

2021 Proposals

Focus Area: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Presentation (70 minutes)

ID/Title: *11 Glitter, Glue, and Goals: A Creative Approach to Career Planning*

Abstract: Vision boards are a creative avenue to help individuals rethink their career path. During this session, you'll learn vision board exercises to help your clients transform their pictures and phrases into a holistic and healthy life.

Goals: How to help clients creatively rethink their career and plan for the future. Identify different types of vision boards to use with your clients. How to help your clients fulfill their career visions. The goal for this session is to help career practitioners understand how they can use vision boards to help the individuals they serve to unwind and take a moment to truly think about their goals and intentions.

Summary: Board 1: This is the board for clients that are ready to reset their career, but they aren't sure what their next move should be. This encourages clients to get in touch with their intuition. After your client creates this board, they should explain why they selected what they selected to go on their board. Through this technique, clients draw their own conclusions. You as the coach can help them find careers that align with their innate passion. Board #2: Intention boards are great for clients that need more clarity. They know the life they want. Your client should define 4-6 intentions or values to serve as themes in their life. Once clients define these values, they can better define a career that aligns with their wants and desires. Board #3: This technique is used to help clients advance in their career. These clients are in a career field they love, however, they want to develop a specific area of their career. This board is divided into different sections to help your client create specific goals to help them get to the next level. Before/After creating a vision board individuals should do some self-reflection and create actionable steps to help them move forward. Glitter: Helping clients understand what makes them shine. Glue: Helping clients identify habits to help them. Goals: Identifying short term and long term goals from the vision board.

Focus: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Presentation (70 minutes)

Competency: Helping Skills

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Lecture

Relevance: I was unemployed at the beginning of 2017 after quitting a job I hated. I knew that was my chance to reset my career path. I went to a vision board party at a library. The vision board I created helped me realize that my career should be an integral part of my life and not just 40 hours of my week. People often view their career as a separate entity and that prohibits them from making sound career decisions. Through vision boards, I hope others can become more holistic when making career decisions.

2021 Proposals

Focus Area: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Presentation (70 minutes)

ID/Title: *12 Grow Your Career Development Practice with Instagram*

Abstract: 200+ million Instagrammers visit at least one business profile a day. Whether you're an entrepreneur or a career services center or agency, Instagram is an effective marketing tool for building brand awareness. Come learn the ins and outs of a business profile and strategies to leverage IG in your business.

Goals: Participants will learn: -How to set up an Instagram Business Profile and track business metrics on Instagram -Strategies for creating career development content that attracts potential clients - Methods for converting Instagram browsers to clients

Summary: 200+ million Instagrammers visit at least one business profile a day. Instagram has grown beyond a social media platform to a brand and business building platform. Whether participants are entrepreneurs or a career services center or agency, Instagram is an effective marketing tool that should be leveraged to build brand awareness. Career development professionals can provide value to potential clients, humanize their brand, and recruit new leads on IG. This session will cover an overview of Instagram including the different aspects of IG, how to create a profile that converts, and why IG works for business. Strategies for creating a business profile and using consumer data and ad strategies to share value with audiences will be taught. Finally, strategies for creating career development content and attracting potential clients will be shared with participants.

Focus: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Presentation (70 minutes)

Competency: Technology

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Lecture

Relevance: With more people look for resources and strategies to grow their careers during uncertain times, social media is a key platform to provide support and find clients. During these uncertain times, individuals are looking to connect with people and brands more and Instagram provides a platform to do that. This session will help career development professionals learn skills to navigate Instagram effectively.

2021 Proposals

Focus Area: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Presentation (70 minutes)

ID/Title: *13 Your Worth It- How to advance your career through contribution and planning*

Abstract: Mary worked her way up from the front office assistant to her company's executive suite in just six years using her unique promotion system. Mary will teach you how to build a written promotion. Allowing you to uplevel your career or the careers of those you help.

Goals: 1. Claim Your Value- Release your past. Learn how to discover and eliminate beliefs that are keeping you stuck. Then learn how to fill those voids with new beliefs that set you free to live a limitless life. 2. Perfect Promotion Plan - 7 easy to implement steps, you will learn how to build a promotion plan that negotiates for you. The heart of the plan is the challenges to solve and the ideas section. 3. Lifestyle Success Strategies- How to conduct your career advancement meeting for rapid implementation of your ideas and contribution to the company year after year.

