



# in motion & momentum+

**Preventing the Spin Cycle:  
In Motion & Momentum+**

*Created & Powered by  
the Canadian Career  
Development Foundation*

The Canadian Career Development Foundation acknowledges that the land where we work and live is the traditional territory of Indigenous people throughout Canada.

We pay our respect to their culture and to their elders, past, present, and emerging.



# Meet Donnalee Bell

Managing Director



ccdf | fc dc

Canadian  
Career Development  
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Fondation canadienne  
pour le développement  
de carrière



# Meet Trina Stanford

Project Associate



**ccdf** | **fc dc**

Canadian  
Career Development  
Foundation

Fondation canadienne  
pour le développement  
de carrière





# What We Can't Wait to Share with You:

- + The service gap that IM&M+ is trying to tackle
- + Its 'Now for Something Completely Different Approach'
- + The Modules: A development process
- + The impact it's having
- + Lessons we've learned about what's needed to make career development service work for all
- + What's Next for IM&M+?



# Why is IM&M+ Needed?



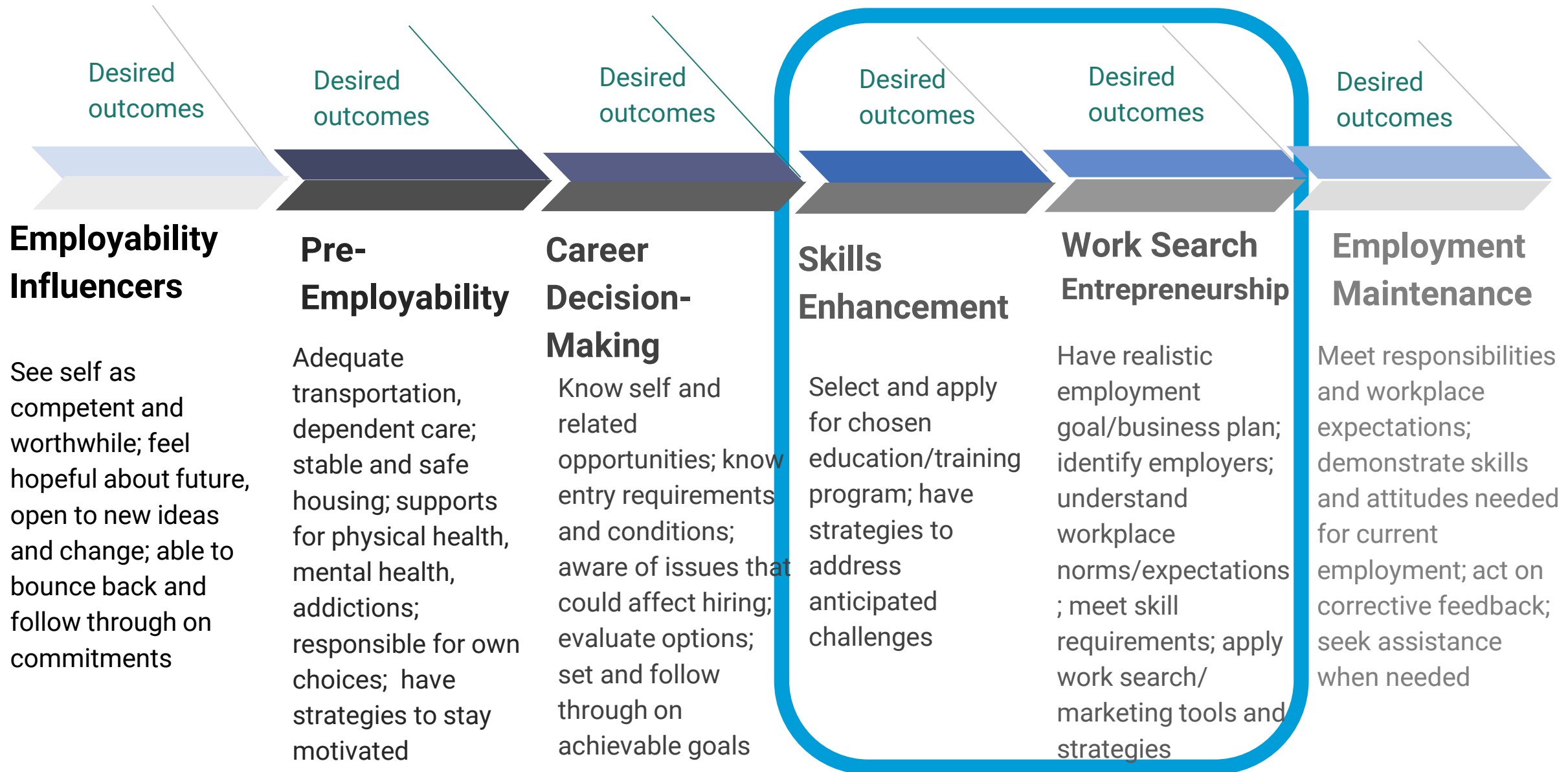
# Paul's Story



“I went from being a loser to being a human being.”



