



# CERTIFIED PROFESSIONAL CAREER COACH



The Program For  
Scripting Career Success

## The Certified Professional Career Coach Program (CPCC), Diane Hudson Burns – Director



The leading Career Coach Certification (Certified Professional Career Coach) is attracting students from multiple countries, and a wide range of industries and credentials, from PhDs, university counselors, business professionals, therapists, military transition specialists, counselors, outplacement specialists, a Nobel peace prize nominee, VA counselors, résumé writers, entrepreneurs, employees of various companies and institutions, and others.

We are proud to announce that the Certified Professional Career Coach (CPCC) program has been updated and brought online. All six modules (with 600+ pages of manual and exercises / more than 140 new pages), six hours of streaming video, the gear box, the resources list, the coaching journals and other testing materials are now available online via a CPCC membership page. This format will allow for future updates, new modules, and audio or webinar sessions.

### **The updated and revised CPCC program now includes**

- A section devoted to the **Traditional & Social Media and Web 2.0 Job Search**
- A new section on **Workforce Management and Acquisition & Talent Management** for HR Professionals, College Counselors, and Workforce Coaches. *Students can now choose to complete a Mini-Business Plan **OR** a Mini-Workforce Management - Career Coaching Service Offering Plan, as part of the testing requirements*
- An **expanded resources list** with dozens of career coaching tools and web sites
- A **sample coaching schedule**
- **Succession Planning** forms
- A bonus addendum covering the **Federal Job Search** for military transition specialists, employment readiness specialists, government HR, and others interested in learning about the federal application process and coaching federal job seekers
- And more

The CPCC program is endorsed by 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, interview professionals, and career coaches (PARW/CC membership is a prerequisite for the CPCC program certification). The CPCC program was created and is directed by Diane Hudson Burns, 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, train the trainer, and international careers industry speaker).

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

### **Program Synopsis ([Certified Professional Career Coach Program \(CPCC\)](#))**

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 search 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. This program will prepare you to:

#### ***Equip yourself to steer career seekers to make positive changes in their careers and lives***

- Develop Career Coaching competencies
- Write value-laden résumés and career search documents, applying career coaching techniques
- Focus your client's career plans (no more, "I am a jack-of-all-trades, I can do anything")
- Become a Chief Motivational Officer
- Leverage Social Media
- Launch your own career coaching enterprise – be a successful entrepreneur; or further develop marketing strategies for your current employer using workforce management coaching techniques

## CPCC Program

The CPCC materials enhance the base program that focuses on coaching you to become a coach, before you coach your clients:

<p><b>Module I</b></p> <ul style="list-style-type: none"> <li>▪ The Foundation of Career Coaching (Understanding Career Seekers and Diane's Whole Person Theory)</li> <li>▪ The Industry of Career Coaching - A Positive Profession</li> <li>▪ Career Coach, Consultant, or Counselor?</li> <li>▪ Coaching Competencies</li> <li>▪ Intake Procedures</li> </ul>	<p><b>Module II</b></p> <ul style="list-style-type: none"> <li>▪ Career Purpose</li> <li>▪ Goal Development</li> <li>▪ Goals (The Short Form)</li> <li>▪ Values Exercise</li> <li>▪ Think Outside the Box</li> <li>▪ Assessment Testing &amp; Personality</li> <li>▪ Client Scenarios</li> </ul>
<p><b>Module III</b></p> <ul style="list-style-type: none"> <li>▪ The Core Career Coaching Competencies (Listening and The Query System / Energize the Thinking Process / Brainstorming &amp; Breakthrough)</li> <li>▪ Stretching the Comfort Zone &amp; Reaching for New Horizons</li> <li>▪ Chief Motivational Officer (CMO)</li> <li>▪ Coaching Through Circumstances</li> <li>▪ Career Coaching in Action (A coaching session &amp; case study)</li> </ul>	<p><b>Module IV Section I</b></p> <ul style="list-style-type: none"> <li>▪ Intelligence Collection</li> <li>▪ Circle of Influence: The Effective Network</li> <li>▪ Professional Career Development Dialogues</li> <li>▪ Powerful Value-based Résumés &amp; Written Career / Job Search Management Documents</li> <li>▪ Brand Your Clients</li> <li>▪ Endorsements &amp; References Upon Request</li> <li>▪ Résumés &amp; Career History Analysis</li> <li>▪ Sample Career Marketing Documents</li> </ul>
<p><b>Module IV Section 2</b></p> <ul style="list-style-type: none"> <li>▪ Traditional Job Search Methods, Social Media &amp; Web 2.0</li> <li>▪ LinkedIn</li> <li>▪ Blogs</li> <li>▪ Web 2.0 &amp; Social Media Tools for Career Coaches</li> <li>▪ Digital Dirt and Online Reputation Management</li> <li>▪ Electronic Résumés</li> <li>▪ Intelligence Collection in Action: A Case Study</li> </ul>	<p><b>Module V</b></p> <ul style="list-style-type: none"> <li>▪ Interviewing Dynamics – Let's Dance (Screening Factors &amp; Interview Management)</li> <li>▪ Image</li> <li>▪ Interviewing Strategies</li> <li>▪ Communications &amp; Decision-making Styles</li> <li>▪ Mastering the Art of Salary Negotiating</li> <li>▪ Put it All Together (The 5 P's: Career Search Purpose, Career Search Planning, Career Search Preparation, Career Search Practice, Career Search Perseverance)</li> <li>▪ Congratulations! Your Client Got the Position!</li> </ul>

