



# Career Development Network NEWSLETTER

Serving Career Development Professionals Since 1979

Volume 41, Number 6

Vera V. Chapman, Ph.D., Publisher

November/December

## IN THIS ISSUE

PAST & FUTURE

TRAINING &  
CERTIFICATIONS

COLUMNS

**Social Media**  
*Melissa Venable*

**Working With  
Difficult Clients**  
*Elisabeth  
Sanders-Park*

**Smart Job Search**  
*Susan Joyce*

CONFERENCES  
& MEETINGS  
*Canada  
United States  
India*

CAREER ASSESSMENT  
INSTRUMENTS

CONTACTS  
*United States  
International  
Newsletter*

## THE CAREER DEVELOPMENT NETWORK: PAST & FUTURE

In 1979, there were only two members of the National Vocational Guidance Association (NVGA) who focused on the career development of employees: myself and the late Zandy Leibowitz. Given interest in resources and information, we established the Career Development Network as a non-profit focused on connecting career practitioners who work with adults. It has since accomplished this mission in four ways:

1) The Network has shared information through **bimonthly newsletters** that have included contributions from leaders like Dick Bolles and Howard Figler. The newsletter connects career practitioners with professional development conferences, skill building workshops, and state-of-the-art career development techniques and ideas.

2) The Network founded the **International Career Development Conference (ICDC)** in 1984 and produced it for 24 years. Attendance reached 1,000 with keynote speakers such as Dick Bolles, Rich Feller, Garry Walz, Beverly Kaye, William Bridges and Frederick Hudson.

3) In 1984, the **quarterly journal** was established. Each issue provides a platform for in-depth exploration into specific topics lead by guest editors that have included Charles Lehman, Richard Pyle, Paul Timmins, and Rich Feller.

4) Since 1995, the Network has offered **certification workshops and continuing education** opportunities to support the practice of career practitioners. The 3-day Job & Career Transition Coach Certification workshops have been attended by over 7,000 career practitioners throughout the world. And, finally, a 1-day marketing and business development workshop has helped career practitioners to start or expand a private practice beyond what they teach in graduate school.

Since I am turning 85 years old this November, it is clearly time to turn management of the Network and all its components over to a younger generation. With that, in January, 2020, Dr. Vera V. Chapman will become Executive Director of the Career Development Network. Read the next newsletter to learn more about the future of the Network under her leadership.

Dick Knowdell

## TRAINING & CERTIFICATION WORKSHOPS



### JOB & CAREER TRANSITION COACH CERTIFICATION WORKSHOP

#### **\*Last Individual Enrollment in North America**

(Starting in January 2020, JCTC training in the USA will only be available through organization sponsorship/group trainings).

Three-Day Workshop. 22.5 ICF Continuing Coach Education Hours.  
Workshops led by **Rich Feller, Ph.D., LPC, NCC, NCCC, JCTC, JCDC**

- **San Diego, California...December 9-10-11, 2019**

This workshop can also be conducted in your organization where you will benefit from the addition of team building to learning coaching skills.



### BUSINESS DEVELOPMENT & MARKETING

#### **"What they didn't teach us in graduate school"**

One-Day Workshop. 7 Continuing Education Hours. Led by **Richard Knowdell, MS, NCC, NCCC, CME, NCDA Fellow**

- **San Diego, California.....December 12, 2019**

To register for either or both of the above programs or for more information, contact:  
**Richard Knowdell, Career Development Network, P O Box 611930, San Jose, CA 95161 USA**  
Tel: 408-828-3858, e-Mail [rknowdell@mac.com](mailto:rknowdell@mac.com) or go to our web site [www.CareerNetwork.Org](http://www.CareerNetwork.Org)



### JOB & CAREER TRANSITION COACH CERTIFICATION WORKSHOPS in ASIA and AUSTRALIA and NEW ZEALAND

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

- **Singapore...January 15-16-17, 2020**

For information on the Singapore JCTC and dates and locations for other workshops in Asia, contact:

**Amy Lew: [amy@abundanzconsulting.com](mailto:amy@abundanzconsulting.com)** or  
go to: [www.abundanzconsulting.com](http://www.abundanzconsulting.com)  
or phone +65 6513 7721



### JOB & CAREER TRANSITION COACH CERTIFICATION WORKSHOPS in MIDDLE EAST and NORTH AFRICA (MENA)

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

For the dates and locations in MENA, contact:

