



Moving People Forward with Hope,  
Direction, and Confidence

## Program Licensing

[implus.ca](http://implus.ca)

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Created and Powered by the Canadian  
Career Development Foundation



IM&M+ is a career development program that addresses critical employability gaps that impact individuals and employers across every sector and in every community.

The group-based design empowers people to chart their own career path with success.

For nearly a decade, IM&M+ has transformed lives and communities across Canada.

**16%**  
**more IM&M+ participants were in training or employed than those accessing regular career services**

## IM&M+ is the 10-week transformation needed for life stabilization and a sustainable career trajectory

### A Sustainable Approach to Labour Market Attachment



an innovative, action-oriented program created for those with pre-employability needs who find it difficult to engage successfully in traditional career planning, learning, or work.



a strengths-based, person-centred program that provides experiences and opportunities for those who may have experienced repeated setbacks. It helps them reconnect with their potential, take charge, and live the life they want to live.



## The Context

There has been a growing challenge in publicly-funded career services. Despite the complex barriers to sustained labour market attachment faced by many underrepresented groups, the career and employment system continues to operate with the same approach: treat all clients the same, get them employed quickly in any job, and hope it works out.

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This approach has created a revolving door where :

The employability needs of clients are not consistently assessed;

People are referred prematurely to training or employment;

Many fail due to unresolved systemic barriers and pre-employability issues;

Employers and training providers are frustrated by inappropriate referrals and costly turnover;

People return to services, feeling less hopeful and more distant from job opportunities, if in fact they return for help at all.

**In 3 years of delivery, IM&M+ saved New Brunswick close to \$20 million by decreasing social assistance expenditures by 10%.**

## The Solution

In 2013, the Government of New Brunswick (GNB) set out to address the revolving door by targeting systemic barriers like access to health and addiction services, transportation, and housing. Yet, client success rates remained lower than expected.

Internal government research found that programming targeting intra- and interpersonal needs, like hope, confidence, belonging, connection, was missing. These factors left unaddressed made it much harder for people to move forward and find success on their journey.

The GNB hired the Canadian Career Development Foundation (CCDF) to do an environmental scan of pre-employment programs focused on building these skills for success.

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**Many of the 300 programs reviewed had merit, but there was a common shortcoming.**

Most approached personal skill development conceptually:

- + providing the definitions of self-esteem
- + talking about the factors that contribute to motivation

Rather than an approach that acknowledges:

- + that a shortfall in these areas is not because of a lack of understanding
- + but rather a lack of positive life experiences and supportive networks.

Based on this review, CCDF created a unique program based on a more person-centred and experiential approach - the result was IM&M+.

## What's in it for the people we serve?

A program that...

- + starts where people are, uncovers their strengths, values, and skills - lays the groundwork for a self-determined future plan
- + evolves and refines personal and career goals through a group designed community project
- + supports transition and action through coaching, community connection and outreach

## Benefits for licensees of the IM&M+ program

- + Immediate, unique, solutions
- + A safe investment & low-risk
- + Value-added support
- + Data-backed results
- + Evidence-based curriculum
- + A positive and proven track record

“**IM&M+'s impact on the people we support has been amazing. They're goal-setting, motivated, and doing things they never imagined they could do. It is transformational to see the difference in each individual and how they feel that they can now start taking over the world.**”

Trish McNamara, Program Manager, Keys Job Centre, Gananoque, Ontario

## Meeting People Where They Are and Helping Them Soar in 3 Steps

IM&M+ can be delivered face-to-face, remotely, or in a hybrid format to groups of between 4 to 12 participants.

### How the IM&M+ program works

#### Step 1 BUILD STRUCTURE

In Motion module  
3 weeks  
3 days/week

The first module focuses on self-awareness activities that uncover individual strengths, skills, and values which support a vision for their “preferred future.”

In Motion gives people opportunities to practice critical life and employability skills that they can use to achieve their goals.

#### Step 2 NORMALIZE CHANGE

Momentum module  
4 weeks  
4 days/week

The program supports continued progress toward personal goals while working with a group to create and implement a community project.

Through the project, participants practice planning, teamwork, and communication, and actively extend their networks and build resources.

#### Step 3 INSPIRE CONNECTION

Momentum+ module  
6 or 3 weeks  
1-2 days/week

The final module highlights that we are all part of a community and that these networks support people in transitioning out of the program. The group and facilitator work together to identify workshop themes relevant to their action plans.

Participants can use workshop time to practice skills related to their career goals and facilitators coach participants to build bridges which promote continued growth and success.