<p><b>Module VI: Scripting Business Success and Developing Business Plans &amp; Workforce Management Programs</b></p> <ul style="list-style-type: none"> <li>▪ Scripting Business Success: The Overview</li> <li>▪ Constructing Your Business Enterprise</li> <li>▪ The Edge for Entrepreneurs</li> <li>▪ How Many Hats Do You Wear?</li> <li>▪ Blue Print for Success: The Business Plan</li> <li>▪ Maximum Customer Service and Retention</li> </ul>	<p><b>Module VI: Continued</b></p> <ul style="list-style-type: none"> <li>▪ Financial Documents</li> <li>▪ Point of Sale &amp; Customer Service</li> <li>▪ Investment Structures &amp; Services</li> <li>▪ Business Plan (Short Form)</li> <li>▪ Talent Acquisition &amp; Management <ul style="list-style-type: none"> <li>- Workplace Coaching</li> <li>- Coaching in the Workforce</li> <li>- Performance Management</li> <li>- Leadership Development</li> <li>- Resolving Conflict</li> <li>- Career Services Programs</li> </ul> </li> <li>▪ Personal Attention Tips</li> </ul>
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## PROGRAM SPECIFICS

Career Coaching is a positive, forward-thinking, active partnership with the client. It is exciting to watch clients realize their career purposes, design viable career-search strategies, and conquer career goals. Career Coaches inspire, motivate, and empower clients to set and get career goals! As you move through this program, you will explore and gain the above noted skills, and begin to revel in your clients' career successes!

***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 Certified Professional Career Coach 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-owning tools to help launch your practice; or manage your clients within an organization), a one-hour telephone coaching session with Diane, membership in the LinkedIn CPCC Group, testing (including four hours of documented coaching time), 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. The CPCC program is offered via a self-study course to help you absorb the myriad information presented at your pace; and provides time for you to complete the many exercises in the manual before you offer the exercises to your clients.

For more information, click here: [Certified Professional Career Coach Program \(CPCC\)](#) or call [Diane Hudson Burns](#) (208.323.9636); or [Frank Fox](#) (800.822.7279).

With more than 500 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:**

<b>Department of State</b>	<b>VA Administration</b>
<b>Sally White and Associates</b>	<b>Kenya (independent consultants and HR professionals from major corporations including PricewaterhouseCoopers (PwC), International NGOs, 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).</b>
<b>The Ladders</b>	<b>Social Security Administration</b>
<b>Goodwill Industries</b>	<b>Elon University</b>
<b>Union National Bank</b>	<b>Southwest Minnesota University, MN</b>
<b>Indiana State University</b>	<b>Cedarville University, WI</b>
<b>Camp Pendleton Marine Corps Employment Readiness Specialists / Marine &amp; Family Services</b>	<b>AF Europe - Employment Readiness Specialists &amp; TAP counselors</b>
<b>Airmen and Family Readiness Center, CA</b>	<b>Chandler Hills (Outplacement)</b>
<b>State of Nevada</b>	<b>Georgia State University</b>
<b>Loyola University, MD</b>	<b>Texas A&amp;M</b>
<b>College Planning Specialists of Carolina</b>	<b>Center for Career Education, Development &amp; Research, Washington, DC</b>
<b>Salvation Army Community Education Center</b>	<b>Antonelli College, OH</b>
<b>Montgomery College, MD</b>	<b>Texas Health Resources</b>

The CPCC program was created and is led by [Diane Hudson Burns](#), a multi-credentialed and award-winning career coach and résumé writer; book author, trainer, and train-the-trainer in the career management and job search industry. She is a former Employment Specialist/Recruiter for an aerospace company in Los Angeles, Special Agent Investigator and trained interviewer for the Department of Defense, and outplacement counselor. She currently serves as an expert career coach for such organizations as Job-Hunt.org, Workforce50, CareerBuilder (Keller Management School), and other companies. Her résumés, case studies, and chapters are published in 60+ publications and periodicals including the *Expert Résumé Series* by Jist, *Knock ‘em Dead* series by Martin Yate, *Résumé for Dummies*, and others. She has also navigated four international moves.