Summary: For some talking about money and advocating for themselves is second nature. For me, it was terrifying. Until I had a change of mind, I had no clue what I had set into motion. Three months later, I found myself in the CEO's office, asking for the COO position. But he didn't give me the position. That's when God download the idea to make a plan. Six weeks later, I was VP. Today I am the COO, a partner, and on track for CEO. Claiming your value is about understanding the power of beliefs and energy. I've studied Dr.Dispensa, Dr.Lipton, Dr.Nelson, Dr. Richards, Dr. Hawkins, Maltz, Napoleon, and Fletcher. Through the studies, I've created systems to help people by removing limiting beliefs. Often these beliefs are invisible or based on society. By eliminating the subconscious's beliefs and adopting new beliefs, ALL people get an equal playing field for significance in life. I created the Promotion Plan out of my need for another way to communicate future value. The steps include design and theme, appreciation letter, accomplishments, ideas/problems to solve, personal development, market value, and the closing. I talk about negotiating skills and theories. The plans work for all people and typically land people larger than average raises by focusing on your future value. Lastly, you learn how to conduct your career advancement meeting for rapid implementation and impact, allowing the individual to advance year after year""tying in concepts from Dr. Robert Cialdini and Chris Voss.

Focus: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Presentation (70 minutes)

Competency: Career Development Models

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Lecture

Relevance: The promotion planning process is a way to even the playing field for all people. By taking an employee's greatest assets and put them on paper, you bypass natural bias. When you present a promotion plan, you give a gift to your company. Because of the plans' nature, you can turn them in during a time like COVID to keep top of mind even when your boss might not be dishing out raises. Now more than ever, companies need ALL their employees to step up and take ownership. The promotion planning process is a simple but powerful recipe for all.

2021 Proposals

Focus Area: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Presentation (70 minutes)

ID/Title: *14 Interventions for Anxious and Depressed Job Seekers: When Career Information is Not Enough*

Abstract: Job seekers who are anxious or depressed can have difficulty taking action in their job search, even when provided with excellent career guidance. This program will discuss interventions that career professionals can use with anxious and depressed job seekers to increase their sense of hope and ability to take action.

Goals: The goal of this program is to provide career counselors and professionals with theory-based techniques for working with job seekers whose anxious or depressed feelings are affecting their ability to move forward in their job search process. The objectives are to help career professionals identify when clients' mental health issues are influencing the job search process and to increase career professionals' confidence for providing career interventions to assist anxious and depressed job seekers.

Summary: Given the upheaval in the economy and job market in the last year, many people have lost their jobs or live with job insecurity. Feelings of anxiety and depression are common, and normal, reactions to job loss and uncertainty. Career counselors and professionals play a vital role in providing job searching assistance, and it is likely that many clients will be experiencing feelings of anxiety and depression or other mental health issues. Job searching can feel daunting for anyone but for people who are anxious or depressed, job searching can quickly feel overwhelming and discouraging. Career professionals might provide excellent guidance and information but still find that their clients have difficulty taking action or following through on job searching tasks. While clients with severe mental health issues should be referred for mental health care, it is important that career professionals feel confident working with anxious or depressed clients who need career counseling services. Pulling from psychological and career theories (mindfulness and acceptance-based therapies, feminist/multicultural therapy, and social cognitive career theory), I will discuss techniques to use to help clients get unstuck and take action on job searching tasks. Strategies will focus on ways to help job seekers reduce overwhelm and anxiety, cope more effectively with uncertainty, grieve past career regrets or loss, internalize beliefs about their skills and strengths, and feel more hopeful, empowered, and in control of their job search process.

Focus: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Presentation (70 minutes)

Competency: Helping Skills

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Lecture

Relevance: The age of uncertainty in which we are now living is a huge factor influencing the high rates of anxiety, depression, and other mental health issues we are seeing. My program is intended to add to the "kaleidoscope of career interventions" for career professionals to use with their anxious or depressed clients. Clients who are anxious and depressed might not be ready or able to act on great career advice. Given that career professionals will likely be seeing more clients with mental health issues, it is important that they have a wide repertoire of career intervention tools to use.

2021 Proposals

Focus Area: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Presentation (70 minutes)

ID/Title: *15 The Vital Role of Career Counseling in Overcoming Barriers to Men's Mental Health Treatment*

Abstract: Men are the least likely population to engage in mental health counseling. Given the vital role career plays in men's identity development, Career Counseling is uniquely positioned to address help-seeking barriers for men. Participants in this interactive session will explore the ways Career Counselors can bridge this important divide.

