

ASPECT 2011 
Provincial Conference

NOVEMBER 3&4 2011
COAST PLAZA HOTEL & SUITES
VANCOUVER, BC

evolve

survive

change



Agenda at a Glance

ASPECT
2011



PROVINCIAL
CONFERENCE

Thursday, November 3					
9:00–10:30	Keynote: Roy Johnson, The Neutral Zone: The Self-Imposed Impossible Task				
10:30–11:00	Refreshment Break				
Breakout Workshops					
	Comox	Denman	Nelson	Barclay	Gilford
11:00–12:30	Privacy Panel	Partnership Survival	Community of Employment Counsellors	Essential Skills Skills at Work	Peer Coaching
12:30–1:30	Lunch				
1:30–3:00	Urban-Rural Partnerships	Managing through Transition and Downsizing Presented by Knightsbridge	Options for Prior Learning Credit: Adult Learners In the BC School System	Essential Skills: SCALES	Engaging Marginalized People in the Job Search
3:00–3:30	Refreshment Break				
3:30–5:00	Update from the Ministry of Jobs, Tourism & Innovation		Rapid Delivery Social Media & Technology Innovations	Essential Edge: Integrating Essential Skills Into a Rural Labour Market	360° Communication
5:00–7:00	Reception				
Friday, November 4					
7:30–9:00	Breakfast 8:30am: Presentation from Worksafe BC				
	Denman Ballroom	Barclay		Gilford	
9:00–10:30	Update from the Ministry of Social Development	The Passion Test (3 hour workshop)			
10:30–11:00	Refreshment Break				
11:00–12:30	Brain Health & Vitality—Your Future! Presented by Delta Pacific Brokers	The Passion Test (Continued)		Discover your Inner Consultant	
12:30–2:00	Lunch Leadership Awards Presented by Coast Capital Savings				

To view the complete conference program, speaker bios, handouts and the evaluation, visit www.aspect.bc.ca/calendar/conference.

We value your feedback.



evolve **survive** **change**

Every year it seems like we face new and more daunting challenges in our day to day to lives. Each time, we manage to come through the chaos and settle in to a new normal just before we are jostled once more from our personal and professional comfort zones. Such is work, such is life.

Never before has the community of employability and career training organizations been this concerned with the viability of its existence. The sector is standing at the edge of so many unknowns anchored only by the precarious knowledge of having served so many and so well for so long.

George Bernard Shaw is quoted as saying "I am of the opinion that my life belongs to the whole community and as long as I live, it is my privilege to do for it whatever I can." If we love what we do in serving our communities to our fullest capabilities we will evolve as more resilient organizations, survive with a renewed spirit and change willingly to meet all challenges head-on.

The employment training sector grew from the specialized needs of community-based service and in order to thrive in the coming years we must first

evolve ... survive ...change.

**2011
Conference
Theme**

Conference Keynote

Denman Ballroom

9:00am—10:30am

**The Self-Assigned Impossible Task:
5 Keys for Helping Others and Saving Ourselves**
Presenter: Roy Johnson, The Neutral Zone

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Professionals in community-based workforce development services are constantly working in the gap between the way things are and the way they ought to be. Balancing the needs of a vulnerable and often challenging client population with the ever-changing demands of the public system threaten caregivers with compassion fatigue and burn out. It's not even that we're emptying the proverbial ocean with a teaspoon, but the tap is still running! There is a path through. With honesty, humour and surprising insights gleaned from decades of working in public caregiving systems, Roy Johnson will offer practical strategies for navigating recent changes while protecting ourselves from the toxins of the system.



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Roy Johnson is the author of the top-selling "Turning Conflict into Profit" and a founder and President of The Neutral Zone Coaching and Consulting Services Inc. Having appeared on television and radio, Roy is a mediator, trainer and psychotherapist who works with communities, families and public and private-sector organizations. He is a national conference speaker on topics including communication, organizational change, leadership, teamwork and conflict resolution. For over 15 years, Roy has resolved hundreds of disputes annually, ranging from interpersonal complaints to complex multi-issue conflicts. He is a certified debriefer, mediator and human resources professional. Roy holds a BA in Psychology from the University of Alberta and an MA from Simon Fraser University.



