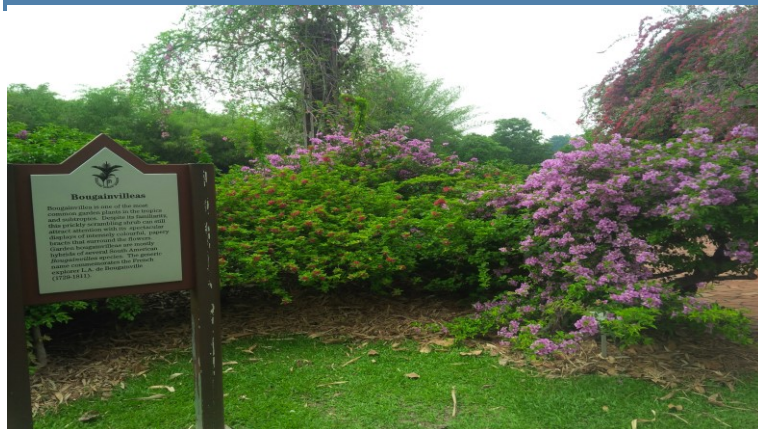


COMPETENCY COUNTS

ISSUE 2

SPRING 2015



In this Issue:

- Board of Governors' Annual Meeting
- Application Review Division
- Is ICCI Certification Really Worth It?
- Finally! Proud to be a *CMF!*
- Certification as Catalyst

Photo: Bougainvillea in Singapore's Botanic Gardens (photo by Margaret Reeves)

THE VALUE OF CERTIFICATION

BOARD OF GOVERNORS' ANNUAL MEETING

In the same way periodic review of ICCI's *Competencies* and *Code of Conduct* has value for affirming and making adjustments to individual practice, the Board undertakes an annual review of its strategy, policies and operations. This year's meeting will be held in Singapore from May 1-3, focused on the theme: *Certification in a Changing World*.

The following Board members will be attending in person: *Jutta Konig*, Board Chair, The Netherlands; *Allan Gatenby*, Australia; *Brian Schwartz*, China; *Joe Carroll*, *Kathy Voska*,

Spencer Liles, USA; *Georgi Parvanov*, Bulgaria; and *Heather Bennett*, Canada.

Board members who will connect for a daily update via Skype: *Dave Cordle*, UK; *Sue Kersey*, Canada; *Craig Toedtman* and *Tom Eddington*, USA

Your Input!

The Board would like to hear from *you!* We welcome your [responses](#) by **April 30, 2015** to:

- *What is the value of certification, or re-certification for you? Your clients?*
- *What would you like to see ICCI offer, if anything, beyond certification and re-certification?*

Look for your suggestions in the June 2015 issue of *Competency Counts*.

SINCE 1994...

... ICCI has been certifying and re-certifying career management professionals around the world. Then, the Internet was in its infancy, Skype had not been developed, and a tool such as *Go to Meeting* to facilitate virtual meetings was only a dream! These technologies, along with our LinkedIn Group, are being used to connect Certificants, Reviewers and Board members in Australia, Canada, China, England, the Netherlands, Singapore, the UK and USA.



APPLICATION REVIEW DIVISION (ARD) UPDATE

Review Team members have been busy reviewing certification and re-certification applications since the beginning of the year. Reviewers have the privilege of reading about the career management services applicants or current certificants offer clients; the competencies they have, add or enhance; and the contributions they make to the field in their home countries. The interviews via telephone or Skype give practitioners the rare opportunity to reflect on, and talk about with a peer, *their* achievements. Reviewers' reports are a joy to read!

Please join the Board of Governors in congratulating the following individuals who have been certified or re-certified to date:

CMF

Chris Bardwell, USA

CMP TO CMF UPGRADE

David Keegin, USA

CMF RE-CERTIFICATION

Michael Broscio, USA
 Tony Crosby, Australia
 Sandra Davies, USA
 Judith Dawson, Canada
 Allan Gatenby, Australia
 Paul Heng, Singapore
 Don Huse, USA
 Molly D. Shepard, USA
 Patricia Siderius, USA
 Craig Toedtman, USA

Heather Bennett, Chair ARD



ICCI CERTIFICATION— Is it Really Worth It?