Goals: Participants in this session will be able to: - Understand the relationship between help-seeking stigma and men's engagement in counseling, - Recognize the unique role career counseling can play in overcoming help-seeking barriers for men, and - Integrate knowledge from stigma literature into their practices to encourage more men to engage in counseling services

Summary: Research on help-seeking stigma identifies men as least likely to engage in counseling services. In my recent study of white men, aged 24-72, I learned that perceptions of mental health varied widely, while perceptions of professional development were universally positive. When asked how they would react to an employer referring them for services, participants indicated referral for mental health counseling would feel like an employer lacked confidence in them or saw them as struggling, while referral to career counseling suggested the employer believed in them and wanted to help advance their careers. This session will explore the way Career Counseling is uniquely positioned to address help-seeking barriers for men. Time will be spent exploring how stigma research can inform effective messaging to help practices engage men in career and mental health counseling services.

Focus: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Presentation (70 minutes)

Competency: Promotion and Public Relations

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Lecture

Relevance: Men hold key roles of power and influence in our society. While contributing to and holding influence over the mental health struggles of others, literature shows that men are resistant to engaging in discussions about their own mental and emotional needs. It is vital for us to engage men in conversations about mental health. Career Counseling is uniquely positioned to help address this stigma barrier. This session will help counselors more effectively engage men in crucial conversations and in counseling - an effort that will have benefits beyond the individual to all of the people that individual encounters at home and in career settings.

2021 Proposals

Focus Area: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Professional Development Institute (4 hours)

ID/Title: *PDI2 Innovation in Private Practice: Reinvent Your Process, Pricing and Promotion to Succeed in Any Economy*

Abstract: The careers industry moves pretty fast. If you don't stop and look into the future once in a while, you might be missing it. Refresh your approach by connecting with the new needs of today's clients. Learn new service delivery, pricing, and marketing models that align with your target audience.

Goals: Participants in this will leave knowing the answers to these questions: -How is what people want from career services and how they buy services changing? -How will I define my target audience? -How can I adjust service offerings to align with my target audience needs? -How do I price and package my services to build a sustainable business and help others? -How can I target my promotional efforts to meet the needs of my target audience? -How do I choose marketing tactics, especially on social media, that match my brand " without feeling overwhelmed?

Summary: This session will share trends in how and why individuals seek out career services. It will highlight trends in how they want to connect with career service providers for a service engagement, including research on consumer habits and generational preferences. Participants will learn and share innovative service models career service providers are using to meet these needs. After setting the stage with this information, participants will have time to reflect on their services: What they offer? How they deliver it? Who is their target audience? This sets the foundation for diving into pricing and packaging their services. The session will spend approximately 60% of the time talking about pricing and packaging. This is one of the most challenging topics for independent career service providers and they are thirsty for resources and discussion (we had 109 register for the NCDAs webinar on Pricing and Packaging!). We'll share a wealth of credible resources around pricing, including specific examples that relate directly to our industry, research from industry sources, and research on the psychology of pricing (fascinating stuff). This session will also go into the psychology of selling and how service providers can prevent devaluing themselves as they talk to prospects. We will explore data from HubSpot, Pew Index, Gallup, Social Web Index, and other organizations who research who uses social media and how. Practical strategies and trends shared will also reflect practices and insights from career practitioners around the globe (some of which are reflected in the freely available Career Thought Leaders annual white paper: <https://www.careerthoughtleaders.com/2019trends>).

Focus: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Professional Development Institute (4 hours)

Competency: Promotion and Public Relations

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Other

Relevance: Careers industry business are experiencing more volatility in today's market and need to rethink how they connect with customers and offer services to survive as the needs, interests, and consumer habits change.

2021 Proposals

Focus Area: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Roundtable (30 minutes)

ID/Title: *R3 Wellness Strategies for Career Clients in Uncertain Times*

Abstract: Navigating change and uncertainty can be challenging and often fraught with intense emotion. Equipping clients with tools to accept uncertainties and embrace opportunity in the career decision-making process enhances resilience. The importance of wellness and strategies for integration into career settings will be shared.

