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AiIC in partnership with ACSBE presents:

**Mark your
calendars!**

APEC Training & Certification Program

November 18 - 22, 2013

Wingate Inn • Edmonton, AB



**Alberta Indian
Investment Corporation**

APEC Small Business Counsellors

The 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.

Topics and Skills include:

- Code of Ethics and Professional Conduct
- Counselling and Interpersonal Skills
- Problem Solving and Decision Making Skills
- Counselling Through Client Assessment
- Counselling Through the Marketing Process
- Counselling Through the Financial Planning Process
- Counselling Through Human Resources Management
- Counselling Through Business Planning Process

The APEC Workshop is a fun, hands-on learning experience that will change how you work with your clients, and get you started toward achieving your Certified Business Counsellor designation.

Fees:

APEC Workshop: \$1,500

APEC Full Certification: \$2,400 *(includes APEC Workshop, two online learning modules, and portfolio development fee)*

For more information or to register:

Phone: (780) 470-3600

Toll Free: 1-888-308-6789

Fax: (780) 470-3605

Email: errolw@aiicbusiness.org

AiIC is Committed To The First Nations Entrepreneurial Spirit

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.



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