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## FOR IMMEDIATE RELEASE

### **Turning Points CEO Ballard Receives Technology Award**

**Seattle, WA – July 21, 2007** – In Seattle, CEO Mike Ballard of Turning Points was presented with the Harris-Bowlsbey Technology Award for his development of the Turning Points Navigator™ online tool. Turning Points Navigator is a unique tool that uses “narrative theory” to assist career development clients in navigating career transitions. To this point, online tools have focused on a “reductionist” approach, which matches candidates with jobs, interests, or temperament indicators. Narrative theory taps into clients’ intuitive, unconscious, or unpredictable responses to help them find meaningful careers and navigate career transitions.

Dr. Lisa Severy of the University of Colorado at Boulder nominated Ballard for the Harris-Bowlsbey award. “I have been using the *Turning Points Career Navigator* curriculum in groups for over two years now and have had over a hundred participants. The groups meet once a week for two hours for six weeks. We have run them with undergraduates, graduate students, and alumni - all with outstanding outcomes.”

“I believe that the breadth and depth of *Turning Points Career Navigator* create a tool that clients can engage in at their own pace and in their own style, thus empowering them to take control of their own process. Over the course of this year, our groups have become more and more popular to the point where the last group actually had a waiting list. I credit Mike Ballard and *Turning Points Career Navigator* technology and curriculum for that success.”

Ballard received the JoAnn Harris-Bowlsbey Award for Excellence In The Field Of Technology in Career Development. The Board of the Career Development Leadership Alliance (CDLA) created this Award to recognize an individual or organization that has made an outstanding contribution to the field of career development in the area of technology and/or curriculum development. CDLA's board voted to name this award in honor of Dr. JoAnn Harris-Bowlsbey as a tribute to her landmark achievements within these areas of career development.

### **About Turning Points**

Turning Points is a family business founded by Jack and Phoebe Ballard (Mike’s parents) in the 1980’s. Its original mission was to serve retiring baby boomers through workshops and seminars. Two books and hundreds of students later, it was concluded that the need for transition management skills and tools exists across the spectrum of age, profession and careers. In late 2002, Mike took over management of the company and added the online assessments, which resulted in the new hybrid curriculum. A new “career” edition of the Turning Points book is due to be released in 2007.

Turning Points is based in Denver, CO and provides volume discounts and training programs for college Career Centers, professional Career Counselors, Human Resource managers, and Certified Executive and Life Coaches. Certifications for qualified career services professionals or independent providers are available. ([www.TPNavigator.com](http://www.TPNavigator.com))



### **About NCDA**

The National Career Development Association (NCDA) is a division of the American Counseling Association (ACA). The mission of NCDA is to promote the career development of all people over the life span. To achieve this mission, NCDA provides service to the public and professionals involved with or interested in career development, including professional development activities, publications, research, public information, professional standards, advocacy, and recognition for achievement and service. ([www.NCDA.org](http://www.NCDA.org))

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