*The only way to make sense out of **change** is to plunge into it, move with it, and join the dance.*

Alan Watts

Breakout Sessions

Thursday, November 3, 2011: 11:00am - 12:30pm

Privacy Panel

Panelists: *Vincent Gogolek, BC Freedom of Information and Privacy Association*
Michael Vonn, BC Civil Liberties Association

Vincent and Michael will be discussing issues surrounding client privacy in the new Integrated Case Management system.

Surviving Partnerships: Great! The Bid was Successful, Now What? Practical Partnership Negotiation Skills

Roy Johson, The Neutral Zone

"Collaborate, or else...!" Recent systemic changes require us to work together with partners in a new way. Trust, distrust and different organizational cultures and values all come into play when agencies must cooperate to be successful. How do we work together while still preserving our own approach, values and interests? Beyond good communication and conflict resolution skills, effectively partnering requires sophisticated negotiation strategies. In this workshop, you'll learn approaches that really work developed from years of bringing different and often competing organizations to work together successfully. Join Roy for counter-intuitive and highly effective negotiation strategies that they won't teach you in communication skills school.

Community of Employment Counsellors Open Dialogue

Chris Atchison, ASPECT

Chris Atchison, Chief Operating Officer of ASPECT, will facilitate a conversation amongst delegates about the issues affecting frontline service delivery, concerns around the new model and local labour market information.

Essential Skills: Skills at Work

Barbara West, ASPECT, Brent Lee, Vancouver Island University, Jo Acampora, Vancouver Island University

ASPECT is in the final stages of a two-year essential skills project funded by the Office of Literacy and Essential Skills. In partnership with Vancouver Island University, an online curriculum was developed about the essential skills of oral communication, working with others, thinking skills and continuous learning. ASPECT and VIU are committed to sharing the outcomes, best practices and research results of the pilot program with the essential skills community.

Peer Coaching: We are Stronger Together

Anna Diedricksen, Resilience Coaching and Consulting, Tracy Gibson, Hummingbird Coaching

Peer coaching builds on our skills as career development practitioners and leaders to intentionally support one another with goals and challenges of transformation. Support through coaching has been demonstrated to increase the integration of learning, the adaptation to change and the valuing and empowerment of staff. In the current climate of transformation, peer coaching is a tool that can strengthen teams and build individual and organizational resilience. Come prepared to learn, coach and be coached!

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We shall require a substantially new manner of thinking if mankind is to survive.

Albert Einstein

Breakout Sessions

Thursday, November 3, 2011: 1:30pm - 3:00pm

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Urban-Rural Partnerships: Meeting the Needs of Specialized Populations in Rural and Remote BC

Jenny Evans, North Island Employment Foundations Society, Jenny Holder, Bridges for Women Society
North Island Employment Foundations Society (NIEFS) and Bridges for Women Society (Bridges) are developing an Urban-Rural Partnership to pilot a new model for the provision of employment support services in rural BC. This Urban-Rural Partnership builds upon each organization's respective strengths, networks and services; and it acknowledges the different contexts and experiences of "Specialized Individuals" living and job-seeking in rural BC. This workshop will provide an overview of the challenges, opportunities, services and supporting strategies to take forward this approach.

Transition and Downsizing: Managing Before, During and After

Nancy Laughton, Knightsbridge Human Capital Management
Nancy Laughton of Knightsbridge will present on the process of downsizing and provide insight into how agencies can help their staff through this transition. This session is presented by:



Essential Skills: SCALES Project

The *Supporting the Canadian Advancement of Literacy and Essential Skills (SCALES)* project's Essential Skills Experts met with 27 Partner Agencies and interviewed approximately 120 Career Practitioners to ask what Literacy and Essential Skills (LES) tools were needed to support them in their work with their clients. Practitioners identified the common gaps. As a result of these needs, the tools were developed and are currently being piloted. The tools will be introduced to participants following a presentation of the basics of LES and exercises demonstrating the variety of uses of LES in the Career Development Process.

Engaging Marginalized People In the Job Search

Chris Wright, Neil Squire Society
Although this session is based on clients with physical disabilities, the tools are applicable for anyone who has been disengaged from the workplace and struggling to re-enter. Practitioners have found that "assessing" someone and telling them who they are doesn't work; that adults need to feel that they are in control of the process to buy into the process; it needs to be their career choice if they are to succeed. Learn practical exercises to engage people and get the mental juices going with activities that allow them to let their guard down and really explore and find out that we are not all the same and how that makes them unique. Then they match their findings with research to see where they would best fit in the work world.