### **CPCC Program Endorsements:**

A special thanks for taking time to speak with me today. As I mentioned during our session, the Certified Professional Career Coach Program was invaluable. The program articulated essential principles and processes and the flow of the modules created a solid foundation for my future growth in this industry. This is a program that I will highly recommend. – S.C., CPCC

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“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

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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

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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

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The CPCC program is very high quality. The format and content was logical and user friendly. It incorporated industry specific theory, information and data, as well as realistic examples to support the material. The process of completing the CPCC program was educational, affirming and enjoyable. Thank you Diane for preparing such a valuable resource, to raise the standards within the career coaching profession and recognize the contributions of the professional career coach! – J.L., CPCC

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The CPCC program...was a great eye-opener and allowed me to evaluate my life on a personal and professional level. The exhaustive CPCC preparation, DVDs, and exam taught me more about myself – Thank You! The Program study guide was easy to read and understand. The format was reader-friendly and designed to allow individuals to proceed at his or her own pace. I am pleased to have taken this course and have benefited on multiple levels. I also feel strongly that my professional career has also been enhanced by this program. – D.H., CPCC

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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 in 2004, 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

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Thanks again for taking out time to share the invaluable information you gave me today. It will definitely help me coach my clients and service my students more effectively. As a matter of fact, I just had the opportunity to share some salary negotiation strategies with a colleague of mine that was just offered a position that she really desired. She was most appreciative. Your CPCC program has given me more insight into the career development industry and I plan on utilizing the tools and information I have gained for a lifetime! – E.A., CPCC

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This has been an amazing process, and I have learned so much. Thank you so much for the excellent materials, advice, and templates. The most impactful statement for me is, “[Don’t] take a job or pursue a career to create a purpose, but rather [design] a career path to allow that purpose to unfold” (module 2, page 2). I am excited to see the many “ah ha” moments that are sure to happen when students hear this advice! J.N., CPCC

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The CPCC program is well organized in format and rich in materials. The video tapes were very helpful, as their content related quite well with the class work. The program presenter is also very knowledgeable on the subjects and went out of her way to give me tools that assisted in understanding the course better. – M.K., CPCC

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Diane, let me say thank you for the hard work and time that you obviously put into this program. As someone new to the profession it was extremely helpful. I wish I had this information before I started in my new position last year. I am so looking forward to this up and coming year because I feel so prepared and equipped to help our students as they seek to transition into the work world. Because of the knowledge that I gained from your program I wish I could go back in time and meet with those students from last year again. Much thanks to you. –K.R., CPCC

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Overall I thought the program was great. I learned a lot about myself as a coach and as an entrepreneur. Most importantly, I feel empowered to continue to develop my business with the goal of continually expanding my services, networking and hopefully generating enough income through my business to live off of. The valuable new information I gained through the CPCC program makes me more comfortable with and prepared to help clients. – K.H., CPCC

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The content is comprehensive, well put together and very valuable. I don't know how I would have handled the exams without the material and the videos. Unlike other certification courses, this is very very practical and I see myself using this material as a reference for my entire coaching life! – B.O., CPCC

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Thank you for the great insights that you taught on the tapes and in the book. This will be a GREAT addition to the services I offer now. – J.L., CPCC

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**For more information about joining the high ranks of Certified Professional Career Coaches please contact [Diane Hudson Burns](mailto:diane@polishedresumes.com), CPCC Program Director at [diane@polishedresumes.com](mailto:diane@polishedresumes.com) (208-323-9636); or Frank Fox, PARW/CC Director at [PARWHQ@aol.com](mailto:PARWHQ@aol.com) (800-822-7279). Check out the program at <http://polishedresumes.com/coach-certification/> .**

To register: <https://cedar.he.net/~parwcc/order-cert.php>

**[Registration form below:](#)**



## *Certified Professional Career Coach*

### *Training & Certification Registration*

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

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

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

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

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

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

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**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 session with [Diane Hudson Burns](#), CPCC Certificate upon completion, and use of the CPCC logo on your web site and/or other promotional literature. *Note: PARW/CC Membership is a prerequisite for CPCC training and testing, and to maintain the credential.*

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#### **Method of Payment:**

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

Card# \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Validation Code: \_\_\_\_\_

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#### **MAIL OR FAX THIS REGISTRATION FORM WITH PAYMENT TO:**

**PARW/CC**  
1388 Brightwaters Blvd., NE  
St. Petersburg, FL 33704

**Fax: (727) 894-1277**

**Phone: (800) 822-7279**

**Email: PARWHQ@aol**