



CERTIFIED IMAGE MASTER

Congratulations for aspiring to the highest level of certification in your profession!

The Certified Image Master (CIM) reflects a high level of motivation, personal and professional achievement and a commitment to the whole industry. As a Certified Image Master, you will be able to use the letters AICI, CIM after your name and you will be perceived by clients, colleagues, corporations, retailers, manufacturers, the public, and the media to have achieved the top level of the industry. The status of Certified Image Master will give you not only a competitive edge in the industry but also greater earning potential.

You may receive referrals when requests for information, interviews, or media opportunities come through AICI headquarters. It is also important in AICI that its high achievers give back to the association community by training, coaching and setting an example to new consultants entering the profession. You may well be asked to join or lead AICI committees!

Please review this application carefully, as it will take some time to complete. A Review Committee made up of two independent evaluators will assess your application. All evaluations and financial information will remain confidential. You may be accepted as a CIM if you successfully fulfill all the requirements; your presentation and in-person interview qualify for the level required, and you pass confidential assessments from two peers at AICI.

Acceptance is not guaranteed. The standard is high and you must prove to outside reviewers and your peers that you are an exceptional consultant offering original material in at least one capacity, work full time, have a recognized brand in the industry and own a successful company.

If requested, an Application Advisor can be assigned to you when your fee has been processed by AICI. The Advisor will answer questions about the application not about branding, marketing, educational or business development content. Please send your binder to AICI Headquarters, Attn; Heather Tamminga and mark "CIM Application".

The decision of the external reviewers and CIM presentation committee is final but you will be told the reasons you fell short in any section, your portfolio will be returned to you and you will be invited to reapply. To reapply you must submit the current application form and pay the current fee, even if fee and application have been changed since you first applied.

Step up and be recognized. Be a leader in your own profession!

If you are eligible for the CIM, please download the current application packet from the AICI website housed in the Certification area of the site: www.aici.org

Anna Wildermuth, AICI CIM, Master Certification Chair, email: anna@personalimagesinc.com

CIM APPLICATION TABLE OF CONTENTS

| | |
|-----------------------------------|---------------|
| Basic Requirements | Pages 3 – 4 |
| CIM Application Instructions | Pages 5 – 7 |
| CIM One-Page Pre-Application Form | Page 8 |
| CIM Sponsor Form | Page 9 |
| CIM Application | Pages 10 – 45 |
| CIM Application Summary Page | Page 46 |
| AICI Code of Ethics | Page 47 - 48 |
| AICI Core Competencies | Pages 49 -51 |
| CIM Application Guidelines | Pages 52 - 61 |

CIM BASIC REQUIREMENTS

1. You are in good standing with AICI and the ethics committee. Dues are up to date and any ethical/professional issues cleared.
2. You have been sponsored by an AICI, CIP/CIM member who has signed the form in this application package to vouch that you are qualified to apply.
3. You have been a Certified Image Professional (CIP) for at least 4 years.
4. You have proof of high level leadership roles (defined) in AICI or other associations, community outreach or philanthropic organizations within 5 years immediately preceding the application date.
5. You have taken at least 50 hours of training or professional educational courses or classes within 5 years immediately preceding the application date (including 4 CEUs).
6. You submit 3 confidential evaluations from professional associates, co-workers, or peers. All of these peers must have experienced your work in-person and first-hand and the specific evaluation form must be filled out.
7. Two of your AICI peers will be chosen and contacted by AICI CIM Committee and asked for confidential evaluations. Both these peers must have experienced your work in-person and first-hand or worked with you in a voluntary capacity and the specific evaluation form must be filled out.
8. You submit 20 confidential client evaluations. These can include fee-paying individual or corporate clients, people you coach, students in courses etc., but may not include personal friends or relatives.
9. You have worked a minimum of 2000 billable hours for professional services rendered within 5 years immediately preceding the application date. These can come either from one single or from a combination of several service categories. Up to 10 hours per year may be pro bono.
10. You submit samples of proof of fees in each service category of your business.
11. You submit your current marketing, web site (mandatory) and promotional materials within 5 years immediately preceding the application date.
12. You submit a wide range of examples of professional courses and/or consulting materials for each category of your business. At least one component of your business or professional materials must be original.
13. You write a 500 word essay: "Why I should be a Certified Image Master".
14. Your presentation folder for the application and all your materials demonstrate a professional level and pass CIM image and presentation criteria.
15. If the portfolio passes you make a presentation to a committee at the annual AICI conference and participate in an in-person interview. You may bring a translator with you if necessary.
16. Your own image consistently represents your profession.

