



Career Development NETWORK

SERVING CAREER DEVELOPMENT PROFESSIONALS SINCE 1979

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Vera V. Chapman, Ph.D., Publisher

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Thriving in a New Career Landscape

Months ago, our editorial team chose to focus the January/February issue on ways to embrace and thrive within this ever-changing career landscape. We had hoped to kick off the new year with optimism and enthusiasm.

However, as we publish this issue, it now feels a bit disingenuous to open it with the image of a jubilant woman on the cover. The truth is that the career development community is mourning the loss of a dear mentor, colleague, and friend: Career Development Network Founder, Richard "Dick" Knowdell.

Since 1979, Dick's leadership has touched the lives of countless career practitioners around

the world. He spearheaded impactful publications, delivered compelling presentations and workshops, and designed invaluable career planning tools that have stood the test of time.

With this issue, we honor his life and legacy. Dick was a man of action and he would expect the same of us. Let's continue to find community with each other - in both sad and joyful times - and let's continue to strive for excellence in our career practice. We hope you find this issue valuable!

Vera V. Chapman, Ph.D.
Executive Director

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A Tribute to Network Founder Dick Knowdell

by Rich Feller, Ph.D., LPC, NCC, NCCC, JCTC, JCDC

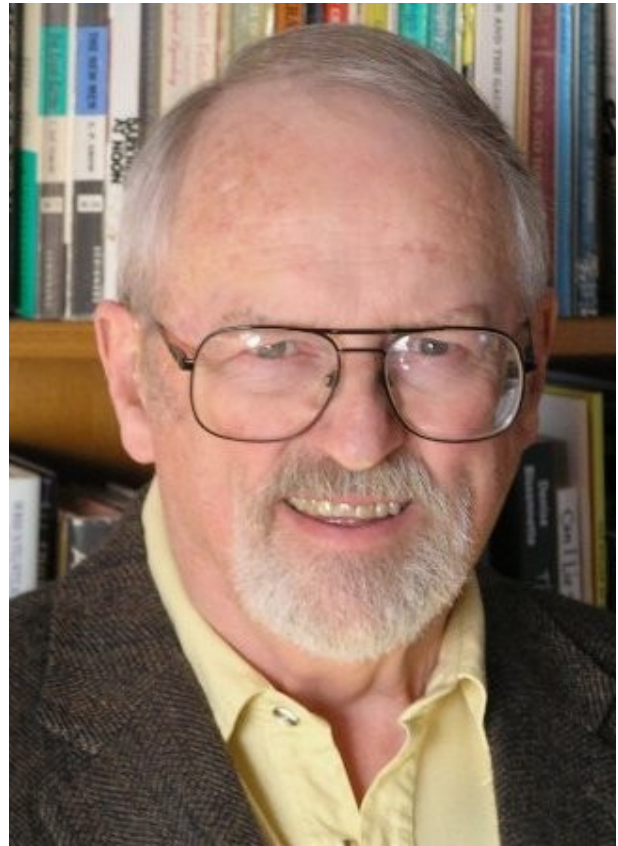
Recipient of NCDCA's Centennial Award, APCDA's and the California CDA's Lifetime Achievement Award, author and trainer, Dick Knowdell has passed. He impacted millions within the career development field as a career coaching innovator. Known for his Card Sorts (Motivated Skills, Career Values, Leisure/Retirement, Occupational Interests, and Career Development & Job Search Profile), the Career Planning Network, and JOURNAL of Career Planning and Adult Development he was recognized for creating easy to use products and practitioner training worldwide.

Born November 12, 1934, in San Francisco, CA he is survived by wife Barbara Knowdell, and nephew Chris Knowdell of Sacramento. A dedicated mentor, and generous international colleague he was a dear friend and training partner with Bobbi Floyd and Rich Feller. Tim Tsi and Amy Lew, Michael Robinson (recently purchased Dick's Career Research and Testing Company), Amhed Mostafa, Ashraf Jamie, and Vera Chapman were a few of his 8000+ Job and Career Transition Certificated Career Coaches.

