

# college pro



Helping students achieve  
Career Momentum through  
Experiential Education

Developing the Skills, Disciplines, Behaviours  
& Habits Students need for Success.

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## Meet the Speaker

### Leighton Healey

- Vice President at College Pro
- Chronic Entrepreneur
- Certified Executive Coach
- Professional Adult Learning Trainer
- Entrepreneur Teacher & Mentor
- Civic and Charitable Leader
- Education from:  
Ambrose UC, UofC, RRU, ELM



“So, what are you  
going to do now?”

What was different?

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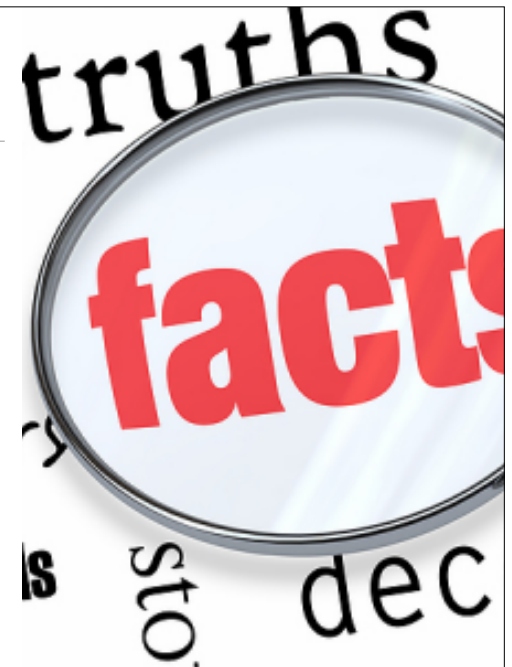
## The Questions

1. How can we stop the prevailing mindset in Post-Secondary institutions set on helping a student **GET** a job and evolve that to focusing on helping students develop the skills, behaviours, habits and disciplines to **SUCCEED** in a career?
2. How can we help students acquire the skills, disciplines, behaviours, and habits employers are begging for **\*while** they are in Post-Secondary education?
3. How can we help students leave Post-Secondary with **Career Momentum?**

## Food for thought

- 60% of recent Canadian University Grads (2010-2012) have not found a job in the field of their study. (Stats Canada)
- University Grads vs College Grads, only 0.7%+ higher employment rates for University Grads. (workopolis.ca \*does not consider trade schools)
- 80% of job openings are not advertised, they are filled by referrals, networking and through connections. (Wall Street Journal)

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## Food for Thought

- It is a very competitive market place for Grads. There are an estimated 220,000 available grads in Canada for 16,500 posted jobs requiring a graduate degree. That means there are roughly 13 grads competing for every 1 posted position. (Huffington Post & job site Adzura)
- Nearly 50% of all recent grads are estimated to be working in a job that does not require a degree. (McKinsley & Co. Study)
- The number of recent graduates that earn minimum wage in the U.S. has increased 70% in the last 10 years. (Huffington Post)

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## Food for thought (most recently)

- “What employers from IBM to pipeline companies to NGOs who hire university graduates **often find missing** in the candidate they interview **are people who can communicate effectively & persuasively, people who can collaborate across departments to solve problems, people with emotional intelligence who can transcend age and cultural differences and who possess the resilience to embrace failure as learning experience.** They want employees prepared for the knowledge economy in which **communication, collaboration and creativity are the most valuable commodities.**”  
- The Globe & Mail, May 12th 2014

## Summarizing what Employers are asking for:

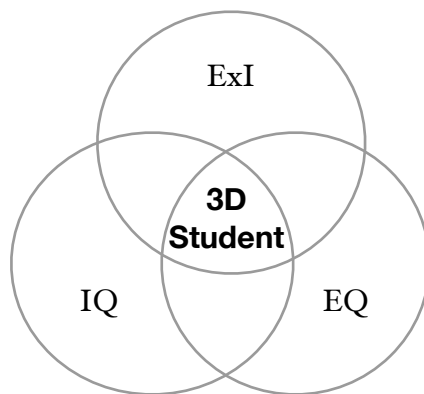
Communication Skills	Sales Skills & Persuasion
Teamwork & Collaboration Skills	Emotional Intelligence
Ability and Willingness to Learn	*Experience
Problem Solving	Self-Motivation

\*UBC Centre for Student Involvement and Careers & Various articles listed in previous slides.

## Who's task is it to train these desired skills?

- *"This year Canada and the U.S. will produce 25% of the world's GDP with only 5% of the world's population. Canada is first in the OECD (The Organization for Economic Co-operation and Development) in postsecondary participation rate, **but near the bottom in employer investment in worker training.**"*  
The Globe & Mail, May 12th 2014.