# Employability Dimensions Framework



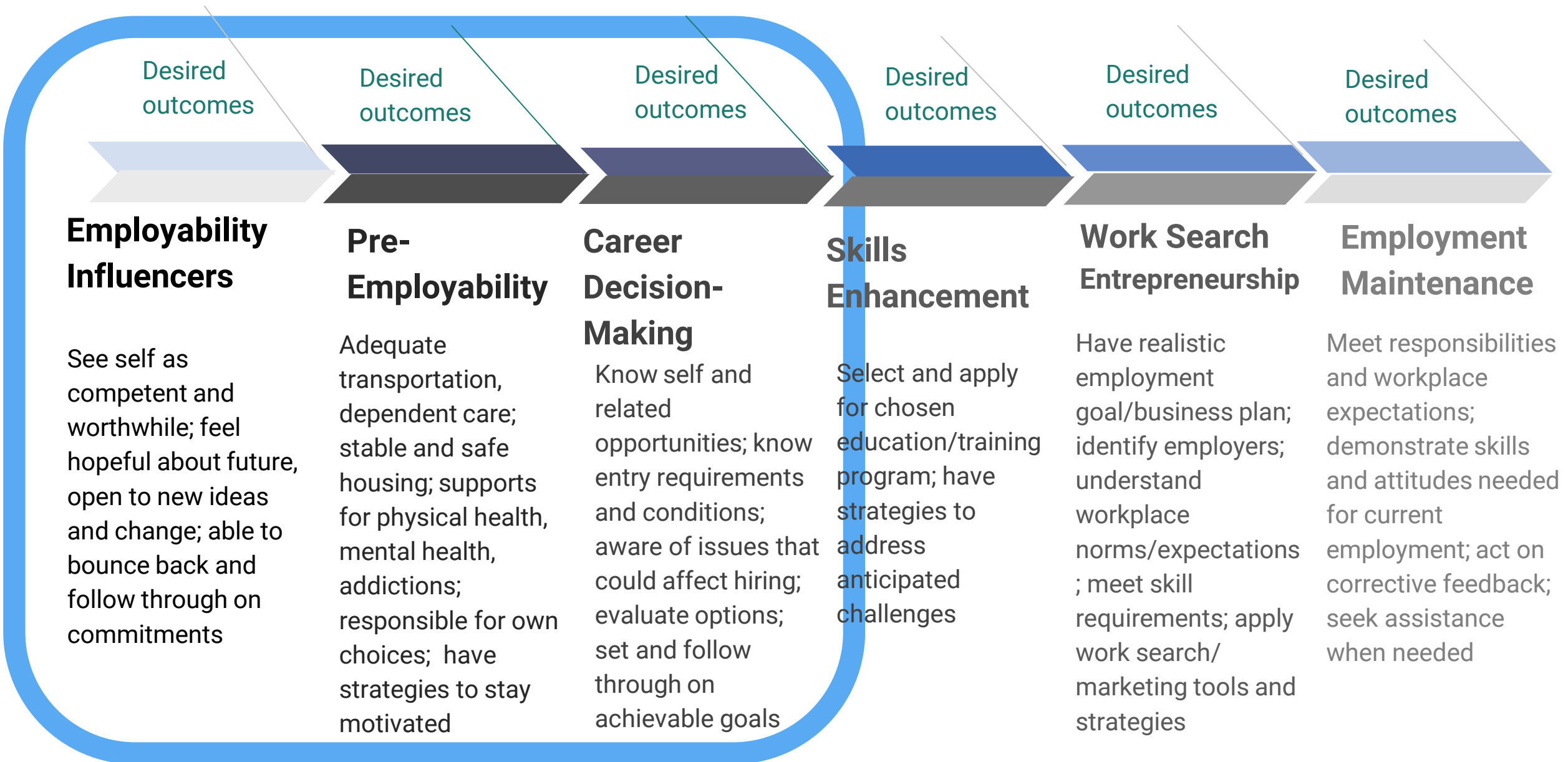


# The Spin Cycle

1. People come to service with readiness needs
2. Too often these needs are neither assessed nor addressed
3. People are referred prematurely to training or employment
4. They fail
5. Employers and training providers are frustrated
