

# NEW in 2021 Virtual Training & Certification

## ■ Job & Career Transition Coach Certification Workshop



### How Has The Career Transition Coach Certification Program Changed?

During the past 25 years, the vast majority of the 7,500+ individual career professionals who have completed this training and received the international certifications have traveled to the training venue.

**Starting in 2020 & 2021:** The current COVID-19 travel restrictions in North America along with the cost of employees' time away from their jobs, have resulted in the need to offer a **virtual** certification program which maximizes technology's assets.

In addition to the new virtual program, **starting in 2021**, or when the COVID-19 travel restrictions end, we will be offering a three-day **on-site workshop** at colleges, universities, workforce development agencies, military bases, government departments and business organizations. Email [rknowdell@mac.com](mailto:rknowdell@mac.com) for information.

### Who Should Attend This New Program?

- *Human Resource Staff*
- *Outplacement Staff*
- *Career Facilitators*
- *Career Counselors*
- *Career Coaches*
- *Career Advisors*
- *Career Consultants*
- *Job Search Trainers*
- *College Counselors*
- *Counselor Educators*
- *Social Workers*
- *Therapists*



### JOB & CAREER DEVELOPMENT COACH (JCDC)

*The Virtual Certification Workshop is designed for Human Resource Specialists, Career Coaches and Career Specialists who help Employees Develop within Organizations.*



### JOB & CAREER TRANSITION COACH (JCTC)

*The Virtual Certification Workshop is designed for Career Advisors and Coaches who help individuals make career transitions (such as school to work or one career to another).*

Contact us at [rknowdell@mac.com](mailto:rknowdell@mac.com) for more information about the virtual program or to arrange an on-site certification workshop in 2021 for your organization.



**Presented by**

### CAREER DEVELOPMENT NETWORK

*Training Career Development Professionals Since 1979*

P.O. Box 611930, San Jose, CA 95161-1930 USA

Tel: 408-828-3858 e-mail: [rknowdell@mac.com](mailto:rknowdell@mac.com)

# CAREER TRANSITION / DEVELOPMENT COACH CERTIFICATION

Our graduates learn to assist clients in accelerating career exploration, making job decisions, and learning to navigate transitions over a lifetime. Transitions require applying a simple, comprehensive, accountability framework like the Knowdell Career Transition Model. Practicing specific coaching skills to facilitate, guide and nudge clients to success is our training goal in this 21 hour real-time program. The latest coaching tips and career insights complement real-time role playing, and take home support videos and programs that include Type-coach, YouScience, Onelifetools, and Challenge Mindset Cards programs.

## Workshop Content:

- **Jobs, and Career Paths in The 21st Century**
- **Regulating Emotions During Job and Career Transitions**
- **Career Assessment Tools**
  - *Prioritizing Career Values* • *Identifying Transferable Skills* • *Understanding Personality and Motivation*
  - *Understanding Work and Management Style* • *Assessing Interests, Temperaments and Aptitudes*
  - *Organizing and Using Assessment Results*
- **Job and Career Exploration**
  - *How to Use The Internet and LinkedIn for Field Research, Networking and 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 Personality 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* • *LinkedIn Branding*

## Recieve Both Certifications



*Individuals who complete  
the Career Coach Program  
can now receive both  
credentials*



## DEVELOPMENT COACH

*Preferred by Human Resource staff  
working internally in organizations to  
coach employee advancement.*

## TRANSITION COACH

*Preferred by college counselors and  
case managers who train and coach job  
seekers and those seeking career change.*

## Continuing Education Hours

Career development professionals who complete the intensive program will receive 21 continuing education hours. The hours are granted by the Career Development Network, a non-profit association that has been training career development professionals throughout the world since 1979.