Options for Prior Learning Credit: Adult Learners in BC

Janet Morton, Greater Trail Community Skills Centre
In her joint role as Director of Continuing Education for School District #20 and Executive Director of The Skills Centre, Jan has been able to help countless numbers of adult learners complete their diploma, breaking down an important roadblock to job search and career planning success. She will provide information on Ministry of Education policy on the adult graduation diploma and on earning "equivalent" and "external" credit, followed by some hands-on experience understanding how to sleuth out Prior Learning Credit options for adults.



But when you are embodied in a location, in a physical plant, in a set of people, and in a common history, that constrains your evolution and your ability to evolve in certain directions.

Kevin Kelly

Breakout Sessions

Thursday, November 3, 2011: 3:30pm - 5:00pm

360° Communication: Telling your Organization's Story

Clemens Rittich, Clemens Rettich Business Consulting Ltd.

“Get your message out” sounds so easy. The trouble is that there are many audiences and many important messages! Potential clients, existing clients, employees, funders, and community stakeholders all need to get your message to ensure your sustained success! Great communication results when whatever you say addresses the needs of your audience. Whether customers, employees, or funding partners, those you are trying to connect with have their own needs, expectations, and pressures. Connect with the people in your environment that make a difference in the long-term health and evolution of your organization. Your take-away will be a toolkit of effective approaches in marketing, relationship management, and customer retention.

Update from the Ministry of Jobs, Tourism and Innovation

Shannon Baskerville, ADM, Labour Market & Immigration, Ministry of Jobs, Tourism and Innovation
ASPECT has invited Shannon Baskerville of the Ministry of Jobs, Tourism and Innovation to update delegates on their current programming and services.

Essential Edge: Integrating Essential Skills Into a Rural Labour Market

Jaime Malcolm, Greater Trail Community Skills Centre, Dylan Zorn, Community Futures Boundary

Integrating Essential Skills tools and resources into a rural labour market is a meaningful and challenging undertaking. The presenters will share the highlights, challenges and best practices learned during a two year OLES funded Essential Skills pilot project. The session will include inspiring successes as well as the challenges of working with educators, career facilitators, employers, and clients, creating an Essential Skills framework that encompasses multiple rural communities.

Rapid Delivery: Social Media & Technology Innovations

Brent Lee, Vancouver Island University

This presentation will increase the technical palette of its participants. During the presentation, participants will be exposed to all of the latest and upcoming trends in engagement, technology and innovation.

Sample Topics and Questions:

- Are you constantly trying to manage files at home and searching for the right solution?
- What is a digital footprint and how secure is your digital footprint?
- Managing social media and the emerging technology around us
- What device or technology should I adopt?
- Learning Platforms: how to save money! Privacy and Copyright



*Civilization as it is known today could not have **evolved**, nor can it **survive**, without an adequate food supply.*

Norman Borlaug

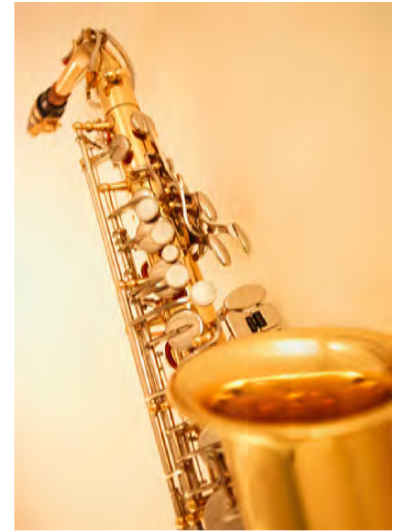
Reception

Thursday, November 3, 2011: 5:00pm—7:00pm

After a full day of professional development, ASPECT invites you to enjoy some delicious nibbles and listen to the cool sounds of Spencer Lindsay, jazz saxophonist.

Share ideas, opinions and opportunities with other career development professionals. Take the time to network with your peers, friends, and meet the ASPECT Board of Directors and staff.

We look forward to an enjoyable evening with our members, colleagues and delegates.



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Friday, November 4, 2011: 7:30am - 9:00am: Breakfast

Friday, November 4, 2011: 8:30am - 8:55am

Keeping New Workers Safe!

