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 counseling practice. Consequently, many of the teaching examples used in the workshop presentations will be consistent with the entrepreneurial role of Career Counselor. 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/consulting business.

RICHARD L. KNOWDELL, MS, NCC, NCCC, CCMF, CDFI, NCDA Fellow is the President of Career Research & Testing, Inc. and 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 1970s he established one of the first successful Employee Career Development Programs at a national research and development laboratory. 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 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. Since 1990 he has trained and certified over 7,000 Job & Career Transition and Development Coaches throughout the world. 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. Knowdell received Lifetime Achievement Awards from the California Career Development Association in 2015 and the Asia Pacific Career Development Association in 2018. He received the Outstanding Career Professional Award from the Maryland Career Development Association in 2017.

Workshop Fees
Workshop Fee: $350; $325 for JCTC/JCDC Alumni and $300 when taking an adjoining JCTC workshop. 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.

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