6. Many return to services
7. The cycle repeats



# Employability Dimensions Framework





# What Makes IM&M+'s Approach Unique?



# IM&M+ is a career development program

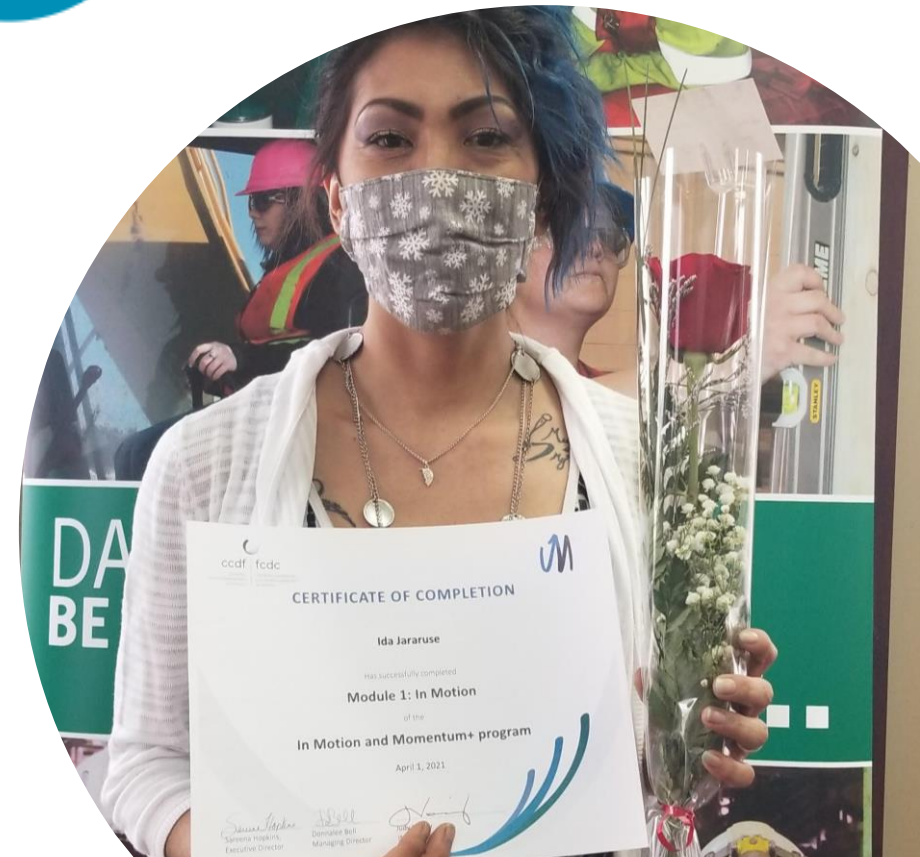


# IM&M+ meets people where they are



It is radically participant-centred and solution-focused.

