



Recertification Guide

Certified Personal Brand Strategist

**Annual Recertification Process for the
Certified Personal Brand Strategist**

Preview Guide

Offered by





Reach Certification Program Paths

Personal Branding Certification & Training Program Progression

Personal Brand Training for Coaches

Advanced Certifications
& Training Programs



Branding Training & Certification Quick Links

[360Reach Analyst](#)

[Certified Personal Brand Strategist \(CPBS\)](#)

[Certified Social Branding Analyst \(CSBA\)](#)

[360Reach for Groups Training](#)

[Keynote Certification](#)

[Masters Certification](#)



Announcements and Updates

Important Dates for CPBS Recertification & Community Engagement

2nd Half of Certification Year: 2018–2019

Tuesday, July 31, 2018: CPBS Community Call – Professional Image (12:00 Noon ET)

Monday, August 27, 2018: CPBS Community Conversation – Using the 360Reach in Your Work (4 pm ET)

Friday, August 31, 2018: CPBS Recertification Deadline for Fall Cohort

Monday, September 24, 2018: CPBS Recertification Webinar for Fall Recertification Cohort (2 pm ET)

Monday, September 24, 2018: Advanced Program Information Call (3:30 pm ET)

Sunday, September 30, 2018: Advanced Program Early Registration Closes

Monday, October 1, 2018: Early Registration Closes for Certified Social Brand Analyst

Thursday, October 11, 2018: Certified Social Brand Analyst Class Starts (3 pm ET)

Friday, October 19, 2018: CPBS Community Conversation (1 pm ET)

Thursday, November 15, 2018: CPBS Community Call – Topic TBA (12:00 Noon pm ET)

Tuesday, December 4, 2018: 360Reach for Groups (2–4 PM ET)

Wednesday, December 5, 2018: Keynote Certification Class (1–4 ET)

Wednesday, December 12, 2018: Masters Certification Class (11–3 ET)

Great news!

The Certified Personal Brand Strategist program recertification fee now includes Certified Social Branding Analyst (CSBA) renewal fee! You will have access to all the recordings of the CPBS recertification webinar, 4 CPBS Community Calls, and the 5 CSBA classes. You must complete the requirements for CPBS and CSBA recertification (listed on page 5).

Advanced program offerings

The Advanced program offerings are listed in the gray text above. You can learn more about these programs during the Advanced Program Information Call and in the Advanced Program Guide.

ICF CCEs

The CSBA qualifies for seven (7) ICF CCEs. The CPBS Recertification Webinar and CPBS Community Calls may offer additional CCEs depending on topic focus.



Recertification Overview

Certified Personal Brand Strategist



The Certified Personal Brand Strategist (CPBS) Recertification program is a year-long recertification, which includes 5 sessions with the latest information you need to stay current and deliver exceptional value to your clients.

All Certified Personal Brand Strategists who enrolled January 2014 or later recertify are invited to participate in the recertification each year to access these sessions, be a member of the strategist community, and maintain their CPBS.

What does CPBS Annual Certification include?

- **5 hours of training in Personal Brand training** annually
 - 1-hour "Recertification Webinar" – a personal branding webinar with Marie Zimenoff and other Master Strategists.
 - 4 quarterly 1-hour "CPBS Community Calls" – personal branding webinars that include the latest personal branding tips, trends, and techniques. You receive access to all quarterly webinars each year you recertify.
 - [Access to all 5 webinar replays and slides](#) if you cannot attend live.
- **7.5 hours of Social Branding training** annually, including ICF Core Competency credits!
 - CPBS recertification includes your Certified Social Brand Analyst (CSBA) recertification -- a \$197 value. You will be registered in the upcoming CSBA class when you recertify for CPBS. You must complete the CSBA learning confirmation for annual renewal.
- **Access ("membership") to the Personal Brand Strategist community**, including the online directory and quarterly CPBS Community Conversations where you can connect and share with other CPBS practitioners.
- **Access to updated materials as they are available**, including workbooks for clients and resources for CPBS practitioners.
- A new certificate indicating your recertification and giving you license to use the materials with clients, which is valid for one year.