## Creating 3 Dimensional Students

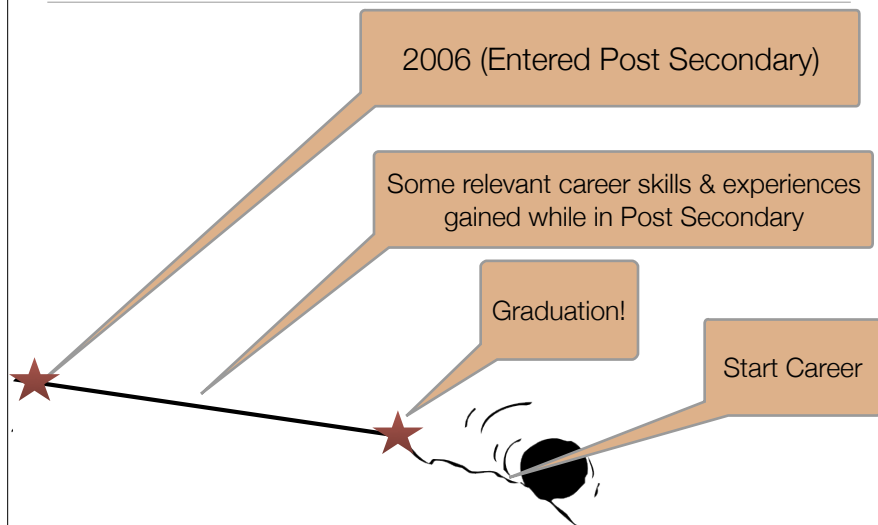


The best way to capture these skills is to partner Experiential Learning with Academic Learning.

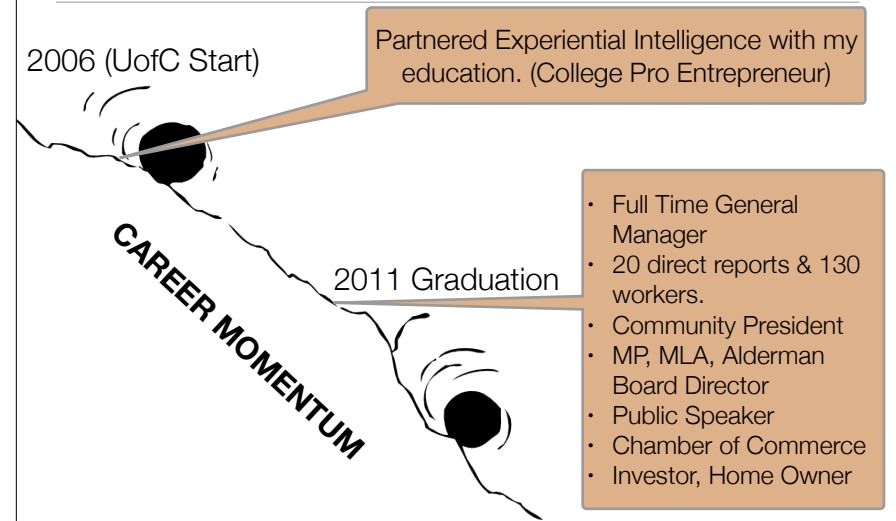
## ExI = Career Momentum

- **Experiential Intelligence** equates to career momentum when leaving a higher education institution.
- Let's use myself as an example

## Experiential Intelligence Case Study for Career Momentum: My Comrades at School



## Experiential Intelligence Case Study for Career Momentum



## Five Opportunities:

1. Change Education Success Metrics away from simply achieving employment post-graduation in field of study to a career success model (a big task!)
2. All Students \*required to attend three career workshop events, one in first semester, one mid-way through their program to evaluate progress and make recommendations, one in their second last semester. (co-hosted by industry professionals).
3. Employer Desired Graduate Skills list circulated every semester with suggestions for acquiring each skill, directing students to on- and off-campus opportunities.
4. Make Experiential Intelligence Education Experiences required. (Examples later)
5. Move evaluation systems from GPA only to include Emotional Intelligence and Experiential Intelligence so that employers have a better prediction of career success in recent hires and create strong buy in from students.  
(You will cultivate that which you honour - Confucius)

