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Hello! I'm Jenny, and it's my pleasure to take you through this short explainer about Career Professionals of Canada's Certification Program. Today you are here to learn about our certification application process and to explore the various certifications. At CPC, our goal is to help you understand and select the ones that best meet your needs. I'll do my best to give you some important and useful information in this short video.

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CPC Certifications are national professional credentials. If you are a qualified practitioner, you can receive one or more of the following titles. Certified Career Strategist (CCS), Certified Work-Life Strategist (CWS), Certified Interview Strategist (CIS), Certified Employment Strategist (CES), and Certified Résumé Strategist (CRS). These certifications have been developed by Career Professionals, for Career Professionals serving the Canadian labour market.

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Before I get into the details, I would like to introduce you to our team. Sharon Graham is founder and executive director of Career Professionals of Canada. Sharon was instrumental in developing CPC's certification program. Master certified career strategist Skye Berry is our certification team lead. She oversees the volunteer assessors that are responsible for evaluating submissions for certification. Debbie Lapointe is our certification registrar. She administers the certification program and helps ensure that your submission gets to the right person. Cathy Milton ensures that the certification program complies to stringent standards. If you have any questions on membership, reach out to Leanna Steeves. She can help you get all set up for membership and certification.

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Career Professionals of Canada is our national not-for-profit career development association. We are a member-run, volunteer-driven social enterprise. Working together, we promote quality, ethics, and expertise within the field. CPC's certification program first started in 2004 when Sharon Graham enlisted the help of experts in the profession to develop the first of our five certifications. Over the years, she has handpicked, subject matter experts to create, modify, and update our certifications to ensure that they are current, meaningful, valid, and appropriate for career professionals.

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CPC's certification program is recognized by service providers in government, academic, not-for-profit, outplacement, and private business. Canadian funding organizations recognize and support the certifications for their approved service providers as well. The certification gives employers in our field a way to distinguish the best and it gives our clients confidence that they are working with a knowledgeable practitioner.

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CPC certifications are also a great way to earn Continuing Education Credits. Credits are recognized and accepted by other organizations as a demonstration of continued professional development. For example, you can get Prior Learning Assessment and Recognition from a university or college. Many provinces also give you credit towards your Certified Career Development Practitioner (CCDP) re-certification.

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CPC's certification program will help you advance your career, business, and professional development goals. These certifications will set you apart from your competition. They will authenticate your skills



with credentials. You'll get recognized for what you do! Certifications validate your expertise within our profession. You will boost your credibility within the Canadian labour market and internationally. You'll enhance the value you provide to your clients and your employer. By displaying your certification, you'll exhibit your knowledge of current trends in career strategy. And, by attaining your CPC certification you will clearly demonstrate your commitment to our industry.

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CPC Certifications will help you achieve your career goals in Canada. You can use them to gain employment in the career development sector. Or feature them to build your own career coaching or consulting business. When you receive a certification, you'll get a designation. You can then use the certification letters after your name. You can also put the logo on your résumé, business card, and website.

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CPC's certification program is also an excellent source of ongoing professional development. Whenever you apply for certification, you'll automatically receive a study guide by email. These eGuides are very comprehensive and they are updated regularly. You'll get over 150 pages of solid, current, and meaningful content in each of the five eGuides. We update eGuides often to keep them current. As long as you are certified, you will receive the newest editions of the eGuides free.

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CPC certifications are a benefit of membership. To be eligible to complete the program, you must be a member of Career Professionals of Canada. If you have more than one year of experience, and you provide career, work-life, interview, employment, or résumé support to the Canadian labour market, you may be eligible to apply for one or more certification.

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Now, let's determine which certification is right for you.

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The Certified Career Strategist applies to the foundational career development base that covers our core competencies. The CCS program follows the Canadian Competency Framework for Career Development Practitioners. It covers areas such as career development competencies, theory, and ethics. You'll have a solid baseline if you intend to pursue your CCDP certification in the future.

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The Certified Work-Life Strategist covers all aspects of work and life. It covers our new world of work and helps clients broadly, in areas related to living, learning, and working. If you provide clients with advice that supports their wellness, life-skills, and career management, the CWS is ideal for you.

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The Certified Interview Strategist refers to employment interview strategy. If you perform "interview coaching" as part of your role, the CIS is a good fit for you. We cover typical areas such as behavioural interviewing and traditional interview questions, but also video interviewing and other newer interviewing strategies and techniques.

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The Certified Employment Strategist focuses on career transition and job search. If you provide employment consulting services, the CES is ideal for you. This certification requires an understanding of all aspects of job search strategy, including social media and social networking.

