



APEC-IBIZ News

The Program

Fall 2004

The APEC-IBIZ program offers Business Counsellors at all levels of experience, opportunity to develop their professional counselling skills to an internationally recognised level. The program was developed to professionalize small business counselling in the Asia-Pacific region and, ultimately, sustain the growth and competitiveness of SME's.

BENEFIT TO THE COUNSELLOR

- Enables counsellors to acquire 105 internationally recognized competencies for small business counselling
- Provides the professional designation – APEC CBC recognized in 15 APEC economies.
- Gives access to the APEC-IBIZ International Network of Institutes of Small Business Counsellors.
- Promotes lifelong learning and professional development.
- Insures consistency among practitioners & standardization of the counselling profession.

The program consists of 10 modules. Each module is composed of self study / preparation, a workshop with networking / peer learning opportunities and application practise. A breakdown of the Modules can be found on the reverse. The program provides counsellors with counselling tools, techniques, and a powerful network of resources.

BENEFIT TO THE SMALL BUSINESS CLIENT

- Enriches Client Counselling Sessions
- Increases confidence due to counsellors adherence to professional standards and code of ethics.
- Provides alignment of personal and business vision and values
- Facilitates client development and independence

BENEFIT TO THE COUNSELLOR'S ORGANIZATION

- Maximizes the success rate of small businesses counselled
- Increases client satisfaction and results

The Designation - APEC CBC

The Certification Process

Throughout the program candidates develop a personal portfolio that demonstrates 105 Internationally recognized competencies for APEC Certified Business Counsellors. The portfolio includes a minimum of 10 written counselling reports, a resume, letters of support and work samples. To receive certification with the APEC-IBIZ International Network of Institutes of Small Business Counsellors, the participant must complete an assessment process and provide evidence of 400 hours of counselling experience. A certified assessor reviews the portfolio of evidence, conducts a personal interview with the candidate and simulates a counselling

session/role play. This serves to evaluate the counsellor's ability to demonstrate the required competencies in various counselling settings.

What does it mean to be certified?

The designation APEC Certified Business Counsellor (APEC CBC) represents a dedication and commitment to the highest standard of professionalism in Business Counselling. APEC CBCs agree to adhere to the APEC-IBIZ Code of Ethics and become a member of a growing international network of Small Business Counsellors. Member services include quarterly newsletter and resource updates, regional and national networking opportunities, a member directory, and international links with other economy representatives.

National Update



Western Canadian Representatives: Jim Smyth, BCIT; Tammy Forrester, APEC CBC, ACSBE; Lisa Feist, APEC CBC; Laura Turnheer, Central Okanagan CFDC

August 23 – 27, eighteen Canadian delegates joined together to discuss a growth strategy for the APEC Training and Certification Program for Small Business Counsellors. Representatives from British Columbia, Alberta, Saskatchewan, Ontario, Quebec and Nova Scotia gathered for a week of training and development in Bridgewater, NS.

Participants and leaders discussed the development of the program, workshop content, assessment standards, membership with the APEC CBC association, marketing and other growth issues. Participants brought enthusiasm, new and innovative ideas, shared personal experiences as participants in the program and enhanced delivery mechanisms for components of the program.

Participants left with ownership of the program and an enthusiasm to grow the APEC CBC designation in the small business counselling communities within Canada and internationally. We were encouraged by the energy and enthusiasm expressed by participants that make APEC CBC a truly National Program.





recognized. relevant. respected.



Acadia University, Wolfville, NS

Twenty-seven Korean Small Business Counsellors participated in four days of training, networking, business visits, and cultural experience in Nova Scotia August 16–19, 2004.

The exchange was organized by the Acadia Centre for Small Business and Entrepreneurship and the Korean Management and Technology Consultant Association.

Opportunity to share the cultural differences and similarities as well as best practices in Canada and Korea was of particular interest to our Korean guests. Nova Scotian APEC participants had the opportunity to attend components of their Module 1 & 2 workshops with the Koreans and our guests prepared cultural presentations for the Canadian participants.

Local businesses and Business Counsellors were encouraged to attend. A number of local businesses benefited from the event by attending a banquet and showcase featuring their products. Many have developed contacts within the Asian market and some are investigating possible trade opportunities.

Korean Exchange

Participants touring Wolfville, NS



**APEC-IBIZ
Module
Breakdown**

- Module 1—Code of Ethics and Professional Conduct
- Module 2—Counselling and Interpersonal Skills
- Module 3—Counselling through Problem Solving and Decision Making
- Module 4—Counselling through Client Assessment
- Module 5—Counselling through the Business Planning Process
- Module 6—Counselling through the Marketing Process
- Module 7—Counselling through the Financial Planning Process
- Module 8—Counselling through Human Resources Management
- Module 9—Government Regulations and Legal Requirements
- Module 10—Counselling Through Information Technology

Program Component	# of days	Cost
Registration		\$ 150
1 & 2	3 days	\$ 975
3,4,5,6	4 days	\$1,300
7,8,9,10	3 days	\$ 975
Final Assessment		\$ 500
Total Program Costs		\$3,900



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| Australia | Hong Kong, China | Mexico | Singapore |
| Brunei Darussalam | Indonesia | Papua New Guinea | Thailand |
| Canada | Korea | Philippines | United States |
| Chinese Taipei | Malaysia | Russia | |

For more information please contact:

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