

# Stu Conger Award in Career Counselling and Career Development, 2013

---

**Recipient: Dr. Norman Amundson**

## Biography

Dr. Amundson's career exemplifies the qualities that the Stu Conger Award has been designed to celebrate. Through his research, teaching and mentorship, and program development and training to enhance practice, Norm demonstrates a long history of career development leadership.

Norm is one of the few Canadian scholars who has devoted his whole professional career to the field of career development. His early studies investigating the experiences of unemployed people were landmark pieces of research, incorporating qualitative research methodology before it was fashionable to do so. Many of Norm's models have become everyday terms in the career development lexicon. His "Wheel" has become a staple component of career planning and assessment training, as has the "Roller Coaster of Unemployment" – both models co-developed with Dr. Bill Borgen (Stu Conger award recipient from 2011). Through his publishing company, Ergon Communications, Norm and Gray Poehnell (another Stu Conger recipient, from 2012), Norm's focus has been on producing practical workbooks, textbooks, and tools that are high quality yet affordable.

As a professor and counsellor-educator, Norm is exceptionally gifted at presenting complex constructs in Plain English. Interestingly, this has also supported the translation of many of his books, articles, and presentations for use in a variety of countries across the globe. Anyone who has read Norm's work or heard him speak knows how much he likes to use metaphors – his own and also those that clients bring to him or co-create. This trademark is another example of the power of simplicity – Norm has a unique talent to walk alongside his students, colleagues, and clients, ensuring that they know that they "matter" and that their stories have been heard. People worldwide love Norm – his humility and servant-leadership style definitely contribute to this!

Norm has served in countless leadership roles within the career development sector, in Canada and internationally. To list but a few, he was invited to serve as an honorary director of ENET, a BC-based professional association for career practitioners. When this association merged to form the new BC Career Development Association, Norm's honorary directorship was transferred. He has served on the CCDF board and has also supported the formation of the new Canadian Council for Career Development. At an international level, Norm has served as chair of the international committee of the National Career Development Association (NCDA) as well as journal editor for the National Employment Counseling Association (NECA), both US-based divisions of the American Counseling Association. Norm has been an active member of the International Association of Educational and

Vocational Guidance as well, often presenting at international conferences. Throughout his career, Norm has mentored other international leaders, quietly encouraging them to contribute more actively within their own circles of influence. His work has been embraced on several continents, influencing the training of career practitioners, human resource professionals, counsellors, and managers throughout Europe, Asia, and North America.