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Thank you for watching this explainer video about Career Professionals of Canada's Code of Professional Conduct.

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Hello, my name is Gabrielle LeClair, and I'm the Certification Chair and Professionals Standards Manager for Career Professionals of Canada.

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I'm Sharon Graham, executive director of Career Professionals of Canada. CPC is a social enterprise. Working together, we promote quality, ethics, and expertise within our profession.

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In this short video we'll discuss CPC's Code of Professional Conduct: what it is, why we need this code, and how you can use it to enhance your own career development and the services you provide.

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CPC's Code of Professional Conduct outlines our rules, standards, and ethical guidelines. It reveals our association's value system and commitment within our profession. But it is not just an external statement. Professionalism is at the core of what we do. As practitioners, each of us needs to be competent and we must also uphold the values of the profession.

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CPC's Code of Professional Conduct was informed by the National Competency Profile for Career Development Professionals and the Code of Ethics for Career Development Professionals. This code provides you with a roadmap to help you provide services in the most ethical and competent manner. CPC's code helps you to comply with the legal system. It addresses issues like discrimination and harassment. When you act within the law, it improves your credibility. Of course, you must follow all legislation and regulations according to the jurisdictions in which you live, learn, and work.

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As members of Career Professionals of Canada, we must know, honour, and adhere to our Code of Professional Conduct. This framework helps us to make thoughtful decisions, uphold the quality of the services we provide, and guide our behaviour. Following this code of professional conduct is essential because it helps us know how we should behave while delivering services. By complying with this code, we protect ourselves, our employers, our colleagues, as well as our clients.

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CPC's Code of Professional Conduct gives you a structure to follow from the moment you join our association. It requires you to follow certain principles, which enable you to be accountable to our profession and to the public. These can support you in decision making, and help you prepare for any ethical dilemma that you may face in the work you do as a career professional.

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When you know what to do and what to avoid, you do your best work. Problems and dilemmas rarely occur. But without a code of professional conduct, you may not know what you should and shouldn't be doing. For example, you may not realise that telling clients to follow your own values imposes on their right to make their own informed decisions. Or you may not be aware that you need to take extra measures when working from a home office to ensure your client's privacy and confidentiality. But with a code of conduct, you avoid such practices. This can help you understand what you need to do to work in our profession, accelerate your career growth, and excel at the work you do for your clients.



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The principle of ethics and integrity is a source of personal and professional pride. When you follow this principle, you develop a good reputation. When you behave ethically, you display honesty, fairness, and decency. With integrity, you demonstrate good character by standing up for what you know to be good and right.

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The client-practitioner relationship is at the heart of career development. To do your work well, you need to be professional and competent. Our world of work is increasingly demanding. Things change at a rapid pace, and you need to commit to ongoing professional development and evidence-based practice. When you do this, clients and employers have confidence in you and the services you provide.

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You likely work with a wide range of clients. Each has specific values, goals, and needs. You need to maintain an appropriate professional distance in the practitioner-client relationship, but you also must show respect for your client's background, opinions, thoughts, and feelings. The principle of diversity and inclusion will enable you to provide culturally competent care, and act in your clients' and society's best interests.

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The principle of community and relationships helps you in strengthening interactions with your colleagues. When you put focus on your professional relationships, you build respect within our community. Within CPC, you'll boost our culture of purposeful kindness, inclusivity, and engagement. Deep respect for each other builds long-lasting relationships within CPC and far beyond.

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Career professionals regularly conduct self-audits to ensure that they align with the standards set by the profession. Review and reassess yourself against CPC's Code of Professional Conduct. Take some time to study each of the four principles carefully. Through self-reflection, you'll develop new insights about yourself. You'll recognize the strengths you already have and discover areas you want to develop further.

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Members must adhere to CPC's Code of Professional Conduct. If a member breaches one or more rules outlined in the code, we encourage the parties involved to take all reasonable means to resolve the situation. If the complaint is escalated to us, we follow our formal review process outlined in our code. CPC is not a regulatory body, but our goal is to help all parties reach a mutually acceptable outcome.

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CPC's long-standing commitment to ethics, integrity and authenticity extends to our learning environments where we promote and uphold the fundamental values of honesty, trust, fairness, respect, responsibility and courage in our work and learning.

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Each of these fundamental values empowers CPC, our members and our learners to embody ethics and integrity in all that we endeavour to do.

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If you feel that you need further guidance, CPC's Career Development Foundations course is approved by the provincial associations and boards. It offers both the ethics and theory training needed in order



to practice ethically and effectively. This course will also help you work towards your Certified Career Strategist and Certified Career Development Practitioner designations.

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Thanks so much for watching this video. Now, take a moment to do your self-audit. By checking in regularly with CPC's Code of Professional Conduct, you'll continue to build and enhance your reputation along with the quality of services you provide.