Dick lived in Woodside, CA through high school and served as a US Air Force medic transporting the wounded during the Korean War. Relieved from active duty in 1964 he retired from the Air Force Reserves in 1984 as Chief Master Sergeant.

Dick was very proud of having worked in more than forty jobs during his lifetime (including plumber's helper, cigarette salesman, post office worker, and HP employee). Attending San Jose Community College on the GI Bill, a counselor convinced him he was "college material". He earned a Master's degree in Counseling Psychology at San Jose State University. His education and work experience provided a lens that championed all work as dignified and honoring of each trade and worker. He pioneered the idea of a Job and Career Transition Coach, and Job and Career Development Coach Certification in 1979. That training is available virtually across the world.

Employed in several Silicon Valley company employee assistance departments, Dick was very proud of his influence over several years at Lawrence Livermore Labs. He started a private counseling practice while there and transitioned to full-time private practice and consulting. He is acknowledged as one of the first full-time career development entrepreneurs, career coaches, and career conference developers. His International Career Conferences were some the largest in the world for many



years. Appointed by President Clinton to the Board of Examiners for the US Foreign Service, he authored six books.

Dick died peacefully in his sleep at home. He always said he wanted to go to sleep and not wake up. He got his wish. There will be no service of any kind per his wish. He will be cremated and his ashes scattered at sea by the Neptune Society. His family asks that friends "do a kindness for someone in memory of Dick since he was always trying to help and support others".

View an interview with Dick about his major contributions to career development here. For those who wish, please write a short tribute (by 1/12/22) to be compiled within a Dick Knowdell Memorial Book. Please send to Rich.feller@colostate.edu

Dick Knowdell, International Career Leader, Card Sort and JCTC Coach Certificate Developer Passes December 13

Knowing and Not Knowing: It's Okay

by **Brian Hutchison, Ph.D., CCCE, ACF21**

There is a lot of interest right now in the future of work. A myriad of labor market and career development prognosticators are showering our professional feeds with predictions for the future of work. At their best, these predictions are using current data from old data-based models. At their worst, and possibly the more common scenario, thought leaders are throwing predictions out to the world in hopes that some will be accurate thus allowing them to capitalize on their prescience at some point in the future.

As the author of this column, I do feel compelled to give you something to rely on as you think about the future of work and your clients' needs. Instead of projecting about an uncertain future, I rely on the deep past to think about humankind's design and how we can use it in our career practice.

When working with clients, I think of the following four humankind needs that are hardwired into our desire for predictability:

Safety: Our modern sense of security was programmed into our brains more than 10,000 years ago. Our cognitive capacity to sense danger, fight/ fly/ freeze, and plan our next moves were our natural advantage against our predators. In the modern world, our brains are constantly scanning for these stimuli and assessing them in much the same way.

Based on this knowledge, questions to explore with clients include: Are you feeling safe at work? How are your experiences of safety and security driving your career decisions? What threats are you "avoiding" in your career decision-making? These questions are particularly important for clients from marginalized groups.

Enough: Your hunter-and-gatherer ancestors rarely collected enough food for more than three days despite food precarity. We are designed to hold a sense of abundance in our minds and our behaviors, yet the modern world rarely supports this inclination. Retirement planning, insurance sign-ups during onboarding, the gig economy, hustle culture, and more all operate from a deficit-based orientation. This is not a judgment of these important components of a modern career; instead, it is a recognition that these types of activities are hard because they go against our nature.

Consider using Prilleltensky's idea of the good life to help clients explore their definition. The metaphor of "recipe" helps determine the ingredients and quantities of all things that connect their work to their whole lives.



Positive Feelings: Your distant hunter-and-gatherer cousins rarely worked more than 18 hours in a week. Much like my two dogs, we are biologically built over time to work in bursts of activity with plenty of time in between to rest (my dog Shimmer is napping as I type this) and simply enjoy life. This idea encourages holistic life design and self-care.

