



## Certified Professional Career Coach

A Certification of the Professional Association of Résumé Writers and Career Coaches (PARW/CC)

# PARW/CC

The Power Behind Career Success! Since 1990

**The Certified Professional Career Coach™ (CPC) program**, a certification by The Professional Association of Résumé Writers and Career Coaches (PARW/CC), is the first and longest-standing career industry association with thousands of members (globally) since 1990, and thousands of certified résumé writers, interview professionals, and career coaches **(\*\*PARW/CC membership is a prerequisite for the CPC program certification).**

The CPC program content was developed and is directed by Diane Hudson, a notable Career Coach with multiple credentials (book author, award-winning résumé writer, award-winning career coach, quoted in newspapers nationwide, published in 60+ books and periodicals, train-the-trainer, and international careers industry speaker).

*The CPC program focuses on clients' career planning and needs — targeted on career management, job search, promotions, and building a career coaching practice or workforce coaching program. You, as the career coach, will provide the job search and career management tools to meet your clients' needs in today's tough job market.*

Your clients deserve the best — the tools, coaching, strategies, inspiration, and motivation to develop their career paths, seek satisfying employment, determine career focus, target companies and positions, and move forward in their careers.

Career seekers are challenged today by myriad methods to seek employment. As a Certified Professional Career Coach, you can lead them to career success.

One thing is constant: Change. Career seekers must know how to manage lifestyle and career change, and how to build a winning career management program affecting positive change and growth throughout their career continuum.

As career seekers learn to take charge of their career destinies, find purpose, and create direction, they maximize their ability to control life/work balance.

The CPC program trains and coaches you, and provides the tools and career coaching processes & competencies to guide you in building a strong career coaching practice, to propel your clients to meet their career objectives and seize new opportunities.

***Be coached as you learn to coach and equip yourself to steer career seekers to make positive changes in their careers and lives.***



***The program for scripting career success!***

***The CPC program is newly updated with new videos and updated written modules including expanded sections on Social Media, Workforce Development Coaching, Business Branding, and much more.***

***JOIN HUNDREDS OF CERTIFIED PROFESSIONAL CAREER COACHES FROM ACROSS THE GLOBE!***



### Certified Professional Career Coach

Career Coach Training & Certification Program

Purpose • Direction & Development • Success



## Diane Hudson – Director, CPCC



>> *The Certified Professional Career Coach (CPCC), a Certification by the Professional Association of Résumé Writers and Career Coaches, is designed to coach you as you learn to coach - gaining the tools needed to coach job seekers to career success!* Today, competition in the job market is fierce.

>> The leading Career Coach Certification (Certified Professional Career Coach) now has about 1,000 participants from across the globe and in a wide range of industries from PhDs, university counselors, business professionals, federal, military transition specialists, counselors, outplacement, one-stops, HR, non-profits, résumé writers, entrepreneurs, workforce development, employees of companies and institutions, and others, all coaching diverse populations of job seekers.

>> We are proud to announce that the Certified Professional Career Coach (CPCC), a certification by the Professional Association of Résumé Writers and Career Coaches, program has been updated with all new videos and updated manual (*including goals from the Great Wall, the 5 P’s from the beach, Chief Motivational Officer from the swimming pool, business development from Shanghai, and more*). The updated CPCC program includes live review of Social Media sites, an interview with a business owner who branded her business using Social Media platforms, a new college student case study, and more.

This **self-study program** with 6 modules (600+ pages of manual and exercises), 6 hours of streaming video, gear box, resources list, coaching journals and testing materials are available online via the CPCC membership page.