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The Certified Résumé Strategist covers strategic résumé development. If you write résumés, provide résumé assessments, or offer résumé advice, you are a perfect fit for the CRS. This certification requires an understanding of value proposition and impact statement development, and ATS Resumes for applicant tracking systems.

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You can earn your certification in one of two ways: Course-Based: You can take an approved course and immediately apply for certification. Or Competency-Based: You can complete the program by studying on your own and submitting work product to be evaluated and assessed.

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Most people take a course before becoming certified. Courses are for professional development. If you want to learn and grow, you'll want to take a CPC course before applying for your certification. When you take a course with CPC, you will receive instructor-led training. You will receive a rich, supportive learning experience where you can ask questions and get answers. When you pass the course, you'll get a certificate of completion. This certificate proves that you have successfully completed a course, but it is not the same as achieving your certification. You can, however, apply for certification after taking a course and passing with a grade of 80% or more.

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The following CPC courses prepare you to obtain your certifications: CDP-101 gives you the training you need which leads to your CCS. CDP-101 is also the approved CCDP course. It offers both the ethics and theory training needed by the provincial associations for your CCDP certification. CDP-102 gives you the training you need which leads to your CWS. CDP-103 training leads to your CIS. CDP-104 leads to the CES. And CDP-105 leads to the CRS.

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The course-based process also recognizes and gives you credit for your education. If you have already taken and passed an approved course from another institution you can obtain your certification by submitting proof of completion. All you'll need to do is apply for your certification and present your transcript or certificate of completion for the course you have taken. You'll need to show us that you have completed an appropriate program that has a minimum of 45 hours coursework covering the subject matter that applies to your certification. If you would like to check if you are eligible for a certification, download CPC's self-assessment document.

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If you are quite experienced and feel that you are already qualified in a certain competency area, you can apply for the associated certification through our competency-based process. With the competency-based process, you won't need to take a course. When you pay for your certification, you will receive the associated study guide at no cost. You will have a full year to study and put together your work product on your own. When it's ready, you'll submit it to our assessors to evaluate your competence. Once approved with 80% or more, you'll receive your certification.

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The work product required for the CCS, CWS, CIS, and CES is a 2000-word case study covering ten key concepts. To pass, you need to provide an insightful analysis of each concept, include examples, and describe how the concept applies to your current practice. To honour your clients' confidentiality, we require that you fully fictionalize your case study. You must submit this along with your résumé so that we can verify your experience.



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The work product required for the CRS is your own résumé. As an ethical professional, you must ensure that you complete your submission on your own and without any assistance from others. The information in this document cannot be fictionalized. Your résumé must include all the key concepts that are covered in the CRS eGuide.

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At CPC, members comply to a strict code of professional conduct and we have a zero-tolerance policy for cheating, plagiarism, or dishonesty of any kind. You must ensure academic integrity by completing your submissions on your own and without any assistance from others. We stress strongly that you submit only your very best work. Remember you are being assessed for the calibre of your expertise.

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Career Professionals of Canada's Master-Level certification is very exclusive. Only a handful of the top strategists in Canada will ever achieve it. The requirements are that you must have the C-level for a minimum of one year. The work product submission is quite in-depth. You need to demonstrate leadership in our industry. You'll find more information on the Master-Level certification in Part 5 of your Certification eGuide.

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You must be a registered member of Career Professionals of Canada to apply for certification and to maintain your certification. Annual membership is \$150 per person. Your investment for each C-Level certification application is \$295. This is a one-time fee for the application. There are no renewal fees for certification.

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If you are part of a large group and you are registering more than 10 people for membership and certification at the same time, we can offer you a discount. Please contact us at info@careerprocanada.ca for your special rates.

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From our experience, most practitioners study hard and pass on the first try. If you are unable to achieve your certification on the first try, you may resubmit a new application within three months of your assessment date. The resubmission fee is \$75 and you are limited to 2 re-submission attempts.

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Once you are certified, you can repurpose your certification application to become nominated for a CPC Award of Excellence. Nominations are free for members of Career Professionals of Canada.

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To keep your certification active, you must maintain your annual membership to CPC. There are no other hidden costs or re-certification fees.

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Getting started is quick and easy. Complete an online application form to register for membership and apply for certification all together. If you need more information, email us at info@careerprocanada.ca we'll answer all your questions, get you set up, and send you your certification guide in minutes.

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CPC's leadership team is on standby to answer any of your questions. Thank you so much for taking the time to learn about Career Professionals of Canada and our certifications.