17. You send a check for \$750.00 USD to AICI (\$1,100.00 USD for non-members). This opens your one-year candidacy period. The date it is received by AICI headquarters is your application date. AICI Headquarters must receive your binders within the 365 days from your application date.
18. It is recommended that you get coaching from the CIM Chair or an Application Advisor if you have any questions.
19. You send a signed AICI Code of Ethics form with your check and the one-page application form, both found in this application package.
20. Your acceptance is NOT guaranteed, even if you have been coached through the presentation folder and all the requirements. To gain CIM status you need to demonstrate and prove that you are an exceptional image consultant, with a recognized brand in the industry and skills and experience equal to any master coach or consultant in any industry. The CIM chair will do due diligence and interview your peers at AICI. To pass, you must also have exemplary testimonials from every peer and colleague.
21. Ongoing CIM Standard Requirement: If you have been accepted as a Certified Image Master, you are expected to uphold these standards at all times. If there are any complaints or ethical issues against you, following your acceptance as a Certified Image Master, AICI reserves the right to conduct an inquiry. You will forfeit your CIM status at any time your behavior or professional practices are counter to the AICI Code of Ethics or AICI policies.

CIM APPLICATION INSTRUCTIONS

It is strongly suggested that interested parties attend the instructional session offered via teleclass or listen to the teleclass recording posted to the Certification page of the AICI website.. Any changes made to the application will be announced during that teleclass and the updated application will be in effect from that meeting on.

DEADLINE: You may submit your application at any time and you must complete it within one year, (365 days). For acknowledgement at Conference, AICI Headquarters must receive your material no later than November 30th of your candidacy year so that it can be passed on to the external reviewers. This process can take several months.

Download an updated master certification application from the AICI Website in the Certification section of the site. When you are ready to start, sign a copy of the AICI Code of Ethics, and the one-page pre-application form and send them to AICI HQ with a payment of \$750.00 USD. (\$1,100.00 non-member fee)

- Request that your AICI, CIP/CIM sponsor signs the sponsor form and faxes it to you (or AICI) when you send the other two forms and your payment.
- Your CIM candidacy year will start from the date the payment and the forms are received at AICI Headquarters. AICI will inform the CIM Chair and you may request an Application Advisor (AA) from the CIM Chair.
- To provide these forms to your clients, open the Application in Adobe Acrobat. Under **Document**, select **Extract Pages**. Extract pages 13 - 32. You may save these extracted pages and send them to your clients. Please note: you will be unable to do this with Adobe Acrobat Reader. If you have Adobe Acrobat Reader, you will need to print these pages and provide them to you clients.
- Please read the entire application carefully, until you are familiar with its requirements. Feel free to contact the CIM Chair or your AA with questions.
- This application is a fillable PDF. You may type directly into this application and save your work. The client evaluation forms are also fillable. You may provide these to your clients and they may type directly on the form. See Evaluations instructions on page 7.
- Gather a sturdy cardboard box (ideally 12" wide and at least 15" long) to serve as a "mini" file cabinet.
- Label 12" wide manila file folders; each should have its own section AND sub-section. Use one folder for each section requiring documentation.
- Using your first working copy, start working systematically under the appropriate sections. This will allow you to identify the sections needing the most attention.
- Start going through your archives and files systematically and pull all known supporting documentation. File into each appropriate folder. Store tapes, books, cassettes, etc. in the back of the box.
- Use 2 large 3-ring binders (4" width is a suggested starting size). Insert 10 section dividers into each. Each divider should be labeled with the section number or title. Print a clean copy of each section page from this application and use each one as a title page behind each divider.
- Go section by section. Copy each document and insert the copied documents into one binder within the appropriate divider and insert the original documents into the other binder. When completed, the binders should be identical. One will hold the originals; the other will contain the copies.
- Only send the binder with the copies. KEEP your ORIGINAL COPY.