[ahmed.mostafa@acdamera.org](mailto:ahmed.mostafa@acdamera.org) or [ahmed@olou.com](mailto:ahmed@olou.com)  
website: [www.olou.com](http://www.olou.com)

## SOCIAL MEDIA

### GET YOUR PERSONAL BRAND BACK ON TRACK WITH 3 QUESTIONS



**Melissa A. Venable**, guest edited our Fall 2013 journal special issue on the topic of *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 [HigherEducation.com](http://HigherEducation.com), and an online adjunct instructor for the University of South Florida and Saint Leo University. Contact her as follows:  
**Melissa A. Venable, PhD**  
**E-mail:** [melissa.a.venable@gmail.com](mailto:melissa.a.venable@gmail.com)  
**Twitter:** [@Melessa\\_Venable](https://twitter.com/Melessa_Venable) and [@TechnologyTwins](https://twitter.com/TechnologyTwins)

#### JOIN US ON LINKEDIN!

The Career Development Network now has a [LinkedIn Business Page](#).

Please follow us for more helpful content related to adult career planning!

Branding happens through a combination of images, words, ideas, and interactions often shared through social media. Whether you are trying to connect with students or clients, or help them connect with employers, personal branding “means finding the right messages, materials, and mediums to engage the people you’re looking to reach” [1].

Have you checked in on your brand lately? It’s likely developing whether you are aware of it or not. Use a search engine like Google to see what your brand looks like today, and what it is saying about you. The following questions and resources are provided to guide your review.

*1. How do you define yourself?* The Dummies series offers a helpful online “cheat sheet” with exercises that help you write your own brand statement [2]. Inc.com shares the need to think about yourself as “more than just a list of talents” and how personal branding is different from company branding [3].

*2. How are you different?* It’s the things that make you unique that will set you apart from the crowd. Getting noticed, and recognized, for those differences is part of the branding process. Lean-Labs provides a list of questions like this one to help you (re)create your brand identity [4].

*3. Where are you going?* Or, where do you want your brand to take you? Maybe you want your brand to attract new clients. Maybe you want your brand to represent you in a job search or career transition. Harvard Business Review shares a few prompts to consider what your destination might be right now [5].

Many of us, and our students and clients, use social media to help develop a personal brand that represents us online. Take charge of your brand today with changes that craft your online identity in more meaningful ways and bring it up to date with your current goals.

#### References:

- [1] How to Brand Yourself (Even if you hate the term “Personal Branding”) - <https://bit.ly/2k9jXsf>
- [2] Personal Branding for Dummies Cheat Sheet - <https://bit.ly/2mXBwgv>
- [3] Yes, You Have a Personal Brand. It’s More Important in 2019 Than Ever Before - <https://bit.ly/2Vy14wd>
- [4] Creating a Brand Identity: 20 Questions to Consider - <https://bit.ly/2pAwipi>
- [5] Reinventing Your Personal Brand - <https://bit.ly/1PjLbA0>

# WORKING WITH DIFFICULT CLIENTS

## MOBILIZING STRATEGIC CURIOSITY – PART 3



**Elisabeth Sanders-Park** is the author of *No One is Unemployable* and *The Six Reasons You'll Get The Job*.

Contact Elisabeth at [elisabeth@worknetsolutions.com](mailto:elisabeth@worknetsolutions.com)

I hope this series of articles is making you aware of your curiosity and how to make use of it in various situations to get unstuck, connect with people and more. Here is another way curiosity can be helpful.

### LIFTING YOUR SIGHTS IN THE MIDST OF DIFFICULTY

I had a friend who experienced a great difficulty – when his health failed, he had a liver transplant, was forced to discontinue a beloved career, lost his energy and sense of purpose, was left by his wife, and began drinking too much. For a season he cried out often, asking, “*Why* did this happen to me?”

One day, he made a small change that made a big difference. He got curious. Realizing his question was more a complaint than a genuine petition, he changed the emphasis and began asking “*Why did* this happen to me?” It changed everything. He began to see lessons, opportunities, and a chance to make a difference for others. Before he passed away, he spent years helping people coming through homelessness, injury, addiction and incarceration to get back on their feet, find hope and faith, get educated, and begin careers that made sense for them. He made a powerful contribution that, according to him, he may not have if not for the challenges and his curiosity.

Idea! Consider whether you (and your clients) are complaining instead of genuinely seeking solutions, a way forward, and an opportunity to receive and give, Where can you get curious in the midst of challenges? How can you change the emphasis to move to a place of curiosity? Note: Generally this means moving the emphasis from the first word to the second... *What* is she thinking? vs. *What IS* she thinking? and *Why* don't I get second interviews? vs. *Why don't* I get second interviews?