### The Benefits of the CPCC program include:

#### Coach your Clients to

Clarify Job Search/Career Situations	Develop New Perspectives to Set & Get Goals	Discern Professional & Personal Identity
Sharpen Career Management Skills & Tools (Social Media, Résumés, Interviewing, LinkedIn Profiles, Succession Planning, *Assessments)	Pinpoint Direction & Create Career Management Solutions  <i>*Free DISC Assessment (limited time)</i>	Gain a Competitive Advantage (Over Hundreds of Other Applicants)

#### Build your Practice & Client Services

Integrate New Career Coaching Products/Services	Increase Career Center Client Engagement	Craft Workforce Development Plans for Employers
Design a Coaching Schedule & Manage Difficult Populations	Create Awareness of New Careers & Jobs	Build A Career Coaching Practice & Mini-Business Plan
<b>Increase Your Income</b>	Integrate Diane’s Whole-Person Theory Into Coaching Action	Leverage Communications In Career Coaching

The CPCC program is a **full-spectrum career coaching program** that trains career coaches to work with job seekers to design viable career management plans and navigate the job search process, becoming “job-search-proofed.”

>> Becoming a Certified Professional Career Coach is an investment in your business success and the success of your clients. Learn to charge for the **career coaching value** you provide and increase your income – creating a lucrative career coaching program. If you are a résumé writer, in HR, a military, one-stop, or college career center, a business /personnel manager, or similar, then you are probably already career coaching!



# CPCC Program Overview

## Module 1

- ✓ The Foundation of Career Coaching (Understanding Career Seekers and Diane's Whole-Person Theory)
- ✓ The Industry of Career Coaching - A Positive Profession
- ✓ Career Coach, Consultant, or Counselor?
- ✓ Coaching Competencies

## Module 2

- ✓ Career Purpose
- ✓ Goal Development
- ✓ Think Outside the Box
- ✓ Assessment Testing & Personality
- ✓ Client Scenarios

## Module 3

- ✓ The Core Career Coaching Competencies
- ✓ Stretching the Comfort Zone & Reaching for New Horizons
- ✓ Chief Motivational Officer (CMO)
- ✓ Coaching Through Circumstances

## Module 4 Section 1

- ✓ Intelligence Collection
- ✓ Circle of Influence: The Effective Network
- ✓ Powerful Value-based Résumés & Written Career / Job Search Management Documents
- ✓ Brand Your Clients

## Module 4 Section 2

- ✓ Traditional Job Search Methods
- ✓ Social Media & Web 2.0
- ✓ Digital Dirt and Online Reputation Management
- ✓ ATS Résumés

## Module 5

- ✓ Interviewing Dynamics – Let's Dance
- ✓ Communications & Decision-making Styles
- ✓ Mastering the Art of Salary Negotiating
- ✓ Put it All Together (The 5 P's of Career Search)

## Module 6 Sections 1 & 2

### *Scripting Business Success & Developing Business Plans / and Workforce Management Coaching*

- ✓ Blue Print for Success: The Business Plan
- ✓ Maximum Customer Service and Retention
- ✓ Financial Documents
- ✓ Investment Structures & Services
- ✓ Talent Management
- ✓ Workplace Coaching
- ✓ Performance Management
- ✓ Personal Attention Tips

## Live Case Studies

- ✓ College Student
- ✓ Military
- ✓ Non-profit Manager

## Certified Professional Career Coach Program Overview

**With this self-paced program you can study at your pace and obtain your CPCC credential in 8-12 weeks or up to 12 months.** As a premiere career credential, the CPCC program offers a comprehensive window into the career coaching industry including 6 hours of video, to enhance the hundreds of pages of written materials, using live dialogues, inspirational stories, and case studies, a gear box (filled with career coaching and business tools to help launch your practice; or manage your clients within an organization), a one-hour telephone coaching/Q&A session with Diane, membership in the LinkedIn CPCC Group, testing, and certification.

The manual is a self-guided comprehensive workbook filled with practical exercises to properly train you to coach your clients to career success — building your confidence level as you practice career coaching.

Testing includes 4-hours of documented coaching time, the goals forms for you and your coaching client, completion of the mini-business development plan (if self-employed) or the workforce coaching service offering plan (if working for an employer); and an essay-type written test. The testing is explained when you register for the CPCC program.