Others: We are tribal. We learn socially. Unlike many mammals, our young require years of assistance from others to survive. We deeply depend on connection to others for our survival yes, but also for a life in which we are thriving. We career professionals need to talk more about the relationships that mean the most in our clients' lives AND how their work/ career can foster these relationships.

If you would like to learn more about this topic, check out this blog on career work and social justice. Or, email me with questions and suggestions at globalcareerguy@gmail.com.

"We are designed to hold a sense of abundance in our minds and our behaviors, yet the modern world rarely supports this inclination."

– Brian Hutchison

Brian Hutchison, PhD, CCCE, ACF21 is a Counseling Professor who focuses on career issues. Also known as Global Career Guy he provides career coaching, counseling, speaking, and consultation focused on globalized work and mental health. Contact – email: globalcareerguy@gmail.com, Twitter and Instagram – @globalcareerguy.



Reclaiming Your MOJO (Motivation for Your Job)

by Elisabeth Sanders-Park, CTCC, JCTC

America is in the midst of a great resignation.

According to the Bureau of Labor Statistic's JOLT Survey, in September a record-high 4.4 million workers quit. That's 3% of the workforce!

In October another 2.8% of workers (4.2 million) quit. And, a recent Harris Poll shows that 41% of Americans plan to search for new work in 2022.

Many people are experiencing what has been called 'COVID Clarity' as we re-consider what is truly important in life and the role we want work to play.

In the spirit of "The grass is always greener on the other side," one option is to quit and find new work (or not). Another option is to realize that "The grass is greener... where you water it!" and dig in to make the job you have the job you love.

The key is to understand *why* you work, and what you get (that you *value*) in exchange for your time and talent. We all work for different reasons. Based on WorkNet's assessment, here are 10 common job motivators.

"I work to":

1. Provide for myself/my people - RESPONSIBILITY
2. Complete tasks/goals and feel good about a job well done - ACCOMPLISHMENT
3. Do work I'm good at while still learning - EXPERT/LEARNER
4. Be valued as part of a team and develop positive relationships - SOCIAL
5. Do something meaningful - MISSION/PASSION
6. Win respect from people - IDENTITY
7. Have the resources for what's most important to me - OUTSIDE INTERESTS
8. Design or develop something new, or solve problems - CREATE
9. Build a secure financial future for myself/my people - SECURITY
10. Control my income and standard of living - FINANCIAL OPPORTUNITY

Helping your client to understand their motivation for working can enable them to choose a job that accommodates those values - and keeps them engaged for longer once working.



Three ways to help clients to reclaim their MOJO:

- Help them to notice and embrace how their job/work already supports their top motivational needs.
- Guide them through a discovery of new ways to get those needs met at work.
- Balance it. Get more of it from life outside work.

As always, it is an honor to be part of your work.

Check out our [upcoming trainings](#).

"Understanding your motivation can help you choose jobs that accommodate it and keep yourself engaged once working."

- Elisabeth Sanders-Park

Elisabeth is a celebrated careers author, speaker, trainer and thought leader. She co-wrote "No One Is Unemployable" and "The 6 Reasons You'll Get the Job," was named NCDA's 'Career Development Practitioner of the Year,' has written 80+ widely used tools including soft skills and welfare-to-work curricula, and trained 30,000+ practitioners worldwide. She will keynote APCDA's 2021 Conference in Singapore. She can be reached at elisabeth@worknetsolutions.com



Update and Expand Your Go-To Resources in 2022

by **Melissa A. Venable, Ph.D., JCTC**

This is a good time for career counselors, coaches, and advisors to review their resource collections. Are they current? Are there new options or requirements for access? Do they cover the latest trends you need to follow?

As you conduct your own inventory, consider adding and updating your go-to resources to include guidance and content in these three areas:

Evolving Work Environments

The evolution of the workday and workweek continues, and remote work shows no signs of slowing. As companies relinquished leases on office spaces and changed policies around "business hours" there are new considerations to consider during a job search. You may already be aware of FlexJobs.com as a job board for remote and hybrid jobs, but the site publishes news, too. Check out its [Remote Work Statistics](#) for a roundup of the latest links and research.

