

Career Management Certification System Modules

I. STRATEGIC CAREER MANAGEMENT

Students will gain a historical perspective of career management, understand generational changes and how occupations evolved to keep pace with economic trends.

Topics Covered:

Historical Perspective, Career Development Principles and Theories, Career Management Profession, Career Management Functions, External Environment

II. HUMAN ENGAGEMENT

The course covers career differences among diverse populations related to gender, sexual orientation, race, ethnicity, economics, and physical and mental capacities, and how to select career coaching approaches, techniques, and resources applicable to specific populations.

Topics Covered:

Change Management, Adult Learning and Development, Decision Making, Coaching Process, Client Management, Technology, Clinical Issues, Diversity

III. EXPLORATION

How do we uncover what people *really* want in their career? Instructors will teach you how to select and administer assessments to gain a holistic view of clients including attitude, interests, behavior, values, and personality traits in order to generate occupational choices that fit the client's ideal profile.

Topics Covered:

Intensive Exploration, Assessment Basics, Assessment Process, Assessment Application, Occupational Systems

IV. ALIGNMENT

You will learn how to identify and use sources of information and connect individuals with data and resources pertinent to occupational choice. Search for education, training, and employment resources that help individuals learn about various occupations, schooling, trends, compensation, and more.

Topics Covered:

Informational Resources, Technology Resources, Library Organization, Research & Application, Facilitate Decisions

V. PLANNING

Career decisions are being made every day by people. Often they don't appear to be major decisions at the time, but the long-term impact of these decisions are

huge. This section covers the necessity of creating a career road map and provides the techniques for analyzing competencies, deciding on learning outcomes, and strategizing to facilitate change.

Topics Covered:

Competency Basics, Competency Modeling, Facilitate Change, Road Map Design

VI. BRANDING

Many techniques are taught to assist in defining and positioning clients, segmenting the market for job search plans, crafting effective resumes, and assessing job specifications to design winning interview strategies.

Topics Covered:

Personal Marketing Basics, Promotional Communications, Interview Strategy & Design, Job Market and Company Segmentation

VII. IMPLEMENTATION

Students will learn how to use a repeatable process to shorten the time it takes for clients to achieve their goals, build the networking resources they need, and know what to expect at every point during the launch.

Topics Covered:

Networking Protocol, Goal Alignment, Compensation & Negotiation, Resilience Planning, Project Management

VIII. ORGANIZATIONAL CAREER STRATEGIES

The instructor will teach basic fundamentals on workplace structure and hierarchy and how this impacts internal career development initiatives. Students will explore the basics of planning and delivering an outplacement workshop and establishing and operating an internal career center to encourage employee development.

Topics Covered:

Workplace Career Management, Career Lattice, Outplacement Strategies, Career Centers, Budgets

IX. ETHICS & BENCHMARKS

This section explores ethical tenets as well as ethical decision-making models in career management. Students are challenged to consider their personal work philosophy and understand how it applies to coaching situations.

Topics Covered:

Policies & Laws, Key Performance Indicators, Corrective Measures, Advocacy