For more information:

**Diane Hudson | Director, CPCC Program | [diane@cpcc-careercoach.com](mailto:diane@cpcc-careercoach.com) | Phone: (208) 323-9636 OR Frank Fox | PARW/CC Executive Director | [PARWHQ@aol.com](mailto:PARWHQ@aol.com) | Phone: (800) 822-7279**

To register: <https://www.parw.com/cpcc-order-cert.php> / Registration form on the last page →



Certified Professional Career Coach (CPCC) Program | [www.cpcc-careercoach.com](http://www.cpcc-careercoach.com) | [parw.com](http://parw.com)  
A Certification of The Professional Association of Résumé Writers and Career Coaches (PARW/CC)  
**\*\*PARW/CC membership is required to register and maintain the CPCC credential**

## Member Organizations

With more than 1,000 participants involved in or certified via this program across the globe (USA, England, Hong Kong, China, South Africa, Dubai, Kenya, Germany, Italy, South Korea, and others), and from varied career industry practices, career centers, and outplacement centers, *this program coaches you before you coach your clients.*

### Participants of the CPCC program include:

- ✓ Department of State
- ✓ Camp Pendleton Marine Corps Employment Readiness Specialists / Marine & Family Services (MCCS) (RCS)
- ✓ The Ladders
- ✓ Goodwill Industries
- ✓ Union National Bank
- ✓ Indiana State University
- ✓ US Air Force - Airmen & Family Readiness Center, CA
- ✓ OSAN Airman & Family Readiness Center
- ✓ Sally White and Associates
- ✓ MedTech College, IL
- ✓ Loyola University, MD
- ✓ Business Partner of Profiles International, Inc. / Cleckley Assessments, LLC
- ✓ Salvation Army Community Education Center
- ✓ Montgomery College, MD
- ✓ Corrego Coaching
- ✓ Stony Brook University (Alumni Career Center)
- ✓ Wilson Rose Solutions
- ✓ North Shore Community College in MA
- ✓ Student Career Coaching
- ✓ Creatrix Studios
- ✓ Center ISD / HS Career Center
- ✓ University of Great Falls
- ✓ Resumeworks
- ✓ Partners for Community Action
- ✓ Community College of Allegheny County
- ✓ Carnegie Mellon University (MBA)
- ✓ ADP
- ✓ Boston University Henry M. Goldman School of Dental Medicine
- ✓ VA Administration
- ✓ Kenya (independent consultants and HR professionals from major corporations including International NGOs, PricewaterhouseCoopers (PwC), Sanergy Ltd., Total Kenya Ltd., World Vision, Kenya Institute of Education, Shell, German International Cooperation Malawi Health Program, and companies in finance, banking, energy and others)
- ✓ Social Security Administration
- ✓ Elon University
- ✓ Southwest Minnesota State University, MN
- ✓ Cedarville University, WI
- ✓ AF Europe - Employment Readiness Specialists & TAP counselors
- ✓ Chandler Hills Partners (Outplacement)
- ✓ Georgia State University
- ✓ Texas A&M University
- ✓ Center for Career Education, Development & Research, Washington, DC
- ✓ Antonelli College, OH
- ✓ Texas Health Resources
- ✓ CV World
- ✓ DeVry University
- ✓ Savannah State University
- ✓ Northstar Career Lab
- ✓ College Planning Specialists of Carolina
- ✓ Ohlone College
- ✓ Jewish Family & Children's Services
- ✓ Apex Career Services, LLC
- ✓ TriCities One Stop Career Center
- ✓ Language Magic Factory
- ✓ American Public University System
- ✓ US Marine Corp, Quantico
- ✓ CT Department of Labor
- ✓ Marine Corps, Hawaii

## CPCC Program Endorsements

*“Diane’s Whole Person Theory” reinforced my experience, education, and personal beliefs. Diane is a dynamic presenter as demonstrated in the DVD set and from speaking with her in my phone interview. This noble profession of career coaching involves people’s lives, futures, and success, not to mention those of their families. I expected the test to be a challenge and it definitely proved to be. **Career professionals like Diane continue to set industry standards and pioneer beyond the frontiers of the known job search realm. In my view, the CPCC program is the national standard for all career coaches.** – J.M., CPCC*