## SENIOR WORKSHOP LEADER FOR NORTH AMERICA



**RICH FELLER**, Ph.D., LPC, NCC, NCCC, JCTC is a Colorado State University Distinguished Teaching Scholar and Past President of the National Career Development Association. Having consulted on six continents and within all 50 U.S. states. He has co-written three career books, six film series, the Career Decision Making System (print & internet career assessment program used by over 20M), and [www.stemcareer.com](http://www.stemcareer.com). Rich is an NCDA Fellow and recipient of NCDA's Eminent Career Award. The Rich Feller Leadership Award was created by the Colorado Career Development Association (2009) and awarded

annually to recognize significant influence through service to others in the roles of colleague and mentor. He is the Chief Advisor for [www.youscience.com](http://www.youscience.com), thought leader for AARP's lifereimagined program, and co-owner of [onlifetools.com](http://onlifetools.com)'s Who You are Matters! boardgame Online Storyteller, and Conversations Matter program. He has consulted for NASA, NFL, NSF, the United Nations and schools, workforce boards, employers within all 50 states, 3 provinces and 6 continents.

### 2021 CLASS SESSIONS DATES AND TIMES

**Session 1 - May 6, 13, 20, 27 & June 3, 10, 2021**

**Session 2 - July 29 & August 5, 12, 19, 26 & September 2, 2021**

**Session 3 - October 7, 14, 28 & November 4, 18, 2021**

The Internet meetings will run from **2:00 to 5:45 pm Eastern Time** each **Thursday**. Attendees must complete all 6 class sessions, pre-work (2 hours) and weekly practice (1 hour).

### REGISTRATION FORM *Check Which Session*

1. May/June    2. July/Aug/Sept   3.  October/November

Name (for certificate) \_\_\_\_\_

Organization \_\_\_\_\_

HOME Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

PERSONAL E-Mail \_\_\_\_\_ PERSONAL Phone \_\_\_\_\_

### REGISTRATION FEE

The registration fee of **\$1,500.00** includes not only the training and both certifications, but *over \$300 worth of assessment tools, resources and materials for your clients.*

### PAYMENT BY CHECK

Mail your check for **\$1,500.00**  
(in U.S. funds, drawn on a U.S. bank)  
payable to Career Development Network,  
FIN 77-0327968  
Career Development Network  
Post Office Box 611930,  
San Jose, CA 95161-1930 USA

### PAYMENT BY CREDIT CARD

VISA    MasterCard    AMEX  
Card Number \_\_\_\_\_  
Expiration Date \_\_\_\_\_ SEC \_\_\_\_\_  
Name on Card \_\_\_\_\_  
Career Development Network,  
Post Office Box 611930,  
San Jose, CA 95161-1930 USA

Scan and e-mail to [rknowdell@mac.com](mailto:rknowdell@mac.com) or phone **408-828-3858**

## **Some Organizations That Have Sent Staff to Our Career Coach Certification Workshops**

### **UNITED STATES GOVERNMENT AGENCIES**

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

### **US STATE GOVERNMENTS**

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

### **AROUND THE WORLD**

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

### **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 • Spokane Community College • Lakeland Community College
- Carnegie Mellon University • Union Institute and University • Cape Fear Community College
- Catawba Valley Community College • Davidson County Community College

### **NON-PROFITS ORGANIZATIONS**

- LDS Employment Services • Jewish Vocational Services • Second Start • Goodwill • Open Learning Agency
- Career Crossroads • World Career Achievement • Youth for Understanding • Aboriginal Employment Service
- Santa Clara County Social Service • 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 • Lucas Film
- IBM Corporation • Apple Computer • Sandia National Laboratory • Lockheed Martin • USAA • MCI
- Boeing Corporation • Raytheon Corporation • Weyerhaeuser Corporation • State Street Bank • TIAA-CREF
- Mercedes-Benz USA • Walt Disney Parks and Resorts • Kaiser Permanente • 1st Chicago National Bank
- Medrad • Northrop Grumman • Hasbros • Bank One • Schering-Plough Corporation • Texas Instruments
- Genentech

### **EMPLOYMENT & TRAINING AGENCIES**

- Michigan Works • Baltimore County WIA • Jefferson County WIA • Westmoreland County DSS
- San Diego County • Job Corps • Virginia Employment Commission • Troy Career Center • NOVA PIC
- Career Services of Cape Cod • 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