In the next article, I'll share about how curiosity can help us overcome fear. For more, read my late 2014 newsletter article on “The Value of Curiosity” (also available at [www.worknetsolutions.com](http://www.worknetsolutions.com)).

As always, it a joy and an honor to be part of your good work.

## SMART JOB SEARCH



**Susan P. Joyce** has been observing the online job search world and teaching online job search skills since 1995. A veteran of the United States Marine Corps and a Visiting Scholar at the MIT Sloan School of Management from 2013 to 2016, she is a two-time layoff graduate who has worked in human resources at Harvard University and in a compensation consulting firm. Since 1998, she has been editor and publisher of [Job-Hunt.org](http://Job-Hunt.org) and editor of the Summer, 2016 edition of the Career Planning & Adult Development Journal for Social Recruiting, Personal Search Engine Optimization, and Personal Online Reputation Management. Follow her on Twitter at [@jobhuntorg](https://twitter.com/jobhuntorg) and on Facebook, LinkedIn, and Google+. She is the author of *How to Find a Job Using Craigslist*. She is co-editor of *New Year, New Job!* Contact her as follows: e-mail: [sjoyce@netability.com](mailto:sjoyce@netability.com)

### CAREER REQUIREMENT: CONSISTENT PROFESSIONAL LINKEDIN VISIBILITY

For most professionals today, online visibility supporting your career is not optional. The need for this visibility does not disappear when you land that new job.

Too often, I hear from people trying to ramp up their online presence after a few (or many) years of inactivity without having their boss notice or become concerned. Because, after all, when you have a job, you don't need LinkedIn. LinkedIn is only for a job search, right? NO!

**Fact:** Recruiters view LinkedIn as the best source of job candidates. Simply keep your LinkedIn profile up-to-date (add relevant keywords!). Done well, that next job will find you.

**Fact:** People shopping for a service or product search LinkedIn. If you are connected to them or to someone in their LinkedIn network, you (and your employer) will be visible. Bring new business to your employer and avoid the hazard of "outing" your job search by staying active on the platform.

**Fact:** Engaging with your network on LinkedIn increases your visibility. Create "posts" at least once a week -- share, comment, and/or "like" content on LinkedIn.

**Fact:** LinkedIn connections impact your credibility and your visibility through LinkedIn's algorithms. More connections mean greater visibility. People with fewer than 500 connections look new or inexperienced. Carefully choose connection invitations to accept but don't limit your network only to people you know.

**Fact:** LinkedIn is not Facebook. LinkedIn is *the* professional network with over 645 million members across the world. Your activities should present and support your professional brand.

Today, solid and consistent LinkedIn visibility is a necessity, regardless of employment status. Ignoring LinkedIn after landing a new job is landed wastes *many* opportunities and makes that next job search more challenging.



# CAREER RELATED CONFERENCES & MEETINGS

USA	<b>November 8-9, 2019</b> Maryland Counseling Association Annual Conference <b>Baltimore, Maryland, USA</b> <a href="http://mdcounseling.org/MCA-2019-Conference">mdcounseling.org/MCA-2019-Conference</a>
CANADA	<b>November 26-28, 2019</b> New Brunswick Career Development Association Conference <b>Fredericton, New Brunswick, CANADA</b> <a href="http://nbcdag-gadcnben.weebly.com/registration.html">nbcdag-gadcnben.weebly.com/registration.html</a>
USA	<b>December 4-7, 2019</b> Association for Career and Technical Education VISION 2019 <b>Anaheim, California, USA</b> <a href="http://www.careertechvision.com">www.careertechvision.com</a>
USA	<b>December 5-6, 2019</b> Middle Atlantic Career Counseling Association Annual Conference <b>Lancaster, Pennsylvania, USA</b> <a href="http://www.macca.net">www.macca.net</a>
USA	<b>December 9-11, 2019</b> National Association of Workforce Dev. Professionals Youth Symposium <b>Chicago, Illinois, USA</b> <a href="http://www.nawdp.org">www.nawdp.org</a> ; <i>Kathy Day: kathy@nawdp.org</i>
USA	<b>December 11-13, 2019</b> Mountain Pacific Association of Colleges & Employers <b>Monterey Bay, California USA</b> <a href="http://conference.mpace.org">conference.mpace.org</a>
CANADA	<b>January 27-29, 2020</b> CANNEXUS 20 Annual Conference <b>Ottawa, Ontario, CANADA</b> <a href="http://www.cannexus.ca">www.cannexus.ca</a>
INDIA	<b>March 10-15, 2020</b> Asia Pacific Career Development Association Annual Conference <b>Faridabad, INDIA</b> <a href="http://asiapacificcda.org/2020-Conference">asiapacificcda.org/2020-Conference</a>
USA	<b>April 2-3, 2020</b> Maryland Career Development Association Annual Conference <b>Columbia, Maryland, USA</b> <a href="http://www.cdaconference.com.au">www.cdaconference.com.au</a>
USA	<b>May 4-6, 2020</b> National Association of Workforce Development Professionals Conference <b>Orlando, Florida, USA</b> <a href="http://www.NAWDP.org">www.NAWDP.org</a>