**Craig B. Toedtman,
CMF**

*JobMetrx – Resource
Development Company, Inc.*

It's hard believe, that my current career began in 1986, when I left the corporate world to begin the journey into self-employment. Having moved several times, and facing yet another move, I decided it was time to take control, take advantage of the lessons learned to that point in my career, and create my own company.

In time, Resource Development Company, Inc. was officially in business, providing HR management consulting services to small to medium-sized organizations in the Philadelphia, USA area. I was the marketing, operations, and finance departments! I had no backlog, no sales team, and no orders to process. As a former operations person, what did I know about selling – let alone what I had to sell??!

It did not take me long to realize “generalists” were a dime a dozen. To win business, I needed a focus. I created my plan to assist several local manufacturing companies with their quality control systems. Like most companies meeting the challenges of quality head-on, they realized their issue wasn't the system...it was the people running the system. “Find me a Quality Manager to take us to the next level!” was a repeated cry, which led me to executive search consulting.

As the employment world has shifted over the years, so has our business. We have been pulled into career coaching. The repeated question, “Can you help me find a job?” led to [JobMetrx](#) – established to help people define their personal brand as they seek new opportunities. I quickly realized that it would take more than a brand to enter a market. I needed credentials to support the brand.

While I had maintained my Society of Human Resource Management (SHRM) *Senior Professional in HR* (SPHR) certification, I recognized a generalist credential simply wouldn't cut it. That led me to a search of certification providers in the career management services arena.

What a search that was. Many organizations offering certification were actually in the training industry. “Take my course, and you'll be certified!” was the mantra of any number of providers. While such an approach might be acceptable to some, I felt strongly I had relevant, applied knowledge and experience – I just needed an outside opinion to determine whether my background would be recognized as a reputable source to provide career services. (Continued on page 4)

FINALLY! I'M A CMF! Chris Bardwell, CMF

THE CAREER CONNECTION, CHICAGO IL, USA

Awarded the CMF in March, 2015, Chris is a *Workforce Learning and Career Development Consultant* working with individuals and corporate clients. She specializes in empowering women in the workplace & diversity/inclusion programs.

What was your path to ICCI certification? I first heard about ICCI in 2007. I requested an application, fully expecting to complete and submit this. But, the form was difficult to follow and the process seemed so daunting with enclosing all the back-up documents, I got stuck and gave up after the mentor meeting. That was really disappointing for me because I had wanted to get credit for my professional credentials and experience.

Over the years I have developed a tremendous depth and breadth of experience in human resources. I had thought of obtaining the *Senior Professional in Human Resources* (SPHR) designation but, once I started the prep course, I realized that my love is career coaching! After falling into this work, I just knew this was the right direction for me; this was truly my passion. Providing career services over the years, I've worked with hundreds of people to help them improve their employment skills and to make conscious decisions about opportunities for their careers. I've done organization development work, which gets to the heart of issues to restore productivity and employee engagement. Handling such assignments successfully is incredibly hard work but very rewarding because both management and employees *want* to contribute to the success of the organization. They *all want* to enjoy coming to work. In those assignments, I facilitate talking to one another and getting on the same page!

In 2013, I looked at ICCI again and was pleased to see that the form was much more user-friendly and submitting the info in one document was perfect. I was determined to get through the process this time! Nan Siemer was assigned as my Fellow Mentor. She had worked in government and understood my world working as a trainer and career development consultant in a federal government role. She helped me understand just how to showcase my experiences related to the various competencies. It was a thrill for me to highlight my experience, expertise and the impact I'd had on individuals and work units. I am very proud of myself! I am very proud to be in the company of so many dedicated and capable career management professionals from all over the world.

What would you like to see ICCI offer certificants, besides certification and re-certification? I'd love to see more interaction among certificants—sharing best practices, or conducting benchmarking studies of some kind. That's hard when we're in many parts of the world, but perhaps we could form virtual work groups to undertake projects. I'd also like to meet fellow certificants nearby, and make connections with them. I'd like to see an ICCI *Speakers Bureau* to promote ICCI to potential certificants or the value of career management to groups like associations, and non-profits. Many people have never had career coaching and could benefit so much! I also think we could promote certificants who've been published, received awards for their work, are recognized as key thought leaders in the career services field or designing cutting edge programs that should be publicized. We have a lot to offer each other!

