete the Career Coach Workshop can now receive both of the following credentials:



### DEVELOPMENT COACH

*This credential is preferred by career practitioners who work internally in organizations and coach employee advancement within that organization.*



### TRANSITION COACH

*This credential is preferred by career practitioners and case managers who train and coach job seekers and those seeking a career change.*

## Continuing Education Hours

Individuals who attend network-sponsored workshops earn continuing education hours that are approved for National Certified Counselors (NCC) by the National Board for Certified Counselors (NBCC); Marriage and Family Therapists (MFT) and Licensed Clinical Social Workers (LCSW) by the California Board of Behavioral Sciences (PCE # 3111).

## 2012 Workshop Dates & Locations

- San Jose, CA.....April 23-24-25, 2012
- Troy, MI.....July 16-17-18, 2012
- Alexandria, VA.....September 10-11-12, 2012
- Boston, MA .....October dates TBA
- Orlando, FL .....December 3-4-5, 2012

Contact us to schedule a workshop in your area or at your organization.  
e-mail: [rknowdell@mac.com](mailto:rknowdell@mac.com)

## A Comment On This Workshop:

*"I took this training in 2004 and it was the BEST EVER! It took me two years to get into the course; however, it was well worth the wait. I have been to numerous trainings over the last 35 years; but this one was the most enjoyable and most memorable. I have sent six people over the last few years and they loved it".*

*K.H., U.S. Army Employment Manager*

## Workshop Leader



**RICHARD L. KNOWDELL**, MS, NCC, NCCC, GCDFI is the President of Career Research & Testing, Inc., author of six books, including *Building a Career Development Program: Nine Steps for Effective Implementation*. Knowdell has taught at the University of California, San Diego and 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. He is a past president of the Silicon Valley Chapter of the Association of Career Professionals International (ACPI). He has trained and certified over 6,000 Job and Career Transition Coaches who work in Europe, Asia, Australia, Africa, South America and North America.

## Coach Workshop Registration Form

Name (for certificate) \_\_\_\_\_  
Nick Name (for name tag) \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip \_\_\_\_\_  
E-Mail \_\_\_\_\_ Telephone \_\_\_\_\_

### Check the Appropriate Workshop Location & Date

- San Jose, CA.....April 23-24-25, 2012 \$775
- Troy, MI.....July 16-17-18, 2012 \$775
- Alexandria, VA.....September 10-11-12, 2012 \$775
- Boston, MA .....October dates TBA \$775
- Orlando, FL .....December 3-4-5, 2012 \$775

### Send Registration Form and Payment To:

Career Planning & Adult Development Network  
P.O. Box 611930, San Jose, CA 95161-1930 USA  
Tel: 408-272-3085 Fax: 408-259-8438  
E-Mail: [rknowdell@mac.com](mailto:rknowdell@mac.com)

## Workshop Fee

The USA workshop fee of **\$775** includes lunches, refreshment breaks, course materials and the certificate. Cancellations received in writing at least ten (10) business days prior to the workshop will be honored, less a **\$65** administrative fee. Cancellations after that date may be converted to a later workshop, if available, and with the instructor's permission.

## Payment Method

VISA  MasterCard  AMEX  
Number \_\_\_\_\_  
Expires \_\_\_\_\_  
Name on Card \_\_\_\_\_  
Signature \_\_\_\_\_

- Purchase Order (Attach)
- Check (Attach)

Network FIN: **94-2589556**

*21 Continuing Education Hours*



# Entrepreneurship Workshop

***One Workshop - Two Areas of Focus***

## **Coaching Clients Who Are Considering Self-Employment**

As more and more career clients are considering the option of self-employment, it is important that their counselors and coaches have the tools and knowledge to give the clients accurate and constructive feedback on:

- The advantages and disadvantages of self-employment
- How personality fits with a variety of entrepreneurial roles
- How individuals' backgrounds compare with the background of successful entrepreneurs
- Where to establish an office by investing little or no money
- Identifying and targeting potential customers
- Developing a market niche and positioning the individual as an expert
- The four levels of marketing and selling services and products
- Spend less money on advertising and how to get free publicity for a business
- How to obtain "passive" income
- Marketing the services of other professionals
- How to "mystery shop" potential competitors
- Setting fees and how to collect them

## **Building Your Own Private Career Counseling or Coaching Business**

In addition to using the points listed above with their clients, these are also critical elements for the career practitioner who is starting or expanding a private career coaching/counseling practice. Consequently, many of the teaching examples used in the workshop presentation will be consistent with the entrepreneurial role of Career Coach. In addition to responding to the questions of the workshop attendees, the instructor will include the following case study presentations: (1) How to save a company money by providing career consulting services that will decrease employee turnover and (2) How to save an organization money by providing career consulting services that revitalize "stagnated" employees.

