

The Outcome.

Training Innovations is a world leader in facilitated e-Career Counselling. We have been serving a diverse population of clients online for years.

Here is what our clients say about their experience:

It makes you think harder than you normally would about where you have come from, as well as where you may possibly be headed.

I think this is a fantastic experience, especially for people that need to do the work in a flexible way.

This was an amazing experience, which helped me find the direction I need in pursuing a new career.

I appreciated the flexibility of the e-facilitator in letting me focus on the modules that were the most pertinent for me.

... activities were very useful and enabled further reflection and clarity. The holistic approach and taking into account a person's situational realities was the key.

I felt like my e-facilitator had thoughtfully considered my thoughts and options and process. She was engaged with me the whole way through.

...imagine what your clients could say

Are you ready to provide e-Career Counselling? Work with Us.

Training Innovations offers services to career agencies, practitioners, colleges and organizations who can benefit from our 10 years of research and successful delivery experience. We have a Virtual Learning Environment and online career modules to launch your online solution in just a few weeks. Contact our Learning Consultants today for information.



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Reaching and Engaging Clients in a new way...

The Practice of e-Career Counselling

e-Career Counselling is a new and emerging practice based on an integration of counselling, adult learning and online instructional theories.



How does it work?

e-Career Counselling

e-Career Counselling occurs in a private web-based environment with technical features and counselling techniques that support direct communication between you and your clients.

Online Communication

Different than self-directed websites, facilitated e-Career Counselling emphasizes the collaborative relationship between client and counsellor. Clients need a secure way to communicate directly with their counsellors as they move forward and counsellors need to be able to accurately assess their clients' needs.

Dynamic Information

Career related concepts, resources, information, and assessments can be presented to clients in interactive ways that give clients the opportunity to effectively explore what is most relevant to their needs, at a comfortable pace.

Personal Activities

Incorporating web-based activities that support analysis, research, reflection and action ensure each client moves forward. And, because it is web-based, counsellors can observe clients' progress all the way along.

High-touch Experience

The use of narrative, text-based counselling techniques successfully support a wide population of clients. The adoption of standards and best practices ensure an ethical, proactive, and high-touch experience for the clients.

What are the benefits?

Reach more clients

Online access expands geographical boundaries, attracts new clients, and offers cost-effective service.

Offer more flexibility

You and your clients can communicate when your schedules permit – days, evenings and weekends.

Foster dialogue in counselling

Web-based tools can be interactive and emphasize the value of the dialogue between you and your clients.

Maximize individual attention

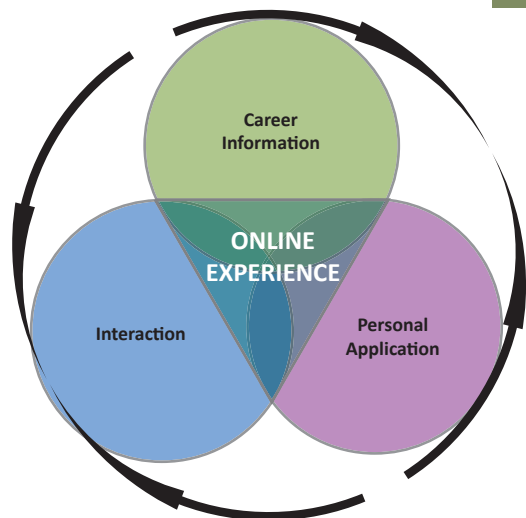
You can easily tailor the experience to meet individual client situations.

Meet the demand for online options

Almost 50% of adult web users and 79% of youth report using the internet for education, training, and learning.

The Online Experience...

e-Career Counselling gives clients the opportunity to explore career concepts, personally apply them to their own situations, and engage in on-going interaction with their online counsellor.



Critical Success Factors for launching an e-Career Counselling service:

- Choose **technology** that provides a secure web environment for your clients
- Organize **online materials** into bite-sized concepts with activities that involve interaction, reflection, and action.
- Develop **counselling skills** specifically geared to communicating with clients online.

"In order for questioning of personal assumptions and self-reflection to occur, the environment must provide the support and the ability to dialogue and critically reflect on the material presented and on the self."

Cranton, P. Understanding and Promoting Transformative Learning: A Guide for Educators of Adults. San Francisco: Jossey-Bass, 1994.

To support the e-Career Counsellor and the range of client learning styles, the private web environment should incorporate a variety of communication tools:



Interactive Activities



Self-guided Slides



Group Discussion Forums



Chatrooms



Personal Journal



Videos from the e-Counsellor



Counselling Dialogue



Career Resources



Document Storage

The Possibilities...

e-Career Workshops	e-Career Courses	e-Counselling Programs
<p><i>Looking for short interventions or follow-up services for your clients?</i></p> <p>Bite sized modules, requiring a short time commitment, enhance the work you do with your clients face-to-face. Once deployed, these e-workshops can be accessed by all your clients – saving you time.</p>	<p><i>Looking for ways to reach more clients and be more cost effective?</i></p> <p>Deploy a series of modules as an e-Career Course for groups or 1-1 delivery. You can gear this online material toward the career needs of targeted groups, such as immigrants, students, mature workers, or persons with disabilities. e-Career Courses can be intensive or lengthy depending on your client needs and your objectives.</p>	<p><i>Looking for ways to communicate online and manage your client interactions?</i></p> <p>Rather than trying to manage your caseload all through email, give your clients resources and activities in a private web-based environment. Clients can access their private site to review new concepts, complete activities, or communicate directly with you.</p>

The Clients...

Geography, flexibility, competing priorities and personal learning styles are reasons clients are attracted to e-Career services.

- 20%** prefer online because it accommodates their schedules
- 20%** participate online because they are unable to access face to face services
- 20%** access online to balance family management needs as parents
- 20%** embrace online to practice e-communication skills as Immigrants with English as a Second Language
- 7%** engage online to accommodate and support a personal disability

(Data collected from research analysis of clients engaged in online career services, from urban and rural areas of British Columbia. Training Innovations, 2007)

e-Career Services are popular across the age spectrum!