# CAREER ASSESSMENT INSTRUMENTS

<b>ATTRIBUTE</b>	<b>ASSESSMENT INSTRUMENT</b>
<i>Personality</i>	<b>MYERS-BRIGGS TYPE INDICATOR (MBTI)</b> <a href="mailto:custserv@cpp.com">custserv@cpp.com</a>
<i>Interests</i>	<b>STRONG INTEREST INVENTORY</b> <a href="mailto:noreen@gsconsultants.com">noreen@gsconsultants.com</a>
<i>Interests</i>	<b>KUDER CAREER ASSESSMENT</b> <a href="mailto:noreen@gsconsultants.com">noreen@gsconsultants.com</a>
<i>Values, Skills, Leisure &amp; Interests</i>	<b>KNOWDELL CARD SORTS</b> <a href="http://www.KnowdellCardSorts.Com">www.KnowdellCardSorts.Com</a>
<i>Aptitudes, Interests &amp; Personality</i>	<b>YOU SCIENCE</b> <a href="http://www.youscience.com">www.youscience.com</a>
<i>Career Exploration</i>	<b>WHO YOU ARE MATTERS</b> <a href="mailto:service@onelifetools.com">service@onelifetools.com</a>
<i>Interests, Values &amp; Abilities</i>	<b>CAREER DECISION-MAKING SYSTEM</b> <a href="http://www.cdmineternet.com/contact/index.jsf">www.cdmineternet.com/contact/index.jsf</a>
<i>Personality &amp; Work Enviroment</i>	<b>SELF-DIRECTED SEARCH</b> <a href="http://www.parinc.com/support/contactform.aspx">www.parinc.com/support/contactform.aspx</a>
<i>Interests and Ability</i>	<b>COPS SYSTEM</b> <a href="mailto:customerservice@edits.net">customerservice@edits.net</a>
<i>Personality</i>	<b>PERSONAL STYLE INDICATOR</b> <a href="http://www.crgleader.com">www.crgleader.com</a>
<i>Abilities</i>	<b>ABILITY EXPLORER</b> <a href="http://www.jist.com">www.jist.com</a>
<i>Personality</i>	<b>PERSONALTY DIMENSIONS</b> <a href="http://www.career-lifeskills.com">www.career-lifeskills.com</a>
<i>Interests</i>	<b>CAREER INTEREST TEST &amp; REPORT</b> <a href="http://www.career-planner.com">www.career-planner.com</a>