When you recertify, you also keep the following benefits:

- Listing in the public directory of CPBS and CSBA (if you complete the requirements for the CSBA).
- Receiving opportunities to work with clients who contact Reach or Career Thought Leaders looking for a Certified Personal Brand Strategist or a Certified Social Branding Analyst.
- Discounts on other CTL programs and events, including the annual conference where you can meet in person with other strategists.
- Access to exclusive [promotional opportunities](#).



What happens if you don't recertify?

- You lose free access to the 12+ hours of free training annually and to the CPBS community events and opportunities (discounts, networking events, etc.).
- Your certification terminates and you are no longer eligible to use the CPBS logo or represent yourself online or offline as a Reach Certified Personal Brand Strategist. Anything pertaining to the CPBS must be removed from your online and offline communications materials.
- You will be removed from the CPBS learning environment (you will remain a member of the 360Reach learning environment as your 360Reach Certified Analyst designation does not expire).
- You will be removed from the public databases (Reach and CTL) that list CPBS, although you'll remain searchable as a 360Reach Analyst.
- You will no longer be able to purchase Personal Brand on Demand (10 modules) for your clients. You will still be able to purchase Module 5, the video coaching module.
- You will not be eligible for the Keynote or Masters training as CPBS is a prerequisite of both advanced certification courses.

What is the investment for annual recertification?

The fee is \$397 (\$377 for [CTL Associates](#)) and entitles you to participate in the 12+ hours of training (including renewing your CSBA) and maintain the benefits of both certifications.

How does the annual recertification process work?

Each year, a few weeks prior to your annual recertification date, you'll be emailed information on how to register for recertification. Once you register online and pay the fee, you'll be sent information to join the 1-hour webinar facilitated by Marie Zimenoff that is for members of your certification class. The webinar will be recorded, and the replay and slides provided to you. You will be invited to participate in the quarterly CPBS Community Calls and the upcoming Certified Social Branding Analyst class.

Recertification Process:

The CPBS recertification includes 2 (two) certifications – the Certified Personal Brand Strategist and the Certified Social Branding Analyst. BOTH certifications are included in the \$397 annual renewal fee.

1. Certified Personal Brand Strategist

To renew:

Step 1 - Pay (register for the September re-certification class OR use the "renew membership" option when logged in to your [profile on the CTL website](#))

Step 2 - Sign the Terms & Conditions (we'll send them to you once you pay to renew your CPBS)

Step 3 - Attend the recertification webinar scheduled for [September 24](#)

No learning confirmation required

2. Certified Social Branding Analyst (CSBA)

To renew:

Step 1 - Pay (included in your Certified Personal Branding course/renewal)

Step 2 - Sign the Terms & Conditions (we'll send them to you once you pay to renew your CPBS)

Step 3 - Watch the CSBA classes (live or recorded – must attend live to get ICF credit)

-- [Classes start October 11](#); we'll register you as soon as you renew your CPBS

Step 4 - Do the learning confirmation by the deadline (November 29)



Requirements

To renew your CPBS and receive your annual certificate, make payment for the recertification fee and sign the CPBS Terms and Conditions. You will receive your certificate. There is not a requirement to attend the "Recertification Webinar" or "Community Calls" (5 webinars) live for renewal. If ICF credits are available, you will need to attend live to earn those credits.

To renew your Certified Social Branding Analyst designation, sign the Terms and Conditions for the CSBA and complete learning confirmation for the CSBA after attending/reviewing the updated class information annually. If you would like ICF core competency credits, you will need to attend the live webinar classes.

What if I renew late?

Unfortunately, we are not able to process payments for late registrations or accommodate switching between recertification groups (if you recertify in the spring, you must stay with that schedule). Please register early to avoid disappointment.

IMPORTANT: What if I change my mind and want to recertify later?

If you wish to recertify in the future, you would need to pay the full price of the CPBS course again, minus the adjustment for being a 360Reach Certified Analyst (currently \$1997.00 USD). You would then adopt the annual recertification schedule of the new class you join.

[Register for Recertification Today](#)