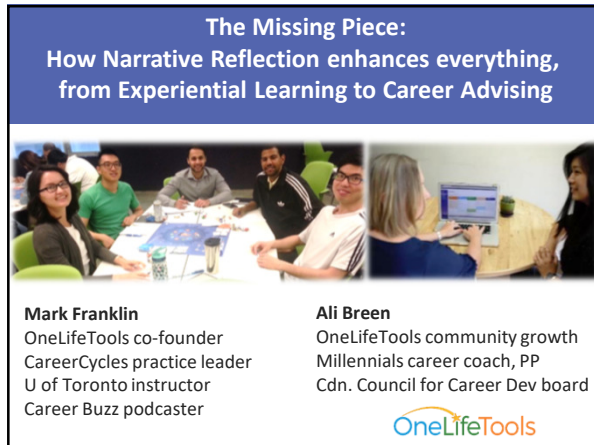
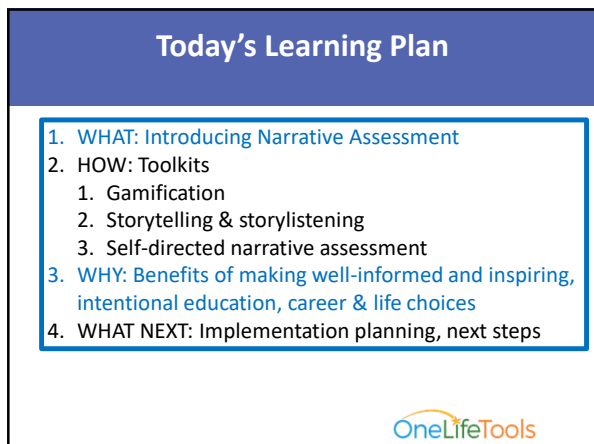




1



2




3

Your clients? Your questions?


People you work with, or want to work with...


- ✓ College or University
- ✓ High school
- ✓ Mid-life
- ✓ 50-plus
- ✓ Career focus
- ✓ Personal counselling focus
- ✓ Private practice
- ✓ Agency
- ✓ Organizational / corporate
- ✓ other...



Questions? What are you wanting to gain? 


4






5

Problem-based learning experience



Paired activity → 2 roles: Storylistener & Storyteller

- Storylistener:
 - Ask for a focus: **Work** or **Learning** or **Leisure**
 - Ask for a story (INPUT)
 - Ask only open-ended questions about the story (PROCESS).
E.g. 'What did you like about ___?'
 - Help client consider 1 next step based on what was learned (OUTPUT)
- Storyteller:
 - Play along! Deliver a focus, story and next step
 - When asked for a story, give it a 'headline.' E.g. My job as career advisor at XYZ, 2016-17
 - Let listener's questions draw it out



6

Narrative methods help navigate today's reality...



- V = Volatile
- U = Uncertain
- C = Complex!**
- A = Ambiguous

Bennett, N., Lemoine, G.J. (2014). What VUCA Really Means for You. *Harvard Business Review*. Jan-Feb 2014. <https://hbr.org/2014/01/what-vuca-really-means-for-you>



7

We developed a Narrative Assessment system to support well-informed career and life choices

- 5000+ clients, 80 countries of origin
- 1000+ trainees in US, Canada, Global
- 40+ documented interventions
- 68 participants in outcome study. Findings: HERO*
- 4 peer-reviewed journal articles, 3 book chapters



*Franklin, M., Yanar, B. & Feller, R. (2015). Narrative Method of Practice Increases Curiosity & Exploration, Psychological Capital, and Personal Growth leading to Career Clarity: A Retrospective Outcome Study. *Canadian Journal of Career Development*

*Franklin, M. & Stebleton, M.J. (in press). Another story to tell: Outcomes of a single session narrative approach, blended with technology. *Canadian Journal of Career Development*

Learn more at <http://onelifetools.com/evidence/>



8

Narrative methods help navigate today's reality...



