



TRAINING AND CERTIFICATION PROGRAM

FOR SMALL BUSINESS COUNSELLORS

The Asia Pacific Economic Cooperation (APEC) Training and Certification Program for Small Business Counsellors is designed for individuals who help entrepreneurs start, develop, and grow small businesses. The program offers Business Counsellors, at all levels of experience, the opportunity to develop their professional counselling skills to a standard that is internationally recognized and to receive a professional designation.



Acadia Centre for
Social & Business
Entrepreneurship

ACSBE

The **APEC Training and Certification Program** professionalizes small business counselling in the Asia Pacific region and sustains growth and competitiveness of small and medium enterprises. Offered in 16 APEC economies and delivered in Canada by the Acadia Centre for Social and Business Entrepreneurship (ACSBE) designation, the APEC Certified Business Counsellor (CBC) has become the standard of excellence in the profession.

The Training Program

The program is competency-based and develops business acumen with counselling, coaching, and facilitation skills. The activity-based format encourages you to engage in cooperative and interactive learning, and self-reflection. During the one-week training program you will experience superior cooperative learning aimed at enhancing your effectiveness as a professional in the field of small business development. You will learn from your peers and establish a valuable network of small business professionals in Canada for future collaboration and support.

The Certification Process

To receive APEC certification you must complete three program components within a three-year period. Development of a professional portfolio demonstrates your mastery of the 105 internationally recognized competencies, including the counselling experience you must have to qualify for certification (Go to www.ascbe.com for details).

A successful portfolio assessment is the final step in receiving designation as an APEC CBC. When you pursue the APEC certification you are assigned an APEC CBC mentor to provide assistance with your portfolio development. Portfolios have a final review by a certified APEC assessor who evaluates your ability to demonstrate the required competencies in various counselling settings.

Take the 5-day training program as part of the APEC Certification Program or as stand-alone training to enhance your counselling skills.



“This training has enabled me to wear different hats in the counselling process and to clearly see the impact of my actions. I feel that I am now more knowledgeable in assisting the client with assessing the situation, coming up with possible solutions, and developing an action plan to address their particular situation, whatever it may be.”

Shirley Boyd, participant, Wolfville, ,2008

Benefits to the Counsellor

- Receive a professional designation.
- Access the APEC international network of Institutes for Small Business Counsellors.
- Increase your credibility with clients and within the industry.
- Develop and enhance core competencies of business counselling
- Engage in lifelong learning and continuous development of competencies.

Benefits to the Small Business Client

- Counsellor facilitates client learning, development and independence.
- Client's personal vision is aligned with business plan.
- Client has confidence in counsellor because of professional standards and code of ethics.

Benefits to the Counsellor's Organization

- Maximizes the success rate of small businesses counselled.
- Increases client satisfaction and results.
- Ensures counsellors have the skills they need.
- Designation is a standard of credibility.

"The APEC training experience was so different from getting information out of a text or a university course. The program took a holistic approach, offering hands on learning, and was directly related to the everyday reality of a small business counsellor. I was able to apply the skills right away - providing clients with the skills to make more informed decisions."

Dixie Redmond, Executive Director, Community Business Development Corporation, Shelburne, NS



**Recognized.
Relevant.
Respected.**

*Representing Excellence in Business Counselling
in Canada and through the Asia Pacific Region*

Soft Skills

- Code of Ethics and Professional Conduct
- Counselling and Interpersonal Skills
- Problem Solving and Decision Making
- Client Assessment

Applied Skills

- The Marketing Process
- Financial Planning and Analysis
- Human Resource Management
- The Business Planning Process

Legal and Technical Knowledge (Supplementary e-learning)

- Government Regulations and Legal Requirements
- Information Technology

Certification Process





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FOR SMALL BUSINESS COUNSELLORS

Program Content

5-Day Training Program

Code of Ethics and Professional Conduct

Explores the role of the small business counsellor, the ethics and conduct required to provide quality service to small business clients, as well as trends and challenges in the profession.

Counselling and Interpersonal Skills

Assists counsellors to identify their counselling style and explores the importance of communication skills, empowering the client, providing effective feedback, counselling techniques, and dealing with sensitive issues.

Counselling Through Problem Solving and Decision Making

Practical applications of problem solving and decision making techniques to help clients in everyday management of their business. Examining process tools to facilitate client development at all stages of his or her business' development.

Counselling Through Client Assessment

Explores the components of personal vision and business vision, their alignment, and impacts on the long term success of the business venture. Assess client's support structure, financial standing, readiness, and addresses importance of facilitating client self evaluation.

Counselling Through the Marketing Process

Enhances the small business counsellor's skills in understanding marketing applications and developing marketing strategies with his or her small business clients.

Counselling Through the Financial Planning Process

Assists counsellors in helping clients implement appropriate financial, accounting, and record keeping practices. Provides tools for healthy financial management of small businesses.

Counselling Through Human Resources Management

Enables the small business counsellor to assist the client in addressing various people issues associated with operating a small business.

Counselling Through Business Planning Process

Equips counsellors with tools and techniques to enhance business planning with their clients.

Supplementary On-line Training

Counselling Through Government Regulations and Legal Requirements

Identifies the regulations and legal requirements that the business counsellor must be aware of in order to assist small business owners. Provides access to a broad range of relevant information.

Counselling Through Information Technology

Provides an overview of e-commerce and other technology solutions for increased efficiency in small business.

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For additional information
**Acadia Centre for Social
& Business Entrepreneurship**
Acadia University, Box 142
Wolfville, Nova Scotia, Canada B4P 2R6
1-866-654-4499, www.acsbe.com