## IQ Simply does not cut it.

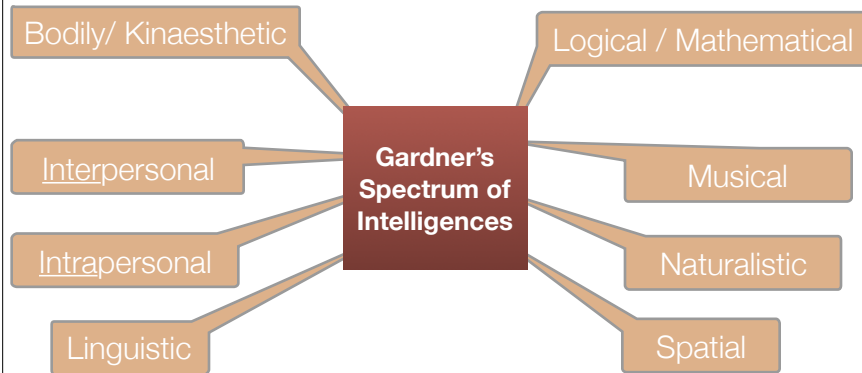
*"At best, IQ contributes to about 20% to the factors that determine life success, which leaves 80% to other forces. The vast majority of one's ultimate niche in society is determined by non-IQ factors ranging from culture, social class to luck".*

Dr. Daniel Goleman (New York Times Science Editor & Emotional Intelligence Pioneer)





## The Spectrum Project: Refuting Monolithic Intelligence



From Howard Gardner, Psychologist at Harvard School of Education, book **'Frames of Mind'**

## Challenges for Generation Y (My People)

- Relatively high **Interpersonal** Skills BUT low **Intrapersonal** Skills.
- It is **not an Entitlement problem**, but rather a **Intrapersonal Skill Level problem**.
- **Gen. Y's capacity to form an accurate model of oneself that coincides with reality and to be able to use that model to operate effectively in life.**
- This is driven by largely three things: **parents as reference point for success (different world), ease of access to negative external influencers ('celebritization' of the rich, youtube sensations, reality TV), and very few sources of candid feedback.**

## Emotional Intelligence 15 years young.

- Psychologists John Mayer (U of New Hampshire) & Peter Salovey (Yale) offered first formulation of the concept called Emotional Intelligence (EI).
- 15 years ago only a handful of schools taught EI, today thousands of schools teach SEL (Social & Emotional Learning).

## Emotional Intelligence Continued

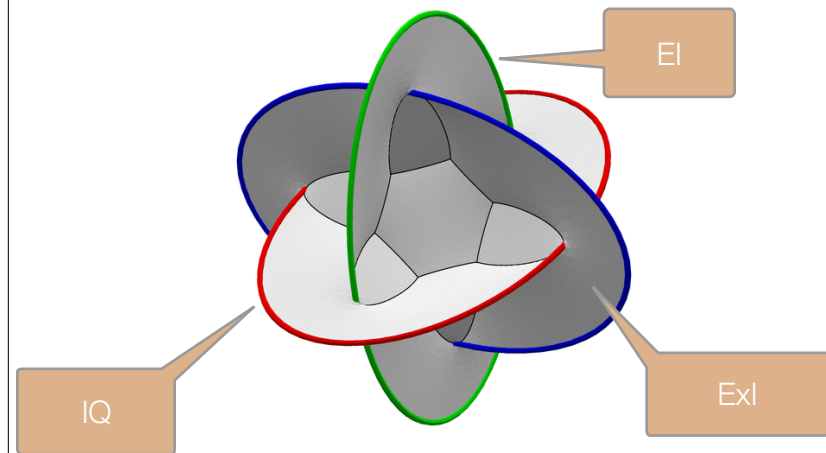
- Emotional Intelligence is considered one of the most influential business ideas of the decade and a ground breaking paradigm shift.  
**Harvard Business Review**
- People are most often hired for their intellect and business expertise. but fired for their lack of emotional intelligence.  
**Peter Drucker**

Emotional Intelligence
Self Awareness
Self Management
Social Awareness
Relationship Management

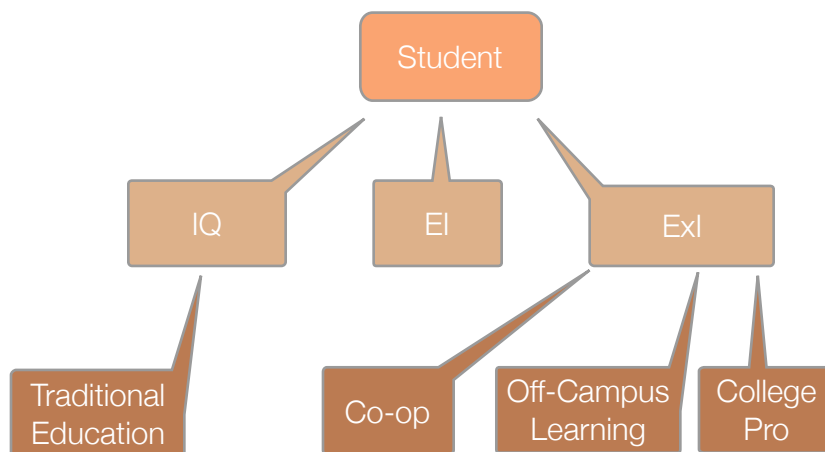
## What is Emotional Intelligence?