## Becoming an IM&M+ Community Partner

### IM&M+ Licensing Details

Only licensed Community Partners can deliver the IM&M+ program. The license is renewable on an annual basis provided that the organization has certified IM&M+ facilitators delivering the program. As part of the licensing agreement, participant evaluations are required after every program delivery.

### Agreement and Annual Fee

The base annual license fee for the IM&M+ program is \$1,500. The base rate is for up to 50 participants per year.

The licensing rate for:

- + 51-100 participants is \$2,500
- + 101-150 participants is \$3,000
- + 151-200 participants is \$3,200

For licenses beyond this, please contact us.

### Facilitator Training Fee

Training seats are \$2,200 for each staff member being trained to deliver the program. This one-time facilitator training fee includes a 5-day remote training course and evaluation essential for certification.

**Start delivering IM&M+ to your community today!**

Get the pre-employability program that is backed by years of research as a foundation for success in your community.

### Contact us

- 1-877-729-6164
- [imimplus@ccdf.ca](mailto:imimplus@ccdf.ca)
- Visit [imimplus.ca](http://imimplus.ca) to learn more about how the IM&M+ licensing package can benefit your organization today!

## Meet Your Goals, Train Your Team, and Support the Success of the People You Serve

### Program Delivery

Like the IM&M+ program, the training to become a facilitator is highly experiential and mirrors its module themes.

### The IM&M+ facilitator program explores:

- + The theory that underpins the the program
- + Supporting facilitators in gaining knowledge and becoming comfortable with the content, format and purpose of the program
- + Connecting those in training with the broader IM&M+ Community of Practice

### Certification to become an IM&M+ facilitator includes:

- + Five hours of pre-work consisting of the Trauma Informed Career Development Practice micro-course, a review of the program's goals, modules and activity descriptions
- + A 5-day remote training course and complete pre-and-post-course readings
- + Ten 1-hour weekly check-ins with CCDF Master Trainers during the first delivery of the program
- + Successful completion of an IM&M+ delivery

### IM&M+ certified facilitators receive extensive support in delivering the IM&M+ program, including:

- + Facilitator manuals and participant workbooks for the program modules
- + Virtual delivery templates
- + Branded marketing and recruitment materials
- + An online community of practice portal where a vast support network of experienced IM&M+ certified facilitators share best practices and delivery experiences

**97%**  
find it useful and recommend it to others



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“It got me out of my shell and I can actually talk to people now. To be honest, it’s actually given my life back to me – I don’t know if I could’ve done it all on my own.”

IM&M+ Program Participant,  
Kemptville, Ontario

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# Growing IM&M+: One Community Partner at a Time

Throughout its development, **IM&M+** has been **delivered by a diverse group of organizations that serve youth, people with disabilities, newcomers, racialized groups, Indigenous people, 2SLGBTQIA+ and people involved with justice** across multiple provinces. We are grateful to the following partners who have contributed to **IM&M+**'s evidence base.

Axis Career Services  
St. John's, NL

Community Centre Alliance  
St. John's, NL

Community  
Employment Services  
Woodstock, ON

Edmonton Mennonite  
Centre for Newcomers  
Edmonton, AB

CSE Consulting, Inc.  
Kemptville, ON

KEYS Job Centre  
Gananoque, ON

The Ability Hub  
Saskatoon, SK

Regina WorkPrep  
Centre Regina, SK

Employment Planning  
& Counselling  
Peterborough, ON

Pinecrest Queensway  
Employment Services  
Ottawa, ON

Richmond Centre for Disabilities  
Richmond, BC

Tribal Chiefs Employment &  
Training Services Association  
Edmonton, AB

Ottawa Independent  
Living Resource Centre  
Ottawa, ON

John Howard Society of  
Newfoundland & Labrador  
St. John's, NL

YMCA Niagara St.  
Catharines, ON

YMCA Owen Sound Grey Bruce  
Owen Sound, ON

YMCA Metro Vancouver  
Vancouver, BC

YMCA Western Newfoundland  
Corner Brook, NL

“Everyone in  
the world would  
benefit from,  
taking IM&M+.”

Participant Interview,  
Impact Study,  
June 10, 2021

Women in Resource  
Development Corporation  
Happy Valley-Goose Bay, NL

Driftpile Cree Nation  
Driftpile, AB

Independent Living Nova Scotia  
Halifax, NS

Freedom's Door  
Kelowna, BC

Radius  
Saskatoon, SK

Independent Living Centre  
Kingston, ON

Government of New  
Brunswick, NB

Centre for Employment  
& Learning of the Avon  
Maitland District School Board  
Exeter, ON



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