Goals: 1.Understand the importance of wellness as an intervention in career counseling 2.Become familiar with wellness models applicable to career counseling 3.Identify strategies to integrate wellness into the career counseling process 4.Develop a wellness mindset that supports a diverse clientele and encourages practitioner self-care

Summary: Wellness and self-care can be helpful in managing uncertainty. The global pandemic has affected every aspect of our lives. From job loss to workplace changes and future career options, few are immune to the impact. Research has shown connections between aspects of career decision making and mental health, specifically cognitions and self-talk (Bullock-Yowell et. al, 2011, Saunders et. al, 2001, & Walker & Peterson, 2012). These findings suggest that focusing on cognitions among other areas of wellness can enhance career readiness. This is particularly salient in times of disruption and uncertainty. Ensuring that programs and services offered incorporate an awareness of the impact of self-care and wellness in decision making and career planning can further equip clients with tools for future success and satisfaction. Drawing on principles of positive psychology career practitioners can offer clients an opportunity to explore their career/work lives in the context of other life domains. This can lead to increased motivation to engage in the career decision-making process. Encouraging clients to explore career decisions and aspects of their work lives in the context of broader life domains further clarifies personal and/or work-related values and priorities. Career practitioners can offer hope, optimism and joy for the future through a positive wellness mindset and encourage clients to develop an openness to new opportunities. This presentation will discuss ways to explore wellness as a strategy for managing change and uncertainty with clients during the career planning and decision making process.

Focus: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Roundtable (30 minutes)

Competency: Helping Skills

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Lecture

Relevance: Constant change and disruption can create worry and doubt in the minds of decision makers often serving as a barrier to making effective choices. Focusing on wellness as a part of the process allows for exploration of the unique backgrounds and varied experiences that clients bring to the career counseling process. Utilizing a wellness mindset in the career planning and exploration process can offer encouragement and support clients with tools and resources they can access to enhance resilience and optimism in times of uncertainty.

2021 Proposals

Focus Area: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Roundtable (30 minutes)

ID/Title: *R4 Three Strategies for Career Development (Assessment of Aptitude and Attitude)*

Abstract: The right direction of Assessing when to give more frame to aptitude and when to attitude is what this presentation will cover. The guidelines and career been divided into different slots for achieving heights in career - career launching , Marginal stage and Alter Matured Stages...

Goals: The Goal of presentation is to reach out the initial new starters of career ,who landed in world of uncertainties around them. The right direction of Assessing when to give more frame to aptitude and when to attitude is what this presentation will cover. The guidelines and career been divided into different slots for achieving heights in career - career launching , Marginal stage and Alter Matured Stages... The target will be to make the career launcher be adaptable to the awareness of external enviornment around the organisation along with the changing and development require personally as compare to wider picture of outside world.

Summary: The guidelines and career been divided into different slots for achieving heights in career - career launching , Marginal stage and Alter Matured Stages... Theory - The target will be to make the career launcher be adaptable to the awareness of external enviornment around the organisation along with the changing and development require personally as compare to wider picture of outside world.

Focus: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Roundtable (30 minutes)

Competency: Career Development Models

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Lecture

Relevance: The Relevance would be that the uncertain enviornment the individual face during career launching time can be cut short and te target of career development would be focused with giving balance choice between aptitude and attitude depending upon the stage of development of individual. Once landed in second stage of development the individual can now work upon the aptitude keeping behind adaptive attitude behaviour practise followed during first stage of assessment. Hence launching itself for third stage of Acceptance and Adequacy..where research again extend for better results..

2021 Proposals

Focus Area: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Roundtable (30 minutes)

ID/Title: *R5 Critical female leadership and an internet based coaching philosophy in getting through these uncertain times*

Abstract: Through case studies, we demonstrate the success of a coaching based philosophy in supporting career development. We present and justify programs giving women confidence to continue or switch career. Via case studies we demonstrate the special qualities of female leadership in supporting clients in these uncertain times.

Goals: Explain how an internet based, coaching based philosophy allows a group of female career counsellors to support the career development of many other vulnerable women * Explain different programs supporting the career resilience of women in these uncertain times * Explain benefits of female leadership, supporting clients to survive the pandemic

Summary: *We present three and six month programs training women to be career counsellors, learning techniques via case studies, observing the work of an experienced counsellor. *We present programs supporting the self-development and career development of vulnerable women online, using a vision based coaching philosophy. * We demonstrate how common sharing of visions within the leadership team is inspirational. Through concrete examples we demonstrate the benefits of female leadership - showing compassion and empathy with clients giving them the confidence to get through the pandemic..

Focus: Career Counselors and Specialists in Private Practice and Consulting

Program Type: Roundtable (30 minutes)

Competency: Career Development Models

Willing to Accept Alternate Presentation Type: 1

Virtual Alternative: 1

Method: Panel

Relevance: our presentation concretely encompasses the support and development of vulnerable women in this age of uncertainty.