# NETWORK CONTACTS

## UNITED STATES CONTACTS

ALASKA	<b>Amanda White</b>	907-474-5872	<i>awhite74@alaska.edu</i>
ARIZONA	<b>Stan Maliszewski</b>	520-621-1700	<i>sjmalisz@u.arizona.edu</i>
CALIFORNIA	<b>Susan Wise Miller</b>	323-933-2900	<i>susan@californiacareerservices.com</i>
	<b>Maggi Payment Kirkbride</b>		<i>mkpayment@usa.net</i>
CONNECTICUT	<b>Eleta Jones</b>	860-768-5619	<i>EJones@mail.hartford.edu</i>
ILLINOIS	<b>Roberta E Renaldy</b>	312-926-4888	<i>rrenaldy@nmh.org</i>
MAINE	<b>Jim Peacock</b>	207-649-9761	<i>jimpeacock@peak-careers.com</i>
MARYLAND	<b>Karol Taylor</b>	240-447-2923	<i>Karol@us.net</i>
MASSACHUSETTS	<b>Gail Liebhaber</b>	781-820-5310	<i>gail@yourcareerdirection.com</i>
MICHIGAN	<b>Roberta Floyd</b>	248-357-2426	<i>rafloyd1@mac.com</i>
	<b>Ken Soper</b>	616-698-3125	<i>kensoper@yahoo.com</i>
MISSOURI	<b>Carolyn Thompson</b>	573-873-5500	<i>cbt@trainingsys.com</i>
NEW MEXICO	<b>Charles Lehmen</b>	505-938-1282	<i>charlesj.lehman@gmail.com</i>
NEW YORK	<b>Rita Carey</b>	585-398-7508	<i>rita@rcmassociates.com</i>
OHIO	<b>Caitlin Williams</b>	831-917-7800	<i>drcaitlinwilliams@gmail.com</i>
OREGON	<b>Kim M. Voyle</b>	503-647-2382	<i>kimvoyle@voyle.com</i>
PENNSYLVANIA	<b>George Ponticello</b>	412-586-3731	<i>gponticello@careerdevelopmentcenter.org</i>
TEXAS	<b>Suzy Drapkin</b>	512-590-2545	<i>sdrapkin@careerachievers.com</i>
	<b>Helen Harkness</b>	972-278-4701	<i>options@career-design.com</i>
	<b>Kim Thompson</b>	832-724-8921	<i>kmathomp@aol.com</i>
WASHINGTON DC	<b>Margaret New</b>	703-298-2525	<i>margaret@middleburggroup.com</i>

## INTERNATIONAL CONTACTS

AUSTRALIA	<b>Amy Lew</b>		<i>amy@abundanzenterprise.com</i>
CANADA	<b>Denise Hughes</b>	905-760-0111	<i>dhughes@clsr.ca</i>
EGYPT	<b>Ahmed Mostafa</b>		<i>ahmed.mostafa@acdamena.org</i>
ETHIOPIA	<b>Dagmawi Dawit</b>		<i>dagmawi@dereja.com</i>
KENYA	<b>Raphael Chesori</b>		<i>rachemori@gmail.com</i>
NIGERIA	<b>Raymond Ayinde</b>		<i>raymondolajuwon@gmail.com</i>
	<b>Akintunde Akinmolayan</b>		<i>akintunde.akinmolayan@yahoo.com</i>
PAKISTAN	<b>Raza Abbas</b>		<i>ra@pathwayglobal.org</i>
SINGAPORE	<b>Timothy Hsi</b>		<i>timothy@abundanzenterprise.com</i>
SOUTH KOREA	<b>Eunmee Hwang</b>	82.2.3672.7700	<i>emhwang95@emconsulting.co.kr</i>
SWITZERLAND	<b>Daniel Porot</b>		<i>perso@porot.com</i>
VENEZUELA	<b>Egberto Fernandez</b>	58-212-2837471	<i>egbertof@cantv.net</i>



# MEMBERSHIP & NEWSLETTER

## *Contact Information*

### NEWSLETTER CONTENT

NEWSLETTER PUBLISHER  
**Vera V. Chapman, Ph.D., LPC, CCC, GCDFI, JCTC**  
P.O. Box 223  
Hamilton, NY 13346 USA  
Tel: **929-266-5652**  
E-mail: [careerdevnetwork@gmail.com](mailto:careerdevnetwork@gmail.com)  
Website: [www.careernetwork.org](http://www.careernetwork.org)

### BOOK REVIEWS

BOOK REVIEW EDITOR  
**Maggi Payment Kirkbride**  
3216 Gregory Street  
San Diego CA 92104  
e-mail: [mkpayment@usa.net](mailto:mkpayment@usa.net)

### NETWORK MEMBERSHIP

NETWORK MEMBERSHIP QUESTIONS  
**Richard Knowdell**, Career Development Network.  
P.O. Box 611930, San Jose, CA 95161-1930 USA  
(408) 828-3858; E-mail: [rknowdell@mac.com](mailto:rknowdell@mac.com).  
Visit the Network website: [www.careernetwork.org](http://www.careernetwork.org)

Membership in the Career Development Network  
includes 6 newsletters and up to 4 journals each year.

**\*\*Membership is FREE\*\***

### APPLICATION LINK

#### **MEMBERSHIP APPLICATION FORM**

Our membership application form can now be found  
online! Visit <https://bit.ly/2Nce201> to sign up, and  
please also share the link with your network.

### SOCIAL MEDIA

#### **JOIN US ON LINKEDIN!**

The Career Development Network now has a  
[LinkedIn Business Page](#). For more helpful content  
related to adult career planning, follow us there.

© Copyright 2019 by Career Development Network