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National Society of Career Management Fills an Important Training Need in Growing Billion Dollar Industry

- Organization Sets National Benchmark for Career Management Training and Announces Next Training Dates and Strategic Partnerships -

AUSTIN, TX – June 16, 2010 – The career management profession is a billion dollar industry and the [National Society of Career Management \(NSCM\)](#), a leading professional organization is setting the industry standard for training, certification, and network membership benefits.

The corporation is a spin-off from [The Ginac Group, Inc.](#), a leading provider of career development services. NSCM has evolved from one woman's passion to help people find true happiness in their careers to an achievement-based training company. Their primary focus is on giving people the opportunity to achieve a fulfilling career and improve their resilience.

The National Society's body of knowledge has been constantly updated, tested, refined and proven successful for over 10 years. It is based on real-life experiences of coaching people through thousands of complex career transitions. The company's training and consulting services are used by individuals and companies of all sizes. Their Career Management Certification System (CMCS) allows career coaches to achieve the Professional in Career Management (PCM) designation.

"We started off training individuals on how to proactively manage their careers. Our success in delivering training to career changers catapulted us into training the service providers. We witnessed a lack of professionalism and skills among our peers and wanted to develop a program in which career management professionals could see the value in using a systematic approach to career delivering career services," says Linda Ginac, CEO of the National Society of Career Management. "Prior to the creation of NSCM, there were no requirements or official designation to identify specific training for career coaches. We developed the methodology, curriculum and examination, and the code of ethics to build the highest standards in the industry. Now when someone adds the title designation PCM, it will have greater weight."

The programs enable businesses to align employees in the right careers, improve employee engagement and drive business results. The training is also distributed through a university continuing education network. With the company's MATCH Career Management System (CMS), people gain the knowledge, skills and practices they need to self-manage their careers. The training is also used by managers and HR professionals to learn how to effectively deliver career management coaching services to employees. The MATCH CMS, enables people to:

- Mobilize their mission
- Align career assets
- Train for transformation
- Cast a career campaign
- Harmonize with work

The National Society of Career Management is applying for accreditation through the [Accrediting Council for Continuing Education and Training \(ACCET\)](#). Recognized by the U.S. Department of Education, ACCET is a voluntary group of educational organizations dedicated to promoting the highest standards of continuing education and training.

The National Society of Career Management has already joined in partnerships with several universities and organizations to deliver the training to their communities of students and members. [St. Edward's University](#) (Austin, TX) and Austin Energy (TX) are among the many organizations that believe this training is critical to develop employees professionally and set a level of excellence for how career management unfolds in the workplace.

The next two scheduled training sessions for the “Become a Career Coach” class and certification are scheduled for July 12 through August 18, and September 2 through October 14. These 6-week courses take professionals through 9 modules for a total of 42 hours of in-depth industry and best practices training. Both courses are being offered online to meet the ever changing needs of professionals everywhere. Live training sessions are offered through various organizations and universities. For a full listing of classes, see the course schedule on the NSCM website (<http://www.nsocm.com/calendar.cfm>)

In addition, the [Texas Workforce Commission](#) recognizes the Career Management Certification System (CMCS) for Professionals in Career Management (PCM) certification as an approved Workforce Investment Act (WIA) eligible program. The WIA covers the entire cost of certification for qualified students, which includes tuition for the 60-hour CMCS training course, student textbook, and examination fee, which totals \$2,470. NSCM also has several payment plans in place to meet the economic needs of its students.

“We worked meticulously to ensure that the highest standards were set in creating this program,” says Ginac. “We saw that many professionals were not satisfied with the depth and quality of content offered by other training institutions. We knew that with the growing industry, the bar needed to be set high and that the most diligent of requirements needed to be in place. Clients can rest assured in the quality of services being offered by career managers with the PCM designation.”

ABOUT THE NATIONAL SOCIETY OF CAREER MANAGEMENT

The [National Society of Career Management](#) is a leading organization for the career management profession. Headquartered in Austin, TX, NSCM provides training, certification and professional services for career coaches and career changers worldwide. For more information, visit www.nsocm.com.

ABOUT ST. EDWARD'S UNIVERSITY PEC

The St. Edward's University Professional Education Center, located in Northwest Austin, offers multiple options to provide a blended education and the best training in the subjects that matter most. The St. Edward's PEC

specializes in: robust online learning programs, and offers training in areas such as Information Technology, Project Management, Financial Services, Executive Education, Industry Professions, Career Management and Green Building. For more information, visit www.pec.stedwards.edu.

Founded by the Congregation of Holy Cross, St. Edward's University is named among the top five "Up-and-Coming Universities" in the Western Region by its academic peers in a 2010 *U.S. News & World Report* survey. For seven consecutive years St. Edward's has been recognized as one of "America's Best Colleges" by *U.S. News & World Report* and this year by *Forbes* and the Center for College Affordability and Productivity. St. Edward's is a private, Catholic, liberal arts university of nearly 5,300 students located in Austin, Texas. For more information on St. Edward's University, visit www.stedwards.edu.

ABOUT THE WORKFORCE INVESTMENT ACT

WIA (Workforce Investment Act) was created to fund programs and initiatives that provide millions of adult workers with workforce preparation and talent development services. WIA Programs advance talent development with preparation that includes post-secondary education with industry-recognized credentials in high growth industries. The WIA program aims to increase the employment, job retention, earnings, and career advancement of US workers.

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