Goals and desired outcomes are based on the participant's chosen next step... which may or may not be a job or training



It focuses on employability influencers that drive change



# 3 Modules (or less) to Move from Stuck to Soaring

1

## In Motion

3 weeks (3 days a week)  
Focus on self-awareness  
Reconnect to strengths,  
skills and values  
Craft a vision for your  
preferred future

2

## Momentum

4 weeks (4 days a week)  
Continue to build on vision  
for the future  
Take steps to make it a  
reality  
Contribute in meaningful  
ways to your community

3

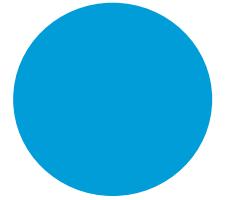
## Momentum+

6 weeks (1 day a week)  
Build momentum towards  
achieving your goals  
Move from planning the life  
you want to starting to live  
it



# In Motion

- Create a vision consistent with their personal life, realities and core values.
- Identify strengths and build targeted foundational skills
- Practice setting realistic and meaningful goals connected to their vision
- Practice developing and implementing action plans that address barriers and include supports.
- Explore possible roles (work, learning, volunteer) that connect to self and have the potential to contribute to family/community.





Chris Pitts Anne  
1 Year  
PDS

**One Minute Please...**

# Momentum

- Participants continue building on their vision and moving towards making it a reality.
- An opportunity for them to give back to their community through an assets-needs assessment.
- Apply their strengths and skills to achieve something significant for themselves and their community.



# Momentum Constellation



# Momentum+

- Transitional module that builds skills, motivation to take the next step, and hope for the future.
- It provides needed action planning support so that participants are actively supported and coached toward their work, learning and personal development goals.