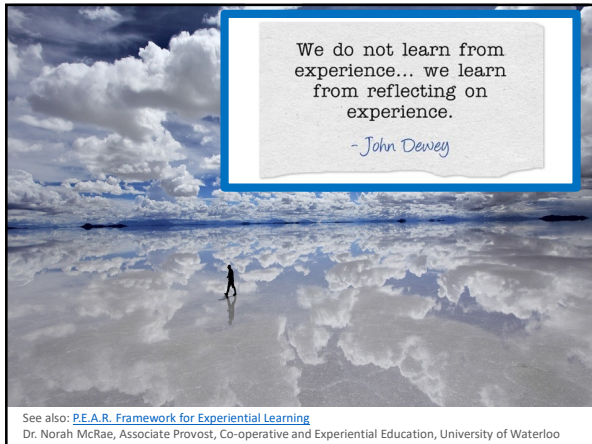
Kim vs Alex's story

1. **Well-informed** vs poorly-informed choices
2. **Inspiring** vs perfunctory* choices
3. **Career launch** vs "failure to launch"
4. **Contributes to society** vs non-contributor
5. **Hope & optimism** vs hopeless & pessimistic
6. **Resilient** vs fragile, "imposter syndrome"
7. **Confident in interviews** vs lacking professional vocabulary
8. **Invests in learning** vs risk of obsolescence

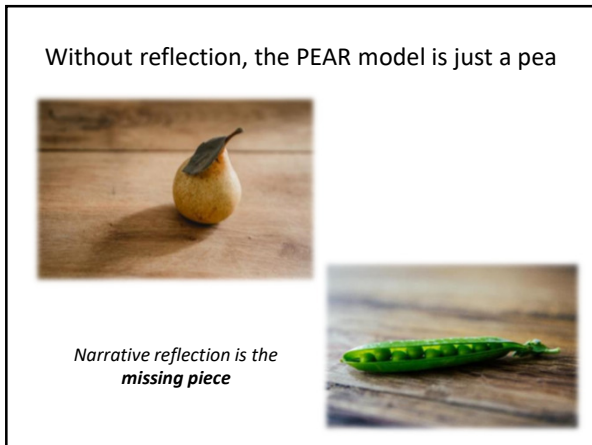
DISCUSSION
How do these contrasts map on to your clients or groups?

*Perfunctory 1. performed merely as a routine duty; hasty and superficial
2. lacking interest, care, or enthusiasm; indifferent or apathetic

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10



11



12

WHAT is Narrative Assessment?



IS

- Story-based
- More engaging
- Qualitative
- Holistic
- Meaning making
- Context-sensitive
- Learning-oriented

IS NOT

- Traditional uni-dimensional career test
- Quantitative
- Expert-oriented
- Matching system

See for example, Postmodern Career Assessment (Ch5) in Busacca, L. A., & Rehfuess, M. C. (Eds.). (2017). Postmodern Career Counseling: A Handbook of Culture, Context, and Cases. John Wiley & Sons.

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HEROIC Narrative Assessment System helps clients get clear, get organized, get going



1. GROUP EXPERIENCE
from 3 to 300, fun, social
discovery experience
(disguised as a game)

2. INDIVIDUAL SESSIONS guided
by evidence-based narrative
method and
Online Storyteller technology

3. SELF-DIRECTED,
scalable, storytelling
system maximizes
Online Storyteller with optional
conversation touchpoints for
"blended delivery"



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HEROIC Narrative Assessment System helps clients get clear, get organized, get going

**Programs into which it is embedded continues to grow, for
experiential learning, career advising, and more:**

1. Postsecondary curriculum: U of Toronto, Conestoga
2. University grad curriculum: U of Toronto/ILead
3. Student services: SFU, SMU, U of Colorado, Am. U of Cairo...
4. OPTIONS: Non-academic career options for PhDs; Peer advisors
5. Adult transitions: SFU's Your Next Move
6. Workplace career management & inclusivity: Region of Peel
7. High school & youth: Colorado school district. CCRW
8. Private practice: Brad Graham, Sally Gelardin & others



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Toolkits to build skills & knowledge

1. Gamification. Let's play!
 2. Storytelling & storylistening
 2. Self-directed narrative assessment & Convo Guide

For each Toolkit
 ↓
 Demo
 Practice
 Debrief



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Toolkit 1 – Gamification. Let's play!




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who you are MATTERS!
 Career & Life Clarification Experience – as a Facilitator

Overview

Pre-game
 • Setting the Stage
 • Directions

GAME ON!
 Parts 1 & 2
 game play

Post-game
 • Spark discoveries
 • Next steps


Let's PLAY!



#WhoYouAreMatters

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Write your name on your **Guidebook**.



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Step 1: Do...



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20

Step 2: Write...



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21

Step 3: Say...



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#WhoYouAreMatters

22

Step 4: Give...



