

## Company History

Career Dynamic was established in 1992 by Lee Brodie who had left the corporate sector and was seeking a new career in self employment in the professional services sector, preferably in a new growing niche area.

The careers marketplace in Auckland at that time had few practitioners in the business, education and government sectors. The financial crisis in 1987 that precipitated the recession that lasted into the early 1990's, created the biggest impact on employment and careers since WW2. It was characterised by massive restructuring, huge job losses, the disappearance of jobs for life and the highest unemployment statistics since the great depression.

These changes ironically stimulated a new careers industry to provide support to workers displaced by the recession and new language entered our vocabularies including redundancy, outplacement, and career management.

Career Dynamic was established based upon a belief that career identity and a sense of direction are fundamental to personal and organisational productivity. An individual needs to be armed with self-awareness of their skills, interests, values and preferences, coupled with expansive and accurate knowledge of the marketplace, in order to make a sound, feasible, viable and potentially satisfying career decision.

If this baseline of knowledge is in place people can then gain clarity about employment direction and are more likely to be motivated, positive and resourceful. We also believed that good sound career decision making methodology that was grounded in validated research was critically important.

By 2000 Career Dynamic had established several key areas of business:

- Career consulting for individual clients including career decision making, CV writing, help with sudden job loss or long term unemployment, choice of tertiary study etc.
- Employers seeking professional support for their employees including managing the redundancy process, handling diminishing performance or motivation where career issues were present, skill training and development, policy planning etc.
- ACC requiring vocational rehabilitation services
- Parents wanting to support senior school students, school leavers and graduates to make sound career choices

By 2011 little has changed and the cyclic nature of the economy has recently repeated several patterns we saw in the 1990s including job loss and restructuring. However new patterns have emerged including:

- The growth in demand for career support to professional athletes.
- More employers seeking career development services to ensure their staff are clear regarding their preferred career direction.
- Greater numbers of self-funding individuals seeking career support services to ensure that they are in control of their decision making, thus enhancing their employability.
- Clients seeking advice and clarity before investing in increasingly expensive tertiary study.
- More school leavers opting to bypass tertiary study and seek work or a gap year.
- School leavers and graduates seeing certain jobs and industries as unattractive e.g. trades and teaching, yet adult clients choosing these roles later in life.
- Workers working longer, the disappearance of the traditional concept of retirement and the growth of ideas such as work life balance, quality of work life, 3<sup>rd</sup> age careers, portfolio work etc.

We have established an exceptional reputation for our work with organisations in industries such Law, Chartered Accounting, Health, Retail, Professional Sport, NGO's and the public sector and a myriad of small to medium sized businesses. Career Dynamic has also recently developed a training and resource development and sales arm, selling career related tools globally.

Our consultants are experienced and highly skilled career change experts. We demand that our consultants are tertiary qualified and have extensive experience in the public and commercial sectors

in management roles, alongside experience in interactive people roles such as teaching, HR or training.

All of our consultants belong to professional bodies that demand adherence to a code of ethics, have stringent entry criteria and require compulsory professional development and learning participation as a means of retaining their memberships. These organisations include the Career Development Association of New Zealand (CDANZ) and the New Zealand Psychological Society (NZPS).