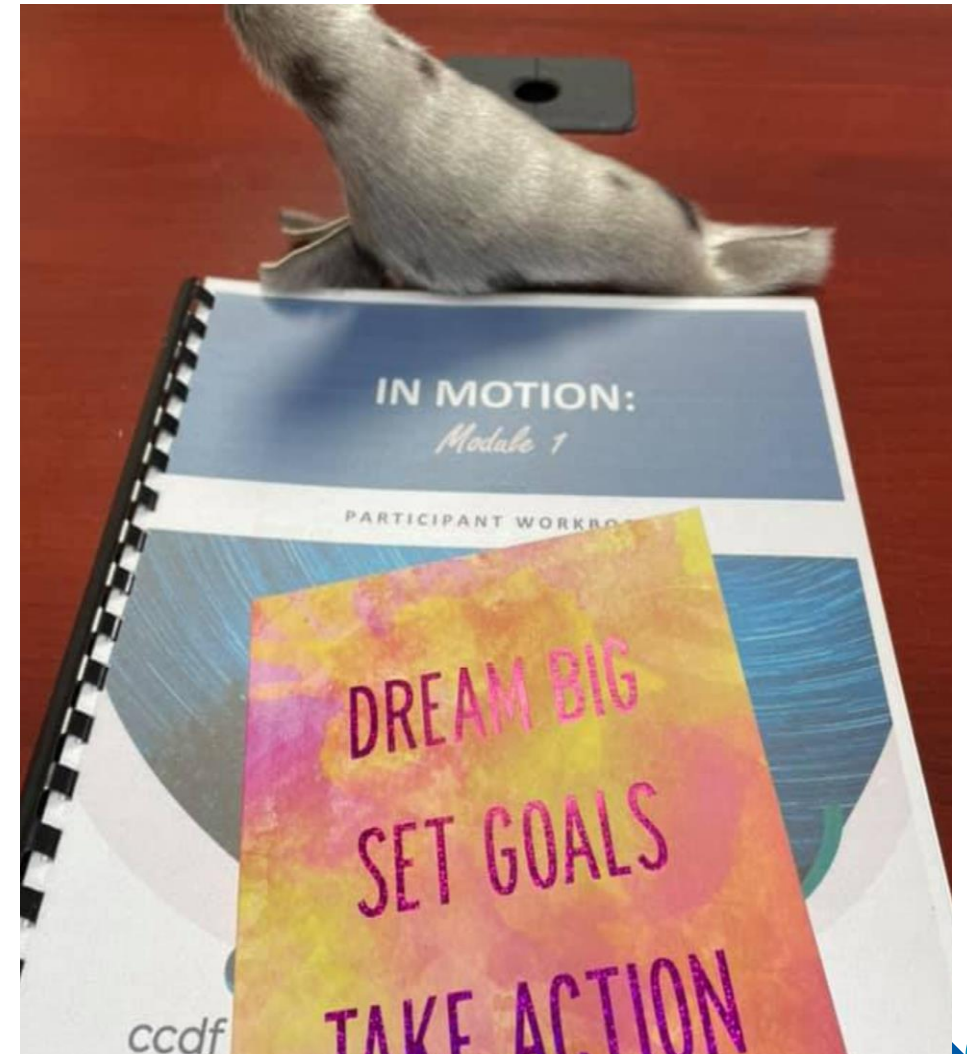


What are the **IM&M+PACTS**?



# The Evidence-Base Archive

- **New Brunswick**, (Province-wide since 2016; Annual Evaluations)
- **Ontario Centre for Workforce Innovation**, 3 pilot sites in Eastern Ontario
- **Future Skills Centre – 2020-2022 – Impact Design**, 2 Cohorts, 6 provinces, 25 Delivery Agents, 27 Sites (Report in August 2022)
- **Future Skills Centre –2021-2023 Randomized Control Trial**, 3 Cohorts, 5 provinces, 14 Delivery Agents, 14 Sites (Report August 2024)
- **Office of Skills for Success** (2021-2023), Integrating Skills for Success into the program and testing a prototype of a Skills for Success Self-Assessment Tool