OneLifeTools

#WhoYouAreMatters

23

Step 4: Give...



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#WhoYouAreMatters

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Step 5: Pass & Repeat

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Part 2

OneLifeTools #WhoYouAreMatters

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who you are MATTERS!
Career & Life Clarification Experience

Four valuable takeaways:

1. Written **Clarification Sketch**
2. One **specific possibility** coupled with feedback
3. One specific **inspired action** to get started right away and overcome procrastination
4. **Positive feeling** of confidence and optimism

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Toolkit 1 – Post-game Discoveries

What did you notice at your table?

How did you feel telling your stories?

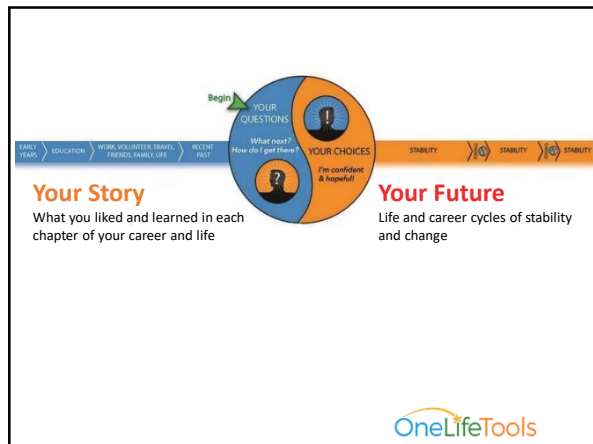
What game structures led to deep listening? To creating safe space?



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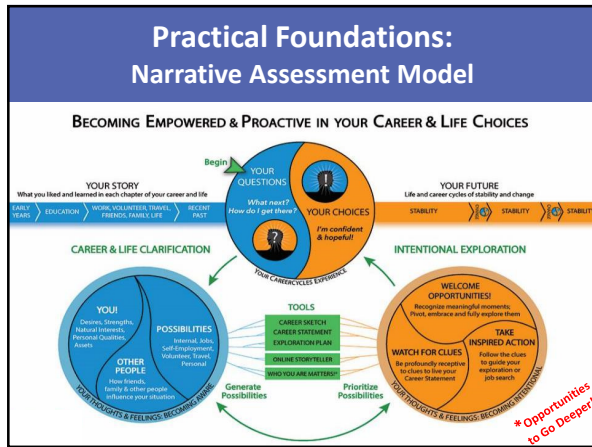
30

Moving from Questions to Choices is a 2-part process of

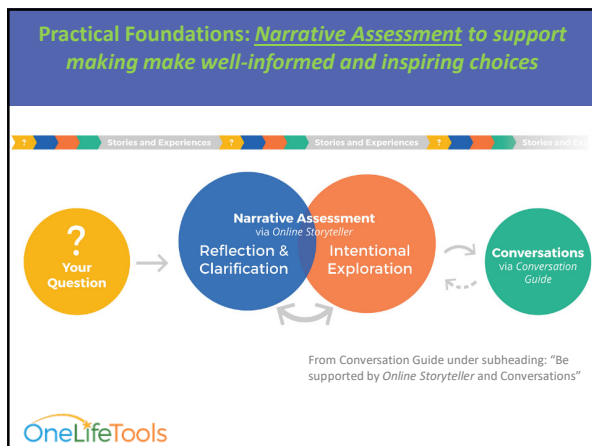
1. Clarification
2. Intentional Exploration



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Managing your career for the future means living HEROIC careers and lives

Hope
Efficacy (Confidence)
Resilience
Optimism
Intentional Exploration
Clarity & Curiosity



Source: Rich Feller. See also Outcome Study (Franklin, Yanar & Feller, 2015)
<http://onlifetools.com/evidence/>

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Toolkit 2 – Storytelling & Storylistening




Desires
What you want more of

Strengths
Skills & knowledge you want to use

35

Toolkit 2 – Tell me a story



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Toolkit 2 – Wild horses metaphor

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Toolkit 2 - What Elements to corral?

