

Member's Quarterly

Winter 2018 Edition

Perspective

Professional Designations and Memberships

What's in it for you?



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Professional designations are more than just a few letters beside your name. They are a sign to the business world that you are qualified, competent and committed to maintaining a standard of excellence. Are you making the most out of your membership?

We've been asked to share some insights on how you can see greater benefit from your IPM designations and memberships. It's not just renewing your membership annually and filing your certificate away in your desk. Are you using your designations on all business correspondence, your resumes and business networks such as LinkedIn? Are you displaying your certificates in your work space? Are you telling others about your achievements and networking?

Many associations, particularly those offering formal HR designations have implemented an entire recertification process when you renew your designation/membership. This involves continuing education and professional development credits.

IPM has worked diligently to broaden the exposure for designations and programs not only within the business community, but with other HR and management associations as well. We have made some excellent progress and will continue so that our valued members can reap the benefits.

The good news is that IPM's accreditation programs and designations qualify for continuing professional development/ education credits with other HR Associations for eligibility to write Knowledge Exams as well as obtaining recertification credits (CPD hours). Attendance at our conferences can be used towards professional development credits. Volunteering on our Regional Executive teams and publication of management articles also count towards continuing professional development.

Most professional HR and management associations including IPM have made their designations intellectual property. To keep the designations, members must renew their membership on time each year. If you let your membership lapse with most associations, there is a recertification process to reinstate the designation and additional fees involved.

How do you avoid the additional requirements and costs involved in reinstating your designation with IPM? Renew annually and keep your membership up to date.

We also work to make organizations across Canada aware of the professional designations and programs. We send packages to prospective employers every quarter and we do paid advertising in other HR and Management industry publications. We now see a growing number of organizations in all industry sectors, government departments and agencies specify a preference for our designations when hiring recruiters, trainers and managers. For example, Canada Revenue Agency recently put out a contract RFP for recruiters stipulating that applicants must have the RPR certification.

Beyond what IPM does to increase the exposure of their accreditations, members should be getting more involved and telling their colleagues and networks about the programs and events.

The wave of the future is clear. Professional designations like those offered by IPM will continue to increase in value. They are being used by employers, contract firms, government agencies and departments to verify credentials and expertise. There is a dramatic rise in the number of queries from prospective employers, background verification firms and organizations looking to award contracts to verify status of individuals applying for positions and contracts. IPM, like most other organizations, can only confirm mem-

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bers in good standing. We cannot rely on LinkedIn or candidates' resumes to contain the most accurate information. We commend all those who verify status and encourage others to do the same.

We urge you to make better use of your designations and memberships. It's not only what your associations can do for you, it's also what you can do for your associations!

Getting involved doesn't take much time and it can be done from anywhere in the country. Think about how you can contribute and reap the benefits. Can you help us establish a chapter in your area or assist your existing chapter? Are you looking for new ways to get involved and also qualify for continuing credits for your other designations? We'd be happy to help. Send us an e-mail at info@workplace.ca. You can join the over 2,600 members who are moving their career forward in IPM Associations. We're growing and so can you!

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