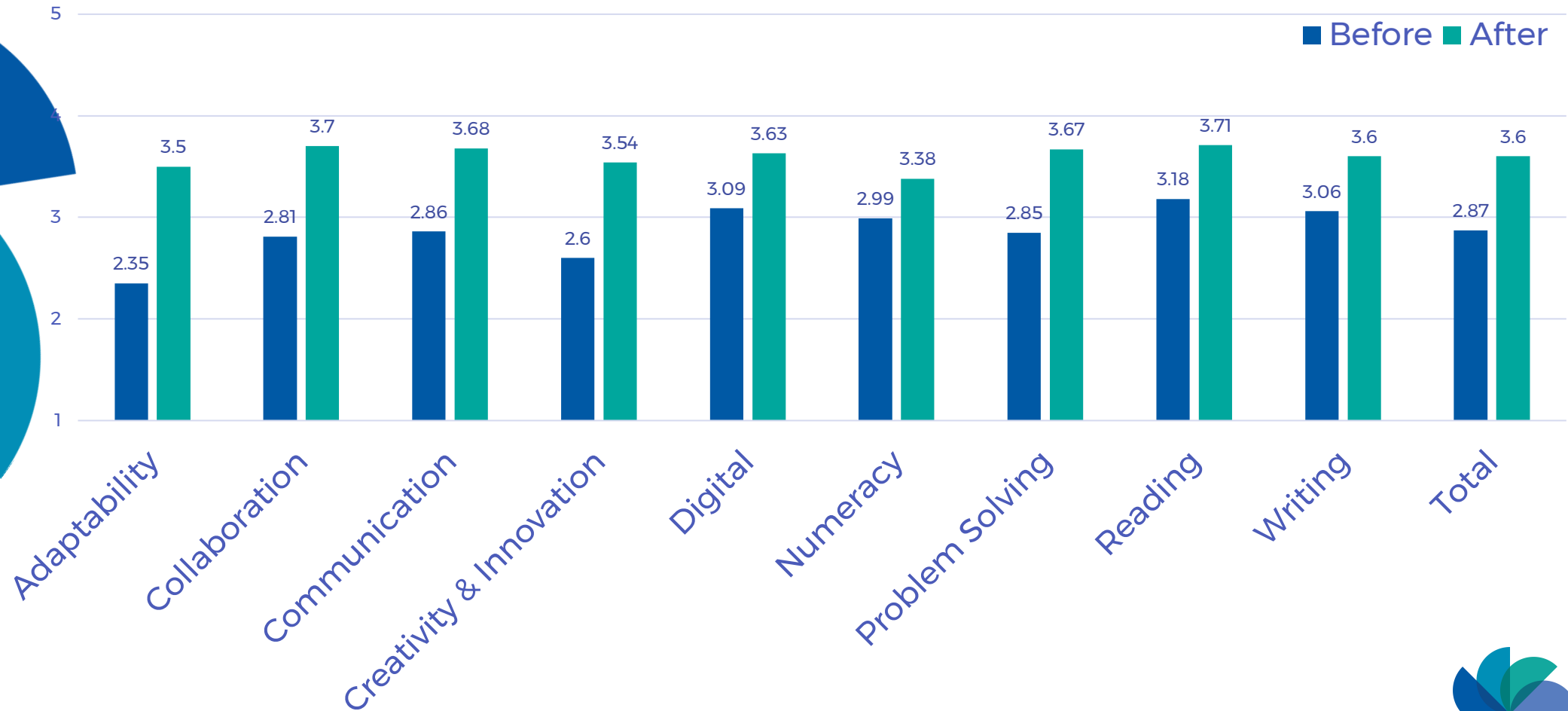
# IM&M+PACTs

- + Evidence that it is breaking costly cycles of dependence on social assistance.
  - New Brunswick's social assistance caseload dropped by 10%
  - The interim RCT report (2 cohorts) found that there is a 15% difference in training and employment outcomes between IM&M+ and regular career and employment service

**IM&M+ saved the New Brunswick Government \$20 million in its first three years of delivery.**

# IM&M+PACTs

+ IM&M+ builds Skills for Success







# IM&M+PACTs

- + Demonstrates increased employability among those most distant from the labour market
  - 91% of participants are unemployed
  - 50% over a year (most 4-10 years)
  - ~40% of participants were employed/in training 2-3 months after the program. Of those employed, 80% of those had found decent permanent positions.

*“IM&M+’s impact on the people we support has been amazing. They’re goal-setting, motivated, and doing things they never imagined they could do. It is transformational to see the difference in each individual and how they feel that they can now start taking over the world.”*

~ Trish McNamara, Program Manager, Keys Job Centre, Gananoque, Ontario



# IM&M+PACTs

- + Participants love it.
  - Across all evaluations between 85-92% of participants say that they:
    - Find it very useful
    - Have or would recommend it to others

**“Everyone in the world would benefit from taking IM&M+.”**

**Participant Interview, Impact Study, June 10, 2021**



# Lessons learned about making career development work for everyone



# 1

## The Spin-Cycle is Real But It Doesn't Have to Be

Staff are pressured to put “bodies in spaces” to fill programs clients are not ready for; staff continuously tells management what type of pre-employment programs are needed for clients; this type of program takes longer to design, particularly the measurement of success component, so they are virtually ignored.

~ Career practitioner, Nova Scotia

Our current provincial structure for people receiving social assistance does not acknowledge the barriers that they face, and rather, we are finding these participants are being pushed into employment when they are not ready ... and when they are not able to complete programming, they are cut off of assistance, rather than having supports around them coming from all levels.

~ Career practitioner, Manitoba



# 2

## Humans Are Wired to Soar But Not Leap Frog

“I was feeling stagnant — been drifting for a long time. IM&M+ sparked a reinvigoration of passion — we had a chance to really explore ourselves, and it allowed me to rediscover certain things I have hidden from myself for a long time.

If I had taken this program sooner, I wouldn't have ended up on OW (Social Assistance).”

