

Stu Conger Leadership Award in Career Development, 2015



Mark Franklin

Mark Franklin is that rare combination in a leader of being an idealistic visionary on one hand and a grounded pragmatist on the other. This is reflected in his own career story transitioning from an engineer to travel guide (leading groups of people on cycling tours across Cuba, Nicaragua and Ontario) to, eventually, a career counsellor -- finding conversations about the careers of the people he was leading as interesting as the cultural sites that he was guiding them through. For Mark, the inspiring stories of his fellow travellers demonstrated to Mark the holistic nature of our lives and was the beginning of his own theory of career development called the holistic narrative method. This method seeks to collaboratively identify and understand clients' career and life stories. It focuses on their strengths, desires, preferences, assets, future possibilities, and the influence others have had on their choices.

Mark's theory of practice and his leadership in the career development field is rooted in people's stories. It is the foundation and the vision for his organization, CareerCycles. This vision has evolved throughout Mark's career -- in his work with students (he worked for York University and the University of Toronto serving students in their emerging career directions) and his own private practice offering client services and training to career professionals.

His own career narrative continues to grow. He has been an invited presenter and keynote speaker at national and international conferences, a motivational speaker, an author of several papers and book chapters, a researcher, a developer the *Who You Are Matters!* board game, and host his own radio show (Career Buzz on CIUT FM 89.5). Embedded in all aspects of his career and his leadership is finding ways to allow us to tell our story as a way of inspiring us to find what will bring meaning to our work and to our lives.

Mark's leadership has mobilized hundreds of career professionals to join him in his vision and to use the CareerCycles theory, model, practices, and tools. In doing so, he epitomizes the qualities that the Stu Conger award for leadership stands for: *vision, dedication, commitment, innovation, and influential leadership.*