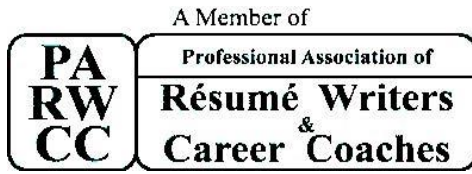
*Thank you so much for a challenging program and exam which has changed my life forever. I walk with my head up high, chin up and a spring in my step because I have been rebranded over the past ten months during the program. This has opened up my world, expanded my thinking, and my husband, friends and family already have noticed and feel a significant difference in me. I am now living a meaningful and productive life! I believe that this Certification gives me the official mandate to start practicing formally and to be considered as a credible coach. It’s been an interesting journey and today marks another important milestone in my life and career. The possibilities are limitless! – T.C., CPCC*

*I continue to be in awe of the effort you put into the program. I have never seen a training/certification program that is this thorough. The lists, the explanations, the exercises all add up to a rigorous and useful program. Because, even though this program has a crazy amount of materials, all of the materials are useful. I learned so much when I worked through the materials the first time. And now that I’ve completed the exam and worked the materials again, I am reminded of how rich the program is. I am still amazed at the quantity of information available to me in this program. – B.B., CPCC*

*I’ve learned many valuable things throughout this program, one of the first lessons I learned comes from “Diane’s Whole Person Theory.” Through her theories, I have been able to get a much deeper insight into what’s really happening in the lives of my clients. And, this whole program has helped me organize my thoughts and become more disciplined. **It’s easy to tell someone what they should do, but doing it yourself presents a whole other challenge.** It was good for me to have to actually do the things I tell my clients to do. The CPCC manual also forced me to demonstrate in writing all that I have accomplished in the past year, which allowed me to realize that I have taken for granted the things I do in a typical day. The exercises opened my eyes and allowed me to see my true worth and value. It also made me think about opening my own practice, which was not something I ever thought I was capable of doing. – L.N., CPCC*

*WOW! I am so impressed with the CPCC program that I want to share my experience with other members of PARW/CC. It is packed with well-organized information and full of tools that I now use regularly in my practice...my learning style is seeing, hearing, and doing...this course meets all three of my needs. Additionally it includes extensive questions that encourage my own self-discovery and growth, reinforcing the key concepts I am learning in each section. Through the comprehensive training offered by Diane, I am able to establish boundaries and increase control over my service offerings. Since I left outplacement résumé writing, coaching comprised 20% of my business. Within the past two months, it has more than tripled. Most of my clients now complete some portion of my program. Interview coaching is a big seller. I am confident that my business will continue to progress and I welcome the diversity, challenge, and additional income. – H.R., CPCC*





## Certified Professional Career Coach

### Training & Certification Registration

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website URL: \_\_\_\_\_

*The CPCC Certification training and testing fee of \$1,195 (U.S.) includes a 600-page training manual, 6 hours of video training, sample forms and documents, a personal telephone coaching/Q&A session with Diane Hudson, testing, CPCC Certificate upon completion, use of the CPCC logo on your web site and/or other promotional literature, and membership in the CPCC LinkedIn group.*

*\*\*Note: PARW/CC Membership is a prerequisite for CPCC training and testing, and to maintain the credential.*

- PARW Membership:** **\$150**
- CPCC Program:** **\$1195**
- Total:** \_\_\_\_\_

**Register online at: <https://www.parw.com/cpcc-order-cert.php> -or- use a Method of Payment:**

- Visa       Master Card       American Express       Discover       Check (U.S. Funds)

Card# \_\_\_\_\_ Expiration: \_\_\_\_\_ Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**MAIL, FAX, or SCAN THIS REGISTRATION FORM WITH PAYMENT TO:**

**PARW/CC**

1388 Brightwaters Blvd., NE;  
St. Petersburg, FL 33704

Email: PARWHQ@aol.com      Phone: (800)822-7279      Fax: (727) 894-1277      parw.com