The content of this workshop is based on the more than thirty years that the instructor:

- Operated and managed a successful private career counseling practice
- Founded and managed a multi-office executive outplacement firm
- Established a model organizational career development program
- Provided career consulting services to dozens of Fortune 500 companies
- Served as an executive coach in the Silicon Valley
- Developed and marketed four popular career assessment instruments

This program is designed to give attendees an awareness of proven techniques to use with their clients who are considering self-employment or to build and expand their own career counseling/coaching/consulting business.

## **BRING ANY OF OUR WORKSHOPS TO YOUR SITE**

The Career Development Network can bring any of our certification workshops to your organization (or group of organizations) or geographic area. If you are interested, contact Dick Knowdell at <[rknowdell@mac.com](mailto:rknowdell@mac.com)> to discuss the logistics of a special "closed" workshop.

## Entrepreneurship Workshop Dates & Locations

- |                                                             |                                                             |
|-------------------------------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> San Jose, CA.....April 26 2012     | <input type="checkbox"/> Boston, MA .....October dates TBA  |
| <input type="checkbox"/> Troy, MI.....July 19, 2012         | <input type="checkbox"/> Orlando, FL ..December 3-4-5, 2012 |
| <input type="checkbox"/> Alexandria, VA..September 13, 2012 |                                                             |

### Workshop Leader



**RICHARD L. KNOWDELL, MS, NCC, NCCC, CCMF, GCDFI** is the President of Career Research & Testing, Inc., author of six books, including *Building a Career Development Program: Nine Steps for Effective Implementation*. Knowdell has taught at the University of California, San Diego and 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. He is a past president of the California Career Development Association (CACD) and the Silicon Valley Chapter of ACP International.

Knowdell 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 he 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. He 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 Knowdell's 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.

### Entrepreneur Workshop Registration Form

Name \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip \_\_\_\_\_  
 E-Mail \_\_\_\_\_ Telephone \_\_\_\_\_

#### Check Location & Date and Circle The Fee You Qualify For

- |                                                             |       |       |       |
|-------------------------------------------------------------|-------|-------|-------|
| <input type="checkbox"/> San Jose, CA.....April 26 2012     | \$250 | \$225 | \$200 |
| <input type="checkbox"/> Troy, MI.....July 19, 2012         | \$250 | \$225 | \$200 |
| <input type="checkbox"/> Alexandria, VA..September 13, 2012 | \$250 | \$225 | \$200 |
| <input type="checkbox"/> Boston, MA .....October dates TBA  | \$250 | \$225 | \$200 |
| <input type="checkbox"/> Orlando, FL ..December 3-4-5, 2012 | \$250 | \$225 | \$200 |

#### Send Registraion Form and Payment To:

Career Planning & Adult Development Network  
 P.O. Box 611930, San Jose, CA 95161-1930 USA  
 Tel: 408-272-3085 Fax: 408-259-8438  
 E-Mail: rknowdell@mac.com

### Workshop Fees

Workshop Fee: \$250; \$225 for JCTC Alumni and \$200 when taking adjoining JCTC workshop. The fee includes lunch, refreshment breaks, course materials and the certificate. Cancellations received in writing at least ten (10) business days prior to the wokshop will be honored, less a \$65 administrative fee. Cancellations after that date may be converted to a later workshop, if available, and with the instructor's permission.

### Payment Method

VISA     MasterCard     AMEX  
 Number \_\_\_\_\_  
 Expires \_\_\_\_\_  
 Name on Card \_\_\_\_\_  
 Address \_\_\_\_\_  
 Signature \_\_\_\_\_

- Purchase Order (Attach)  
 Check (Attach)

**Network FIN: 94-2589556**

*This Workshop Earns  
 7 Continuing Education Hours*

# Career Development Facilitator (CDF) INSTRUCTOR TRAINING

## Three-Day Face-to-Face Workshop

The Career Development Facilitator Instructor program qualifies graduates to teach the CDF program to others so they can qualify as Global Career Development Facilitators through the Center for Credentialing and Education (CCE). Graduates will qualify for the CDF Instructor Registry, maintained by the National Career Development Association (NCDA).

### Who Should Attend/Minimum Qualifications:

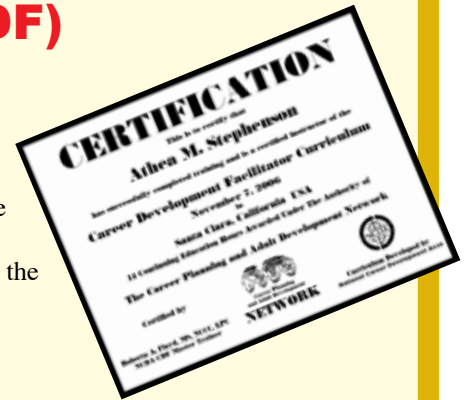
Masters Degree in counseling or human resource development with coursework or practicum in career development; extensive experience teaching career development to adults; and a commitment to offering the CDF training. Other combinations of education and experience will be considered.

To determine if you meet the requirements to obtain this instructor certification, contact the Instructor, Bobbi Floyd at 248-357-2426 or [RAFloyd1@mac.com](mailto:RAFloyd1@mac.com).