Diversity, Equity, and Inclusion (DEI)

The past two years have also seen an overdue focus on DEI in all aspects of our lives, including work. Look for training options you can recommend to students and clients, as well as pursue yourself. Many organizations now offer certificate programs, such as the [DEI in the Workplace Certificate](#) from the University of South Florida. But there are also options through sites like LinkedIn Learning. The [Diversity Style Guide](#) may benefit your writing and website updates. Tasked with creating a DEI training initiative? [SHRM's guide](#) is a good place to start.

COVID-19 Vaccination Status

While remote work may be increasing, companies continue to update policies related to workplace vaccination expectations. As your job-seeking students and clients connect with potential employers, they should be ready to ask and respond to a host of related questions. Keep an eye on updated guidance from the [Equal Employment Opportunity Commission](#), [U.S. Department of Justice](#), [U.S. Department of Labor](#), and of course, the [Centers for Disease Control and Prevention](#).

If we've learned nothing else in the past year (or two) it's that change is inevitable and sometimes unexpected. It is more important than ever to stay up to date with the changes as they relate to jobs and work.



The economic and employment shifts we are experiencing are on track to continue into 2022 and beyond. Take an always-learning approach to your career practice. New resources can better prepare you to have conversations with their next employers and set realistic expectations about today's job search process.

"This is a good time for career counselors, coaches, and advisors to review their resource collections."

- Melissa Venable

Melissa A. Venable, PhD, JCTC guest edited our Fall 2013 journal special issue on Social Media and Career Development and the Spring 2017 special issue on Careers and the Internet. She is a writer and online education advisor for Higher Education - Red Ventures, and an online instructor at Saint Leo University. Contact - email: melissa.a.venable@gmail.com, Twitter: [@Melissa_Venable](#) and [@TechnologyTwins](#).



Job & Career Transition Coach (JCTC) Training & Certification Workshops

Since our founding in 1979, the Career Development Network has provided training seminars and workshops for career development professionals throughout the world. One of our most highly sought-after programs is the 3-day Job and Career Transition Coach (JCTC) certification workshop, which has been attended by over 7,000 career practitioners throughout the world.

The JCTC program includes an overview of the changing nature of work, jobs and careers as well as job search techniques. The central aspect of the program is the structured Knowdell CareerTransition Process that has proven successful in assisting adults in moving from one job or career to another. This process is made up of the following elements:

- Knowdell 4-step Transition Process
- Knowdell Assessment Instruments
- Knowdell 5 Coaching Roles
- Knowdell 5 Coaching Questions
- Knowdell Career Development and Job Search Profile
- Coaching practice

Individuals who complete the Career Coach Workshop receive two credentials: The Job and Career Transition Coach (JCTC) credential and the Job and Career Development Coach (JCDC) credential. Each workshop is led by a trained facilitator who understands the local culture and its history. The local facilitator customizes the segment on the changing nature of the "world of work," at the beginning of each JCTC/JCDC workshop and again at the conclusion when presenting the section on resumes, interviewing and salary negotiation. Programs are approved for continuing education hours for counselors by most states.

United States of America

Led by **Rich Feller, Ph.D., LPC, NCC, NCCC, JCTC, JCDC**

Face-to-face JCTC

On-site sessions will be offered at organizations that request them. Suitable for Colleges and Universities, Workforce Development Agencies, Private Sector Organizations, Government Agencies, Military Bases, and more.

Virtual JCTC Dates

Six Thursdays from 2:00 to 5:45 pm (ET)

- January 6, 13, 20, 27 & February 3, 10, 2022

Contact: Rich.feller@colostate.edu

Asia, Australia, & New Zealand

Led by **Timothy Hsi, Ed.D., GCDFI, JCTC, JCDC**

Face-to-face JCTC

Dates and Locations to be determined

Blended Virtual and Face to Face JCTC

Dates to be determined

Contact:

enquiries@abundanzconsulting.com

Virtual JCTC

Contact via Instagram: @knowdellcareer.id

Middle East & North Africa (MENA)

Led by **Ahmed Mostafa, CDF Master Trainer, JCTC, JCDC**

Face-to-face JCTC

Dates and Locations to be determined

Virtual JCTC

Dates to be determined.