Trudi Rondou, WorkSafe BC

“Be careful. Stay safe”. We’ve all heard these phrases. In fact, we’ve probably all said them a few times before. But what do they really mean? For those workers who’ve suffered serious, life-changing injuries while working, they mean the difference between life as it was, and life as it is. Research shows that 55% of serious injuries occur in the first six months on the job which means that we have an opportunity before people start work to educate them on how to “stay safe”, to make them aware of their rights to a safe workplace, and to give them the skills to refuse unsafe work. During this brief plenary you will learn more about the causes of new worker injuries, as well as 5 practical tools you can use, or give to your clients, to help them come home safe from work.

This session is presented by:



WORKING TO MAKE A DIFFERENCE



*We, too, must **change** as circumstances **evolve**.*
Baldwin Spencer



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Breakout Sessions

Friday, November 4, 2011: 9:00am - 10:30am

Update from the Ministry of Social Development

Allison Bond, ADM, Labour Market Services, Ministry of Social Development

Jill Kot, ADM, Integrated Case Management, Ministry of Social Development

Representatives from the Ministry of Social Development will discuss the current status of the Employment Program of BC and the implementation of the new Integrated Case Management system.

The Passion Test

Anna Harvey, Boost Communications

Transitions bring us face to face with choices, and our decisions bring us face to face with our future. Imagine a future where you are motivated and inspired, living your life from a place of passion and purpose. The essential first step is to get clear about what's truly most meaningful to you. The Passion Test is simple to do, profoundly effective and impossible to fail. It is a tool that can be used throughout your life at any time of transition. In this fun and interactive workshop you will uncover your top 5 passions, your passion score and your markers that you are living a passionate life.

Please note: This is a 3 hour session running until 12:30 with a 30 minute refreshment break.

Friday, November 4, 2011: 11:00am - 12:30pm

Brain Health & Vitality—Your Future!

Gary Anaka, The Brain Coach

Are you just surviving or, are you evolving and changing to meet today's challenges? Do you experience brain fatigue? Are you living and working in a multitasking environment? Are you able to work to your fullest capabilities? This practical workshop provides information, techniques and experience on how to avoid cognitive decline. Find how to keep brain plasticity alive and well. Discover what a healthy brain needs, what brain killers to avoid and gain the secrets of brain longevity to give you workable strategies for life-long brain wellness. Quality of life requires a healthy brain. This energetic and lively session is filled with hope and optimism for your future. Find out how to use it before you lose it.

This session is presented by Delta Pacific Brokers, administrators of the ASPECT Benefit Plan:



Discover your Inner Consultant

Ruth Reynolds, Go Consult!

With the industry going through transition, you may be considering other work opportunities. Is contracting and consulting one of them? If so, we'll give you enough information to help you make an informed decision. Whether you are an Executive Director, Employment Counsellor or Career Practitioner, Go Consult, with a proven track record of 13 years, has the experience and the expertise to answer your questions about what qualities you need to succeed, how to set up properly and the rewards of being your own boss.

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Authority has every reason to fear the skeptic, for authority can rarely survive in the face of doubt.

Vita Sackville-West

Lunch & Values-Based Leadership Awards Friday, November 4, 2011: 12:30pm - 2:00pm

ASPECT is pleased to invite delegates to join us at the conference closing luncheon to celebrate the 3rd Annual Values-Based Leadership Awards. These awards, given to an individual and organizations who exemplify a commitment to and advancement of the principles of community-based employment training will be presented over the lunch hour, with special presentations of their work and commitment to the sector. Help us wrap up the conference by applauding the efforts of these nominees and the whole community-based employment training community.

The Leadership Awards are presented by:



Biographies

Jo Acampora has been an employment coach and trainer for more than 25 years. With a background in Education, she has spent most of her career working for community based employment programs on Vancouver Island. Her students are from a variety of backgrounds, including multi-barriered youth, disabled adults, university students and professionals making career changes. Most recently Jo has been based at the Nanaimo campus of Vancouver Island University.

Gary Anaka is British Columbia's top Brain-based Learning Facilitator. He has over 34 years of teaching experience in the regular classroom and as a Learning Assistance Specialist. He has been working in the new field of Applied Educational Neuroscience as a keynote speaker and trainer since 1997. Gary has presented thousands of workshops. His sessions offer genuine practical help for everyone. He believes in wellness through education to support individuals and the organizations that they work in. He is the author of two books - *Your Magical Brain: How It Learns Best* and *Brain Wellness: The Secrets of Longevity*.