Recent Publications by CMFs

Molly D. Shepard, CMF. *Breaking into the Boys' Club: The complete guide for women to get ahead in business.* 2nd Edition. 2014.

Mark Franklin, CMF. "CareerCycles: a holistic and narrative method of practice" in *Career Development Practice in Canada: Perspectives, principles, and professionalism.* B. Shepard and P. Mani, Editors. 2014.



ICCI CERTIFICATION— Is it Really Worth It?

Continued from page 2

Then I found the [Institute of Career Certification International!](#) ICCI's approach enabled me to request a totally independent validation of my background and experience as a provider of career management services. The process was extremely thorough, requiring full disclosure of my employment history, education, professional development, and providing detailed documentation to show how I met all the competencies required for certification. The Reviewers are leaders in the field, given no incentives or rewards to validate and recommend successful applicants. (I learned later, they are volunteers!) Finally, the application required approval by a board of leaders in the field. And, the certification was recognized worldwide. Finally, there was a cost to apply that said: "Take this seriously, and you will be seriously recognized."

[JobMetrx](#) now has worldwide recognition. While I can't say that our success has been due to ICCI certification, I can say there is little doubt that we would be where we are today without it. Our growth led to the acquisition of a company focused on providing career services for the spouse or partner of relocating executives worldwide. The [ICCI](#) global outlook has supported our growth – not only as fellow certificants provide our services, but in recognition of [JobMetrx](#) as a leader in providing job search services throughout the world.

[ICCI](#) certification brings recognition to individuals as leaders in the career services field. With that endorsement, our clients are assured that they are being mentored by the best of the best... guaranteed!

~

*Thank you Craig, Chris and Shaun for
your contributions to this issue of
Competency Counts!*

Heather E. Bennett, CMF
Editor & Chair ARD

ICCI CERTIFICATION AS CATALYST

Shaun Hanif, CMP (2014)

METRO Counselling Services, Toronto, Canada

How did you learn about ICCI? I was taking the Career & Work Counsellor Diploma Program at George Brown College in Toronto. The program director mentioned had I completed my undergraduate degree, I could have applied for ICCI certification. I wasn't concerned about doing so, but after Don Smith, then the Application Review Division Chair, made a motivating presentation about ICCI, I was determined to complete the remaining credits for my undergraduate degree *and* apply for my CMA! Those decisions changed my life!

What was your experience of certification? Don Smith was my Fellow Mentor. I have to tell you, we had some pretty direct, even heated, conversations! I found the process rigorous, daunting, and extraordinarily detailed. Don was incredibly patient, answered my questions in detail, explained the rationale behind various aspects, and, step-by-step coached me through it. In short, it was intense, labor and time intensive, but having to provide evidence of how I gained and used competencies required me to reflect and express how I work with clients. It was a great day when I pressed *Submit!*

Why did getting ICCI certification matter so much to you? I already had several professional designations and have since added others, most recently my CMP! Clients come to me expecting I will be able to help them at a time that is incredibly stressful in their lives. They risk sharing their vulnerabilities and need for help. I want to show clients I care about them by being well qualified.

Why do you think certification matters to your clients? My clients come from many parts of the world, and ICCI certification conveys I have local and international perspectives. Before they hire me, they determine whether they can trust me to help them find the right solutions for their lives. They look for evidence that I will respect and maintain confidentiality, that my competence and expertise will enable them to discover how to be the experts on their own lives. Clients are very savvy! My designations give them assurance I can help them, or, for a corporate client, I can help their employees.

How have you benefitted from ICCI certification? I've won business—both individual and corporate clients. The desire to get ICCI certification led me to complete my undergraduate degree and that enabled me to apply to do a Masters of Education degree—I'm in that process now. It gave me tremendous pride and confidence in my capabilities and that has translated into a "can do" attitude that fuels my energy to serve clients. I often see clients 10 hours per day, and I could not do that without that sustaining energy.

What advice would you offer others? Go for the highest level of certification you can, even if that means you have to wait to get the number of years work or career management experience!