- 👉 **Desires & Strengths**
- 👤 **Personal Qualities** e.g. hardworking, ENFP
- 👤 **Assets:** additional skills & burnout skills
 - Credentials, e.g. degree, diploma, trade
 - Experiences, e.g. travel in SE Asia
- 👤 **Natural Interests,** e.g.woodworking, foodie
- 👤 **Other people,** e.g. boss, mentor, society
- 👤 **Possibilities** you're curious about
- 👤 **Thoughts & Feelings**

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Toolkit 2 – Storytelling & Storylistening

- Get consent
- Find a story, name it
- Storylistening! Open-ended question sequence
- STOP! Name elements, generate possibilities, add to Clarification Sketch
- RETURN... to the story where you left it
- Demo using Online Storyteller

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Practice – Your Story

In pairs:

- Write on each other’s *Clarification Sketch*
- Use their words
- Try questions on next slide



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Try it! ‘Your Story’ questions

Think of an experience, or ‘story’ you feel good about. Paid or unpaid; work, learning or leisure. *What comes to mind?*

1. *What did you like about this story? What else?* [Desire]
2. What’s one thing you didn’t like? Instead of ____, what do you want more of now? [Desire]
3. *What skills or knowledge did you use?* [Strength]
4. How would others have described you? [PQ]
5. *Who played a role in this story? How?* [Other People]
6. What possibilities for your future crossed your mind then, or now? [Possibilities]

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How to slow things down

- I will pause / ‘hit pause’ during our storytelling to check in and reflect deeper
- *Can we stop for a moment. Let me check to make sure I’m getting everything*
- Let me catch up to you
- *Wow, you gave me a lot here*
- Let’s put that in the parking lot and we’ll come back to it

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Try it! 'Your Story' questions

Think of an experience, or 'story' you feel good about. Paid or unpaid; work, learning or leisure. *What comes to mind?*

1. *What did you like about this story? What else?* [Desire]
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4. *How would others have described you?* [PQ]
5. *Who played a role in this story? How?* [Other People]
6. *What possibilities for your future crossed your mind then, or now?* [Possibilities]

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Toolkit 2 – Discussion



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Purpose of Single session outcome study (1SOS)

- What works in an initial, single session?
- *What makes up to 85% of our initial sessions convert into a program of service?*
- How to share with others our positive client experiences?
- *How to build on significant results from Franklin, Yanar & Feller, 2015?*
- Do clients experience significant increases in:
 - confidence and optimism,
 - clarity and organized thinking,
 - internal & external search instrumentality?

45

All study variables showed statistically significant increases after an initial, single session

Franklin, M. & Stebleton, M.J. (in press). Another story to tell: Outcomes of a single session narrative approach, blended with technology. *Canadian Journal of Career Development*




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Measures - 1SOS



Retrospective post-then-pre method used to measure:


- 1. Overall quality** of session
- 2. Working relationship** with your CareerCycles Associate
- 3. Optimism** I feel about my career
- 4. Confidence** I feel in my ability to manage my career

Items #3 & #4 drawn from 'Psychological Capital' (Luthans et al, 2007)



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Measures - 1SOS



5. Closeness to achieving **clarity** about my career question or challenge
6. **Organization of my thoughts** about my career situation
7. **Internal Search Instrumentality** (CES; Stumpf et al., 1983)
 - Example item: Understanding a new relevance of past behavior for my future career
8. **External Search Instrumentality** (CES; Stumpf et al., 1983)
 - Example item: Initiating conversations with friends and relatives about careers

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Participants - 1SOS




- N=60
- 56% women
- 63% between ages 25-44
- Almost all had at least a bachelor degree
- 36% had graduate degree
- no significant differences in the study variables among different demographic groups
- Clients were seen by 5 career professionals

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Practical Foundations: Narrative Assessment supports making well-informed and inspiring choices

The POWER of...



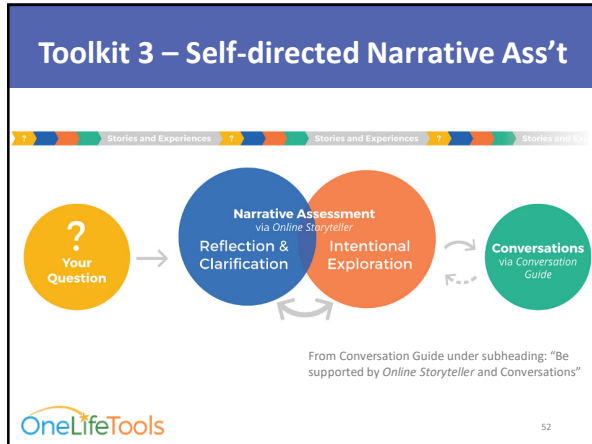
1. *Storytelling & storylistening* vs test-and-tell
2. *Episodic* vs semantic memory
3. *Structure & safety* vs randomness & fear
4. *Personalized, context-sensitive* vs generic
5. *Evidence-based narrative methodology* vs clumsy career counselling, opinions, all-over-the-map
6. *Collaborative & co-creative* vs expert-tells-seeker
7. *Contextualized possibilities* vs generic suggestions
8. *Holistic career & life perspective* vs job search help

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Holistic method draws on, grounded in...