Shannon Baskerville was appointed Assistant Deputy Minister, Labour Market & Immigration Division in the spring of 2011. The Division takes a leadership role to invest in the skills development for British Columbians and to attract new workers. Prior to her current portfolio, Shannon was the Assistant Deputy Minister, Multiculturalism & Immigration Division, Ministry of Regional Economic & Skills Development, responsible for the province's immigration strategy to support economic growth and community development across the province. Shannon has a Master's degree in Public Administration from the University of Victoria and a Master's Certificate in Project Management from Royal Roads.



Most of us are not real eager to grow, myself included. We try to be happy by staying in the status quo. But if we're not willing to be honest with ourselves about what we feel, we don't evolve.

Olympia Dukakis

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Biographies



Allison Bond started her career in the BC government as a research officer and has operated in various functions, from policy and strategic planning to treaty negotiations. Since 1999 she has held Assistant Deputy Minister postings with five agencies. In February 2008, Allison joined the Ministry of Housing and Social Development to help lead the devolution of federal employment programs to the province. Allison is now responsible for leading the transformation of employment programs as well as the Homelessness Intervention Project. Allison received an undergraduate degree from Mount Allison University, a Law Degree from the University of Victoria, and a Master's in Law from McGill University.

Anna Diedricksen has 14 years of Career Development experience providing career and lifeskills coaching, counselling and facilitation. Through the years she has worked in multiple contract models with diverse populations and has a solid appreciation for the ever changing landscape of the Career Development industry. Anna is excited to bring coaching to career development practitioners as a tool to support one another through transformation.

Jenny Evans has a Bachelor degree in Social Work with a rural focus from University of Victoria and completed her Masters in Educational Leadership with San Diego State University. Jenny has 20 years experience delivering employment services and programs in rural communities on northern Vancouver Island including the piloting of Distance Employment Services which has since evolved into an integral service delivery approach for NIEFS EAS services.

Michelle Forrest is working on the CONNECT SCALES project as the lead Literacy and Essential Skills subject matter expert. Michelle is currently taking a leave of absence from Durham College in Oshawa, Ontario where she works fulltime as an Employment Counsellor and Job Developer in the provincially-funded Employment Ontario program. She is a certified Essential Skills Profile Analyst and has coordinated various Essential Skills pilot projects at the college.

Tracey Gibson has been working at a management level in the non-profit world for 13 years. She comes with a wealth of knowledge about the non-profit sector and has a keen interest in human resources and the development of staff. The non-profit sector has been faced with economic challenges, and within 3-5 years will see a significant wealth of knowledge and expertise retire. She hopes that managers will prepare the next generation of leaders through coaching.

Vincent Gogolek is the Executive Director of the BC Freedom of Information and Privacy Association. He has degrees in Law (University of Ottawa) and Journalism (Carleton), and a diploma in International and Comparative Politics from the London School of Economics. He has worked in journalism, law and intergovernmental affairs. He has worked for legal aid in BC and Ontario and was Policy Director of the BC Civil Liberties Association.

Anna Harvey is the owner of BOOST Communications and a certified Passion Test Facilitator. She specializes in igniting the potential in people and their work by exploring the underlying passions. Whether through workshops or one-on-one sessions, Anna inspires people to connect with what's most meaningful to them in life and business. Her 25-year career in marketing communications has resulted in the development of *Passion-to-Passion*™ brand marketing.



Any **change**, even a **change** for the better, is always accompanied by drawbacks and discomforts.

Arnold Bennett

Biographies

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Jenny Holder is working on her Masters in Social Work at the University of Victoria. Jenny is the manager of the Bridges Employment Programs, which include face to face and online programming. She is responsible for program development, delivery, and case management. Jenny has a passion for community collaboration projects which enable female victims of violence to access specialized Bridging services in rural, remote and isolated communities.

Roy Johnson is the author of the top-selling *Turning Conflict into Profit* and a founder and President of The Neutral Zone Coaching and Consulting Services Inc. Roy is a mediator, trainer and psychotherapist. He is a national conference speaker on topics including organizational change, leadership, and conflict resolution. For more than 15 years, Roy has resolved hundreds of disputes annually, ranging from interpersonal complaints to complex multi-issue conflicts. Roy holds a BA in Psychology from the University of Alberta and an MA from Simon Fraser University.

Nancy Laughton is Managing Director for Knightsbridge in Vancouver. Prior to joining Knightsbridge, Nancy was Senior Principal with KPMG where she led the Career Transition practice for five years. Nancy's background includes over 20 years consulting in the areas of career management, training and development. Nancy advises corporate clients on restructuring and downsizing procedures for individual and group terminations. Nancy is a Certified Management Consultant.

