

# Top Ten Reasons to Become Certified as a **Professional in Career Management**

You know you're a good career manager. But when you close your door, who else knows that you're a good career manager? The National Society of Career Management (NSCM) provides you with a credential that shows you have demonstrated your knowledge and pedagogical skills.

NSCM is the hallmark of excellence for accomplished career managers. This voluntary process demands the highest level of performance from career professionals in a rigorous performance-based program that takes 42 hours to complete. Career managers document their subject matter knowledge, provide evidence that they know how to effectively advise their clients, and demonstrate their ability to manage and measure the career transition process.

NSCM's Professional in Career Management (PCM) certification offers you an impressive list of benefits that prepare you to succeed. Below are 10 reasons why pursuing your PCM certification should be at the top of your to-do list.

## **1. Interest in career management is growing.**

Organizations across the private sector, government, and individuals use career management practices. Organizations want to ensure their employees have the skills and experience to grow internally with the company. Our course prepares you to help employees and clients make effective transitions.

## **2. CMCS training can expand your knowledge and skills.**

With 10 years of experience, the CMCS training is well-qualified to ramp up your skills and enhance overall marketability to potential employers. Our training and certifications hold weight with hiring managers. Many seasoned career professionals recognize the value that NSCM delivers in helping organizations create effective career programs and strategies, while reducing attrition rates and hiring costs. Many of our certified PCMs have started their own businesses and are generating significant revenues.

## **3. Dozens are getting trained weekly.**

You'll be in good company as hundreds of people are being trained over the lifetime of NSCM training and certification. This number is expected to grow into the hundreds of thousands.

## **4. A variety of delivery methods and custom solutions.**

Courses are offered in the classroom, on-site at corporations, and via virtual and e-learning settings. NSCM's CMCS is endorsed by leading career management professionals and is taught by certified instructors. This means you get hands-on, real-world training, in the environment that aims to best meet your needs.

## **5. All exams are performance based.**

NSCM benchmarks the skills of career professionals through a performance-based assessment of the competencies that are necessary to administer career strategies and tactics. Candidates must pass an exam in which they are required to design a case file, define specific strategies and create real-world tools for their case client. Our commitment to performance-based testing has enabled NSCM to create a high-quality program.

## **6. NSCM is a leader in career management education.**

NSCM is a leader in career management training based on our training product, go-to-market, and business execution of coaches in the short term, in addition to alignment of strategies with customer requirements.

## **7. Stand out from the crowd of current job seekers.**

Recent unemployment figures released by the Department of Labor noted that the United States lost 345,000 jobs in May 2009, bringing the total number of jobs lost since the start of the recession to 6 million. Now more than ever, job retention is a key concern. Maintaining skills and demonstrating competency through career management certification can provide a credible advantage for you. Looking to be promoted? Certification can also bolster competitive advantage and be the deciding factor when reviewing candidates for promotion.

## **8. Career services firms must do more with less.**

Hiring PCMs has allowed some organizations to increase their ratios of employee to career advisor, enabling them to be more cost effective in building out their organizational development groups, career centers, and HR departments without needing to bring on additional resources.

## **9. Increase revenue and client/employee satisfaction.**

Gaining certification as a PCM has enabled coaches to increase revenue, serve more clients, and achieve high customer satisfaction ratings. Be seen as an asset to your company by helping to improve employee morale costs and making an impact on the bottom line.

## **10. Be part of the career management movement.**

The career management industry is growing rapidly. Staying current with PCM skills can help keep your future looking bright.