- Narrative career counselling (L Cochran, M Savickas, P Brott)
- Narrative approach (M White)
- Life design principles (M Savickas)
- Positive Psychology (S Lyubomirsky, B Fredrickson...)
- Cognitive methods (A Beck...)
- Happenstance approach (Mitchell, Levin, Krumboltz...)
- Constructivist perspective (V Peavey...)
- Chaos theory & careers (D Bloch, J Bright...)
- Working identity/provisional self (H Ibarra)
- Occupational engagement (T Krieshok et al.)
- Law of Attraction processes (E Hicks, L Grabhorn...)
- Adlerian Psychology (A Adler...)
- Client Centered Therapy (C Rogers...)
- Canadian Standards & Guidelines

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Toolkit 3 - SDNA using *Online Storyteller*

- 12-step, self-guided, **<60 minutes**
- Reflect on 4 stories & experiences
- Gather and organize insights into a holistic 'Sketch'
- Explore 3+ possibilities following clues, and taking inspired action
- Results in deeper Sketch, Exploration Plans, Conversation Guide

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Free Credit

OneLifeTools

Self-Directed Narrative Assessment and Online Storyteller Web Application

PRACTICE
Explore on your own

DEBRIEF
Webinar Dec 16

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HEROIC Narrative Assessment System helps clients get clear, get organized, get going



1. **GROUP EXPERIENCE** from 3 to 300, fun, social discovery experience (disguised as a game)

2. **INDIVIDUAL SESSIONS** guided by evidence-based narrative method and *Online Storyteller* technology

3. **SELF-DIRECTED**, scalable, storytelling system maximizes *Online Storyteller* with optional conversation touchpoints for "blended delivery"

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8 problems and related success stories

Challenge	Solutions / application stories
1. Students don't engage deeply enough in CD to maximize benefits. CD mostly absent in postsecondary curriculum	Postsecondary curriculum: U of Toronto, Conestoga
2. Institutions not doing enough to support transition to work, esp. professional grad students, M.Eng	University grad curriculum: U of Toronto/Lead
3. Inconsistent career services. Tired assessments. Over-rely on 1-on-1s	Student services: SFU, SMU, U of Colorado, Am. U of Cairo...
4. PhDs & postdocs don't get / want academic jobs, don't understand industry options	OPTIONS : Non-academic career options for PhDs; Peer advisors

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8 problems and related success stories

Challenge	Solution / application story
5. 55+ struggle to find their "next adventure"	Adult transitions: SFU's Your Next Move
6. Employees don't manage their careers. Managers not skilled in career conversations	Workplace career management & inclusivity: Region of Peel
7. Youth not engaged in CD. Teachers & counsellors need new tools	High school & youth: Colorado school district. CCRW
8. Career professionals without evidence-based, consistent methods. Difficult to attract clients	Private practice: Brad Graham, Sally Gelardin & others

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Implementation Planning
to support your next steps



Which clients might benefit from narrative assessment?

Which others to get involved?

What's next?



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Implementation Planning

Sparked by what you heard?

3 linked training programs:

Who You Are Matters! Game Facilitator Training (1/2-day)
Feb.25, 2020 remote or Toronto. 1pm-5pm Eastern

Online Storyteller & Conversation Guide Training (1-day)
Feb.27, 2020, remote or Toronto. 10am-5pm Eastern

Holistic Narrative Career Professional Certification (3-day + follow up)
March 6-8, 2020, remote or Toronto. 10am-5pm Eastern

<https://onlifetools.com/pages/training>

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Implementation Planning




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Next Steps

- ✔ Practice SDNA & then meet up online
Dec 16 at 1-2pm Atlantic
- ✔ Join a free, live webinar
- ✔ Get a Who You Are Matters! game
- ✔ Register for upcoming training
- ✔ Schedule a team or 1-on-1 demo
- ✔ Read our blog & connect on social

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OneLifeTools.com/blog

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Storylistening along with you @OneLifeTools

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