Brent Lee is the face behind the many social groups on Facebook relating to technology, teaching and learning, and engagement. One of Brent's primary interests is working with technology as a tool to support learning. He also teaches in an applied computing program at the Nanaimo campus. Lee has been working for Vancouver Island University for nine years, helping staff and students embrace the future of computer technology specifically engagement of Social Media.

Jaime Malcolm, originally from Vancouver Island, moved to the Kootenays and began working with The Skills Centre in Trail, BC in January 2010 where she took on the role of Project Manager for *Essential Edge: Integrating Essential Skills into a Rural Labour Market*. Prior to this she was a secondary school teacher in Victoria.

Jan Morton has more than 35 years experience in adult education, employment services and community economic development. For the past 14 years, she has been in a dual role as Director of Community Education for School District #20 and Executive Director of the Greater Trail Community Skills Centre. Jan has a unique understanding of how to use the "equivalent and external" credit policies of the Ministry of Education to help employment service clients.

Chris Perrin has experience working in the employment field with both the YWCA and Douglas College. Before joining Douglas College, he worked with the YWCA of Vancouver helping youth find employment. Since joining the Training Group at Douglas College in the role of Essential Skills Consultant, Chris has worked on numerous projects that have been local, national and international in scope.



It is not the strongest of the species that **survives**, nor the most intelligent that **survives**. It is the one that is the most adaptable to **change**.

Charles Darwin

Biographies

Clemens Rettich has an MBA in Executive Management and 25 years experience in education, communication, & business. He has supported small businesses, not-for-profit organizations, and community development programs. Clemens has marketed Canadian education products in Europe, Asia, and Latin America. In his speaking engagements, Clemens focuses on communication strategies for business, management teams, and public organizations.

Ruth Reynolds, President of Go Consult, (formerly SCC – Successful Contracting & Consulting) is a contractor with 26 years’ experience helping people launch and grow their businesses.

Debi Saul has been involved in the CONNECT SCALES project since its inception. Prior to becoming the SCALES Project Manager, Debi was involved in another CONNECT project that dealt with career development of Canadians – the Canadian Agricultural Skills Service (CASS) Centre, designed to enable low income farmers to access education and training. Debi has also been involved in the Ontario delivery of TOWES, the Test of Workplace Essential Skills.

Pam Tetarenko has an extensive history integrating Essential Skills in the area of labour market transition services with the Training Group at Douglas College. Her program Foundations Workplace Skills program is designed to assist unemployed Canadians achieve their career goals. In an effort to share her passion for an Essential Skills approach, Pam developed Canada’s first Essential Skills Practitioner Training Certificate program.

Micheal Vonn is a lawyer and the Policy Director of the BC Civil Liberties Association. She has been an adjunct professor in the faculty of law at the University of British Columbia and an adjunct professor at the UBC School of Library, Archival and Information Studies, where she teaches information ethics and intellectual freedom. She is also a regular guest instructor for UBC’s College of Health Disciplines Interdisciplinary Elective in HIV/AIDS care.

Barbara West is the Projects Manager at ASPECT. She has managed the development of many projects including curriculum, conferences, proposals and programs. She also coordinates the delivery of the Skills Connect for Immigrants program. Barbara’s background includes training, research and writing in both the public and private sectors. Barbara has a BA and a BFA from the University of Victoria and is presently completing her MA in Community Development at UVic.

Christine Wright works for the Neil Squire Society as the Program Coordinator of Employ-Ability Program, which is a pre-employment program for persons with physical disabilities that are a barrier to gaining employment. This program is delivered online across Canada daily and clients enjoy a high level of success upon completion of this program.

Dylan Zorn has been working as the Youth Coordinator/ Employment Counsellor in Employment Services for four years. Dylan joined the Essential Edge team to work with employers, employment counsellors and other community partners. Dylan has a BA Degree in Youth Work and a Diploma in Outdoor Recreational Leadership. Dylan plays an active role in his family business North Fork Pork & Poultry as a Marketing Consultant and Farm Hand.



Change is inevitable - except from a vending machine.
Robert C. Gallagher

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All change is not growth, as all movement is not forward.
Ellen Glasgow



Save the Date!

ASPECT 2012 Provincial Conference
November 8 & 9, 2012
Victoria, BC



Notes

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*To sustain longevity, you have to **evolve**.*
Aries Spears