- **Emotional Intelligence is a measure of one's ability to accurately label one's emotions and understand how they lead them to act.**
- **The ability to identify non-verbal cues that suggest how another is feeling.**
- **Understanding what generates stress for a person and understanding what motivates one's self.**
- **Listening and talking in ways that deescalate a conflict.**

## Three Dimensional Students

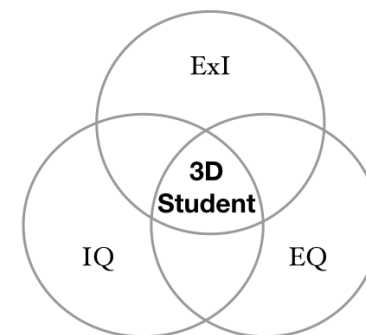


## 3D Students



## ExI Experiences are EQ Rich Enviroments

### ExI = Career Momentum



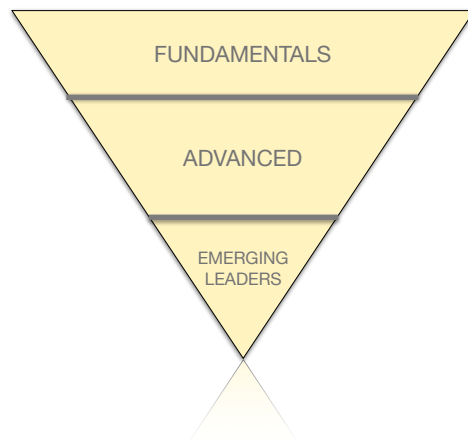
## Examples of experiences to drive Experiential Intelligence

- Some \*Co-op Programs
- \*Some campus clubs and Student Politics roles
- \*Some Internships
- \*Some Entrepreneurship (programs or student initiated)
- \*Some Sales jobs
- \*Some Student Travel Programs

## External Experiential Intelligence Example

- My Experiential Education came from College Pro while I was in University.
- A transformational Experiential Education, in this case College Pro, truly changed the trajectory and changed my life.
- I have spent the last 5 years working to strengthen College Pro to be Canada's most transformational Experiential Learning Program
- **Fellow Employers:** here is an example of you of an External Opportunity Model

## Three Phase Learning



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## Fundamentals Curriculum:



Industry Proficiency
Pricing Systems
Data Entry & Excel
Marketing 101
Marketing 201
Payroll & Staff Compensation
Conflict Resolution
Goal Setting & Planning
Business Planning & Strategy
Business Taxation & Preparation

Selling 101 & Selling 201
Soft Skills 101
Financial Management & Budgeting
Block Scheduling & Priority Management
Recruitment, Interviewing & Selection
Safety in the Workplace
Production & Operations Management
Customer-centric Business & Being a Great Boss
Leadership 101

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## Advanced Curriculum:

ADVANCED

Business Autopsy & Strategic Reviews	Advanced Financials & Strategic Tax Management
Leadership 201	Situational Leadership
Business Planning	Conflict Resolution & Effective Listening
Advanced Customer Service & Experience	Advanced Problem Solving
Advanced Marketing	Advanced Production & Operations
Introduction to Coaching	Investing Fundamentals
Personal Branding	Advanced Priority Management
Maximizing Personal Productivity	

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## Emerging Leaders Curriculum:

EMERGING LEADERS

Coaching
Personal Mastery
Cultivating Culture
Servant Leadership
Emotional Intelligence
Social Responsibility
Courage & Resilience

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**Taking the Questions head on as a group! This is a Team Effort!**  
(Find two neighbours)

### Educators:

How can Educators help students leave Post-Secondary with **Real Career Momentum** at your institution?

### Employers:

How Employers help students leave Post-Secondary with **Career Momentum** at the institutions you recruit from?



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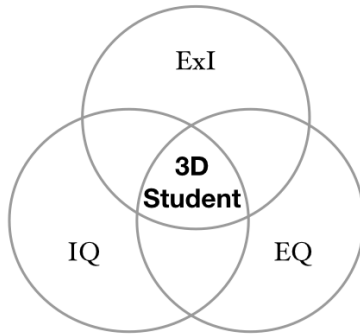


**Close:**

Certainly more questions, certainly a team effort!

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**ExI = Career Momentum**



**Contact the Speaker**

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