### 21 Continuing Education Hours

#### Instructor:

Roberta A. Floyd, MA, NCC, NCCC, LPC,  
NCDA CDF Master Trainer



## Two Sessions in 2011

### ■ San Jose, CA

April 23-24-25, 2012

Fee: \$975 per student

### ■ Orlando, FL

December 3-4-5, 2012

Fee: \$1350 per student

The student fees Includes All Materials,  
Luncheons & Refreshment Breaks

## Career Development Facilitator (CDF) Master Trainer



**ROBERTA A. FLOYD**, MA, NCC, NCCC, LPC is a past president of the National Employment Counseling Association (NECA) and has over twenty years of experience as Coordinator of Career Counseling in Employment and Training Programs. She was a member of the Career Development Training Institute team at Oakland University that developed the Career Development Facilitator Curriculum and produced *Workforce in Transition: A Blueprint for Adult Career Development and Job Search Training*. Bobbi was the recipient of the Professional Excellence Award from the Michigan Career Development Association and the Professional Development Award from the National Employment Counseling Association. She currently works as a counselor at Oakland Community College. She has trained Career Development Facilitator Instructors who work in Hong Kong, Singapore, Korea, Egypt, Kingdom of Saudi Arabia and the United States

## BRING THE CDF INSTRUCTOR TRAINING TO YOUR SITE

The Career Development Network can bring the Career Development Facilitator Instructor training to your organization (or group of organizations) or geographic area. If you are interested, contact Bobbi Floyd at <[RAFloyd1@mac.com](mailto:RAFloyd1@mac.com)> to discuss the logistics of a special "closed" CDF Instructor workshop.

# A Few of The Organizations that Have Sent Staff to Career Development Network Certification Workshops

## US GOVERNMENT AGENCIES

- Navy
- Army
- Marine Corps
- Air Force
- Coast Guard
- NASA
- CIA
- Secret Service
- Transportation Security Agency
- Veterans Affairs
- State Department
- Internal Revenue Service
- Forest Service
- Peace Corps
- Social Security Administration
- National Security Agency
- Environmental Protection Agency

## STATE GOVERNMENTS

- Alaska
- California
- Michigan
- North Carolina
- Maryland
- Connecticut
- Virginia
- Florida
- West Virginia

## OTHER COUNTRIES

- Australia
- New Zealand
- Canada
- Egypt
- United Arab Emirates
- Israel
- Singapore
- Japan
- United Kingdom
- Brazil
- Saudi Arabia
- Switzerland
- Austria
- Holland
- Sweden
- China
- Nigeria
- Barbados

## HIGHER EDUCATION

- Stanford University
- Yale University
- University of California
- Cornell University
- Morehouse University
- Indiana University
- UCLA
- University of Iowa
- Davenport University
- Michigan State University
- Tulane University
- Lane Community College
- Foothill College
- Central Michigan University
- Central Washington University
- <sup>a</sup> Spokane Community College
- Lakeland Community College
- Carnegie Mellon University
- Union Institute and University

## NON-PROFITS

- LDS Employment Services
- Jewish Vocational Services
- Second Start
- Goodwill
- Open Learning Agency
- Career Crossroads
- World Career Achievement
- Youth for Understanding
- Aboriginal Employment Svc
- Santa Clara County Social Svc
- YMCA Youth Employment
- The Salvation Army
- Catholic Charities
- The Wilkinson Center
- Cuyahoga County Public Library
- Washington Metro Transit
- Winnipeg Transition Center
- Open Learning Agency

## BUSINESS & INDUSTRY

- Southwest Airlines
- US Airways
- Sprint
- Advance Micro Devices
- American Express
- Sandia National Laboratory
- Lockheed Martin
- Boeing Corporation
- IBM Corporation
- Raytheon Corporation
- Weyerhaeuser Corporation
- Apple Computer
- State Street Bank
- TIAA-CREF
- Mercedes-Benz USA
- Walt Disney Parks and Resorts
- Kaiser Permanente
- Lucas Film
- USAA
- 1st Chicago National Bank
- MCI
- Medrad
- Northrop Grumman
- Hasboro
- Bank One
- Schering-Plough Corporation

## EMPLOYMENT & TRAINING

- Michigan Works
- Baltimore County WIA
- Jefferson County WIA
- Job Corps
- Westmoreland County DSS
- San Diego County
- Virginia Employment Commission
- Troy Career Center
- Career Services of Cape Cod
- NOVA PIC
- Rural Human Services
- Career Services of Cape Cod
- Henrico County
- San Mateo County
- Santa Clara County
- Minnesota Workforce Center
- New England Consulting Svc
- Mexican American Com Svc
- San Luis Obispo PIC
- Piedmont Works
- Iowa Workforce Development

# 2012 Schedule of Training and Certification Programs for:

- **Career Counselors**
- **Career Coaches**
- **Career Consultants**
- **Career Advisors**
- **Case Managers**
- **Career Educators**
- **Job Search Trainers**
- **Career Development Facilitators**



Post Office Box 611930  
San Jose, CA 95161-1930

**FIRST CLASS**