Location: Egypt

Contact:

ahmed.mostafa@acdmena.org

Virtual JCTC Workshops are now available!



Rich Feller



Timothy Hsi



Ahmed Mostafa

Upcoming Career-Related Conferences

Virtual

National Association of Colleges and Employers Conference

June 28-29, 2022 | Virtual

<https://www.nacweb.org/conferenceexpo/default.htm>

United States

American Counseling Association 2022 Annual Conference

April 7-10, 2022 | Atlanta, GA

<https://www.counseling.org/conference/conference-2022>

National Association of Workforce Development Professionals Conference

May 16-18, 2022 | Las Vegas, NV

www.NAWDP.org

National Association of Colleges and Employers Conference

June 7-9, 2022 | Portland, OR

<https://www.nacweb.org/conferenceexpo/default.htm>

National Career Development Association (NCDA) Global Career Development Conference

June 27-29, 2022 | Anaheim, CA

http://www.ncdaconference.org/aws/NCDA/pt/sp/conference_home

Singapore

2022 Hybrid Asia Pacific Career Development Association/International Association for Educational and Vocational Guidance Conference

May 16-27, 2022 | Singapore

<https://apcda.wildapricot.org/2022-Conference>

Canada

Cannexus22 - National Career Development Conference

January 25-26, 2022 | Ottawa, Canada & Virtual

<https://cannexus.ceric.ca/>



Career Assessment Instruments

Personality

Myers-Briggs Type Indicator (MBTI)
<https://www.myersbriggs.org/>

YouScience
<http://youscience.com/>

Self-Directed Search
<http://www.parinc.com/support/contactform.aspx>

Personal Style Indicator
<http://crgleader.com/>

Personality Dimensions
<http://www.career-lifeskills.com/>

Career Exploration

Who You Are Matters
<http://www.onelifetools.com/>

Aptitude

YouScience
<http://www.youscience.com/>

Interests

Strong Interest Inventory
<https://www.gsconsultants.net/>

Kuder Career Assessment
<https://www.kuder.com/>

Knowdell Card Sorts
<http://www.knowdellcardsorts.com/>

YouScience
<http://www.youscience.com/>

Career Decision-Making System
<http://www.cdminet.net/contact/index.jsf>

COPS System
<https://www.edits.net/via/interests/>

Career Interest Test & Report
<http://www.career-planner.com/>

Leisure

Knowdell Card Sorts
<http://www.knowdellcardsorts.com/>

Values

Knowdell Card Sorts
<http://www.knowdellcardsorts.com/>

Career Decision-Making System
<http://www.cdminet.net/contact/index.jsf>

Abilities

Career Decision-Making System
<http://www.cdminet.net/contact/index.jsf>

COPS System
<https://www.edits.net/via/interests/>

Ability Explorer
<http://www.jist.com/>

Skills

Knowdell Card Sorts
<http://www.knowdellcardsorts.com/>

Virtual JCTC training is available in the U.S!

"I'm new to providing career coaching...it was outstanding and now have many tools to choose from as I begin this new role. I'll be practicing them with friends, family and colleagues. I feel empowered and validated." – Diane (NC, USA)

"With 10 years' experience working with veterans the training was absolutely amazing. There are so many techniques I learned that will help me support soldiers at our hospital." – Theda (MD, USA)

"Starting private coaching practice...this was a truly value-packed training which provided me with amazing insights about myself. I am clearer about how to set up my business and equipped to work with a multitude of tools to use with clients." – Ashraf (South Africa)

Our program is 21 live hours within six 3.5 hour zoom sessions. Pre-work, videos, homework and \$300 of materials useful with clients are included with the \$1500 registration fee.

For information on registering e-mail: Rich.feller@colostate.edu.

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Network Membership

Membership in the Career Development Network is FREE! Hover over the QR code with your mobile phone's camera to be directed to the sign-up page.