~ Adam Soulard, IM&M+ Participant, Kemptville, ON



3

# What Gets Measured Gets Done



# 4

## A Human Service Needs Qualified Humans Delivering it

*“IM&M+ made me love my job again. It’s not that I didn’t like my job before; it’s just that now I have the tools to make a real difference where I felt before that I was in a rut.”*

~ Sheri Hiehn, IM&M+ Facilitator,  
Owen Sound, ON

*“My confidence has gone up! Program facilitation has always been a weak spot, and now I love it. Since starting the program, I’ve noticed such a big change in myself.”*

~ Caitlyn Penner, John Howard  
Society Newfoundland and Labrador





5

# Career Development is a Universal Process that Works

- + Women
- + Indigenous persons
- + Persons living with disabilities
- + Underserved rural and remote communities
- + BIPOC and marginalized persons
- + Newcomers to Canada
- + People rehabilitating from incarceration
- + Youth who are not in education, employment and training

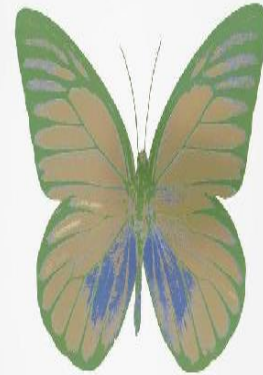




# What's Next for IM&M+?

- Learning
- Scaling
- Licensing

## Metamorphosis



10:10

little by little i see all the green

i am willing to continuously grow & learn

my life is overflowing with opportunities for growth

my will power is growing everyday

curious

I AM PHYSICALLY, MENTALLY AND EMOTIONALLY READY TO ENTER A NEW PHASE IN MY LIFE. — I'M READY TO GROW AND GET BETTER.

tenacity

organization

fortright

list making

detail oriented

planning

problem solving

healthy mind

financial freedom

new experiences

inner harmony

strong body

mental growth

independent living

mindfulness

spiritual growth

joy

Future Manifestation



Axis Career Services  
St. John's, NL



Community Centre Alliance  
St. John's, NL



Community Employment Services  
Woodstock, ON



Edmonton Mennonite Centre for Newcomers  
Edmonton, AB



CSE Consulting, Inc.  
Kemptville, ON



KEYS Job Centre  
Gananoque, ON



The Ability Hub  
Saskatoon, SK



Regina WorkPrep Centre  
Regina, SK



Centre de Santé Communautaire Pinecrest-Queensway  
Community Health Centre  
Pinecrest-Queensway Employment Services  
Ottawa, ON



Richmond Centre for Disabilities  
Richmond, BC



Tribal Chiefs Employment & Training Services Association  
Edmonton, AB



Ottawa Independent Living Resource Centre  
Ottawa, ON



The John Howard Society of Newfoundland & Labrador  
John Howard Society of Newfoundland & Labrador  
St. John's, NL



YMCA Niagara  
St. Catharines, ON



YMCA Owen Sound Grey Bruce  
Owen Sound, ON



YMCA Metro Vancouver  
Vancouver, BC



YMCA Western Newfoundland  
Corner Brook, NL



Women in Resource Development Corporation  
Happy Valley-Goose Bay, NL



Driftpile Cree Nation  
Driftpile, AB



Independent Living Nova Scotia  
Halifax, NS



Freedom's Door  
Kelowna, BC



Radius  
Saskatoon, SK



Independent Living Centre Kingston  
Kingston, ON

# Scaling IM&M+: One Partner at a Time

IM&M+ has been delivered in diverse organizations across multiple provinces that serve youth, people with disabilities, newcomers, racialized groups, Indigenous people, and people involved with justice.

We are grateful to the following partners who have contributed to IM&M+'s evidence base.



Partners  
Wanted!

Learning: Could **IM&M+** Prevent  
Youth from Getting Stuck?



# In Motion & Momentum+

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Annual Licensing

## Licensing

- Annual fee
- Facilitator Training and Certification Required
- Support through Delivery



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Thank you!



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