

# SUNYCDO 2017 Drive-in Workshop

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April 21, 2017 9:00am – 3:00pm

SUNY Oswego Metro Center in downtown Syracuse

Cost: \$30 – SUNYCDO/CNYCDA Members

\$60 – SUNYCDO/CNYCDA Non-members

\*cost includes continental breakfast and lunch



## Agenda

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9:00am - 9:30am - Continental Breakfast

9:30am - 12:00pm - Program

12:00pm - 12:45pm - Lunch

12:45pm - 2:45pm - Program

2:45pm - 3:00pm - Closing Remarks

## Brain Based Career Development (BBCD) Theory

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“Tell me and I forget, teach me and I may remember, involve me and I learn”. Benjamin Franklin

For most individuals, the career development process is inherently overwhelming by the sheer amount of information and future based thinking that goes along with making life altering decisions. BBCD is based on cutting edge neuropsychological research; inferring that in today’s world of information overload, it is imperative for practitioners to understand the brain’s biological limits and the impact this has on the career development process. Research in neuropsychology has highlighted limitations in the processing power of specific areas within the human brain. The prefrontal cortex, which is responsible for decision making and imagining the future, is easily “overwhelmed”. Decision making is negatively impacted when the brain is overloaded with information; imagining the future, something you have not experienced, also takes a lot of mental effort. People also spend more time thinking of problems (what they have seen) than solutions (what they have never seen). Knowing that decision making gets difficult when the prefrontal cortex is exposed to too much information, especially with future based decisions, career development practitioners can be strategic in the manner in which they provide services and resources to clients. Essentially, BBCD recognizes the limitations of cognition and helps clients learn how to be mindful, and to recognize how they make decisions and solve problems in the context of career development.

### Following this program, you will be able to:

- Understand the Brain-Based Career Development model;
- Examine “decision making” and “taking action” from a brain-based perspective
- Examine how clients become overwhelmed;
- Practice the seven BBCD coaching techniques; and
- Formulate a plan for how to implement the BBCD model in current career development practices.

## About Imants Jaunarajs

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Imants Jaunarajs, M.A., serves as the Assistant Dean for the Career & Leadership Development Center at Ohio University. With over ten years of experience in university career centers, Imants is a creator of innovative and outcome driven career development best practices. He graduated from NCDAs Leadership Academy and NACE’s Leadership Advancement Program. He serves on the Leadership Academy committee and spent five years as the Associate Editor for Career Convergence. In the fall of 2012, Imants led the merger of “Career Services” with the “Leadership Center” to create the Career & Leadership Development Center at Ohio University. Starting with only one staff member, Imants strategically developed the new career services paradigm and currently oversees a staff of 13 professionals and 25 graduate and undergraduate student employees. Imants earned a Bachelor of Arts from Earlham College and Master of Arts from Western Michigan University.