



Moving People Forward with Hope,
Direction, and Confidence

Program Licensing

implus.ca

Created and Powered by the Canadian
Career Development Foundation



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.

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.

42%
**of IM&M+ participants
are more likely
to be employed 3
months after the
program than those
accessing regular
career services**

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.

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

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“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

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

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How the IM&M+ program works

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

Step 1 BUILD STRUCTURE

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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

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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

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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 \$3,000. The base rate is for up to 50 participants per year.

The licensing rate for:

- + 51-100 participants is \$5,000
- + 101-150 participants is \$6,000
- + 151-200 participants is \$6,400

For licenses beyond this, please contact us.

Facilitator Training Fee

Training seats are \$2,500 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

Visit imimplus.ca
to learn more
about how the
IM&M+ licensing
package can
benefit your
organization !

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

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 these organizations and their staff for their dedication to delivering high-quality, evidence-based pre-employment programming.

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

IM&M+ Program Participant,
Regina, Saskatchewan,
June 2023

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

Community Centre Alliance St. John's, NL

Community Employment Services
Woodstock, ON

CSE Consulting, Inc.
Kemptville, ON

Employment Planning & Counselling
Peterborough, ON

Government of New Brunswick, NB

Job Skills
Toronto, ON

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

KEYS Job Centre
Gananoque, ON

Manitoba Institute of Technology and Trades (MITT)
Winnipeg, MB

Multi-Services Centre
Tillsonburg, ON

Newcomer Centre
Edmonton, AB

Pinecrest Queensway Employment Services
Ottawa, ON

Regina WorkPrep Centre
Regina, SK

Richmond Centre for Disability
Richmond, BC

Skills for Change
Toronto, ON

The Neighborhood Group
Toronto, ON

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

YES Employment Services
Thunder Bay, ON

YMCA Metro Vancouver
Vancouver, BC

YMCA Niagara St., Catharines, ON

YMCA Owen Sound Grey Bruce
Owen Sound, ON

YMCA Western Newfoundland,
Corner Brook, NL

YMCA-GTA
Pickering & Whitby, ON



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