



The Certified Professional Career Coach program

The Program for Scripting Career Success!

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

Scripting 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 CPCC 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.

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 (Ahead of Hundreds of Other Applicants)

Build your Practice & Client Services

Integrate New Career Coaching Products/Services	<i>Increase Career Center Client Engagement</i>	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
<i>Increase Your Income</i>	Integrate Diane's Whole-Person Theory Into Coaching Action	Leverage Communications in Career Coaching



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

>> **The Certified Professional Career Coach (CPCC), 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 CPCC program is a **full-spectrum career coaching program** that trains career coaches to work with job seekers to design viable strategic career management plans and navigate the job search process, becoming “job-search-proofed™.” The CPCC program focuses on career management from A to Z from illuminating career pathways, to career exploration, to applying the job search tools, to onboarding.

>> **The CPCC 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. 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 leading Career Coach Certification (Certified Professional Career Coach) now has more than 2,000 participants from 39 countries across the globe and in a wide range of industries from PhDs, university counselors, business professionals and leaders, federal, military transition specialists, counselors, outplacement, one-stops, HR, non-profits, résumé writers, entrepreneurs, workforce development, employees of companies and institutions, business leaders and supervisors, and others, all coaching diverse populations of job seekers.



>> 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 lucrative and effective career coaching programs. If you are a résumé writer, in HR, a military, one-stop or college career center, a business / personnel manager, recruiter, career counselor or advisor, or similar, then you are probably already career coaching!

>> The videos and manual **include 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 CPCC program includes live review of Social Media sites, an interview with a business owner who branded her business using Social Media platforms, a 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.



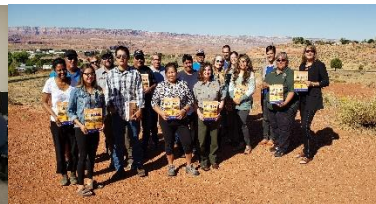
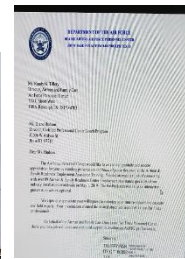
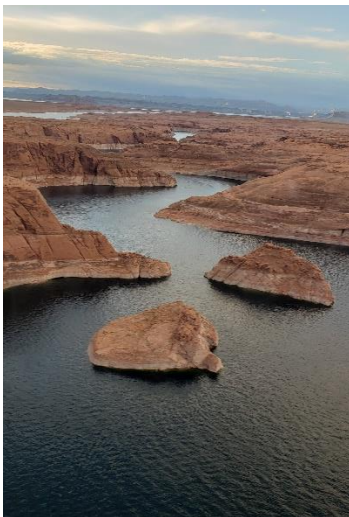
A Bit About Your Trainer, Diane Hudson, Director, CPCC program



The CPCC program content was developed and is directed by Diane Hudson, a notable Career Coach and industry leader 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). Diane has flown more than 750 flights miles since 2015 to train thousands of career coaches and job seekers in career management techniques. In addition to writing industry résumés and coaching clients at all levels and professions, she specializes in Senior Executive Service applications (one level down from presidential appointees) for the federal government and senior level military transitions. She is owner of Career Marketing Techniques, a professional career coaching, résumé writing, outplacement, and leadership talent training company.

>> Her credentials include the first-ever 'Vitamin J' award recipient for "leadership to the careers industry and creating a culture of excellence"; co-chair of the 2019 PARW/CC international conference; Industry Hero Award for providing expertise to the career coaching and résumé writing industry, National Résumé Writing Association (NRWA), 2016; Front Cover, Women of Distinction Magazine, Fall 2016; First-ever Career Industry Mentor Award, Career Thought Leaders; Winner, Best Executive Résumé Package, PARW/CC, and more.

>> Diane is a former recruiter and employment specialist for Northrop Corporation in Los Angeles, former Special Agent Investigator for the Department of Defense (where she learned professional interviewing techniques – on the verge of interrogation), a former server at the Blue Bayou restaurant at Disneyland (where she served numerous celebrities and officials), and she lived and worked in Germany for 12 years, and the DC region for five years. She settled in Boise, Idaho, where she is 10 minutes from the airport. Below are pictures from her classes and activities on the road training career coaches and job seekers:



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

- ✓ Blueprint 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 turn-key self-paced/self-study program you can study at your pace and obtain your CPCC credential within 12 months. Due to the self-paced program, some participants complete the CPCC program in less than 2 months. The time it takes is up to you and your schedule.

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, case studies, a gear box (filled with career coaching and business tools to help launch your practice; or manage your clients within an organization), 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 review test. The testing is explained when you register for the CPCC program.

For more information: [Diane Hudson](#) | Director, CPCC Program | diane@cpcc-careercoach.com | Phone: (208) 323-9636 | OR | HQ's Office & Registration: Margaret Phares | PARW/CC Director | mphares@parwcc.com | Phone: (727) 350-2218 | To register: <https://parwcc.com/page/CPCC> | Registration: \$1195 | Membership: \$175 per year (Contact the HQs office for information on group pricing for membership)



Certified Professional Career Coach (CPCC) Program, By Diane Hudson | www.cpcc-careercoach.com
A Certification of The Professional Association of Résumé Writers & Career Coaches (PARW/CC)
****PARW/CC membership is required to register and maintain the CPCC credential**

MEMBER ORGANIZATIONS

With more than 2,000 participants involved in or certified via this program across the globe (USA, England, Hong Kong, China, South Africa, Dubai, Kenya, Germany, Italy, Canada, Australia, South Korea, New Zealand, 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
- ✓ Southern New Hampshire University (SNHU)
- ✓ MTI Recruiting Agency
- ✓ Career Benders
- ✓ 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
- ✓ Cox Auto Inc.
- ✓ Loan Depot
- ✓ HR Pitch



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