DOCUMENTATION

- All information submitted should be typed, not handwritten.
- Submit all supporting documentation as 8 ½" x 11" or A4 photocopies. Submit CDs and DVDs of your work. Any videotapes must be ½" VHS format; audiotapes must be in cassette form.
- Documentation may only be used once. Use colored paper, clearly marked pages or page dividers introducing the material in each section.
- Many sections will require multiple documents but don't send more documentation than is requested. It will not be reviewed.
- Write to AICI and others well in advance to supply supporting information such as academic records, CEU records, and past/current conference information.
- Supporting documentation may be found in office files, personal records, bank/financial/tax forms, and former employment files.
- Be accurate, factual and complete in every response. Avoid abbreviations.
- If there is a question of dates, qualify with "approximately." When possible try to obtain exact information.
- When you cannot determine whether an item qualifies for submission or not, contact the CIM Chair or your AA for clarification.
- Only submit your binder and supporting materials when you are confident that all points are strongly documented.
- Your information must speak clearly for you, as you are not present during the review process. It is imperative that a typed introduction sheet appears in front of each section and subsection explaining the purpose of that information.
- For documents of more than one paragraph, highlighting the areas of support will speed the process.
- When contacted by the CIM Chair or your AA, please respond to his/her questions in a timely manner.
- Make sure you make photocopies of all materials. The CIM Committee and AICI **CANNOT** be held responsible for the loss or destruction of material. Send everything by traceable mail only.

EVALUATIONS

- Make a list of all the clients from whom you intend to request evaluation forms. It is advised that you call them and explain why you are asking and get their consent before you send the evaluation.
- Send the evaluation forms well in advance with a cover letter and give all your clients a realistic deadline to return the forms to you. Check in with them periodically to remind them.
- You may e-mail them the evaluation but they must send it back to you by mail, in a **sealed envelope** with their name and CIM EVALUATION marked clearly on the front. REMIND THEM TO DO THIS! If evaluations must be sent by courier or hand delivered, the following statement must be on the front of the envelope:

I certify the consultant has not read this evaluation

Signed: _____ **Date:** _____

Client Name: _____

- Check that the names on all evaluation envelopes you receive are checked off against your list and that you have the required number, before sending in your application.
- It is advised that you request evaluation forms from at least 5 more clients and professional associates than you will need because letters get lost and people forget.
- All your peers must evaluate an actual presentation, coaching session or consultation and the specific evaluation must be filled out. AICI peers will be contacted by the CIM chair.

DEFINITIONS

- **Clients or customers:** The people who hire you, pay your fees, or were instrumental in the decision to hire you. Separate divisions within the same company may be counted as separate clients. Unpaid assignments can be counted if they are part of a larger contract or you can prove that they were essential to your business strategy. You are allowed to count up to 10 pro bono hours each year.
- **Co-workers:** Fellow AICI (or outside AICI) committee members or board members; professional partners; strategic alliance partners; employees or people who worked with you on a project, not necessarily image related.
- **Advisor:** A short term, defined relationship taken on to achieve specific goals related to work or life skills, specifically set up. (E.g., you talked to them on a schedule, set the actions that they were asked to complete by your next meeting.) None of these people need to be AICI members.

CIM ONE-PAGE PRE-APPLICATION FORM

Please fill out this form and send it to the AICI headquarters to start your candidacy period. Please accompany this one-page application with a payment of \$750.00 USD (\$1,100.00 USD for non-members), which will be non-transferable and non-refundable.

| |
|---|
| Name: |
| Address: |
| Fax: |
| Phone: |
| E-mail: |
| Web site: |
| Name of sponsor: |
| Date your check was sent to AICI: |
| Completion date for materials to reach AICI Headquarters: |

I understand that all my financial, proprietary and copyrighted material sent to AICI Headquarters and the CIM Review Board will remain strictly confidential. Anyone violating that agreement will risk losing his or her AICI membership.

I understand that the decision of the Review Board is final and that I may not enter into any discussion with the individuals involved beyond the official comments and recommendations made to me in the Review Board Report.

I understand that AICI is not responsible for any lost or stolen file, folder, letter, evaluation or piece of information that my clients or I send to AICI.

I enclose payment to open my Master Certification Candidacy period which will end one year from the date my payment is received by AICI.

Signed/Date

Send or fax this pre-application and fee payment to:

Association of Image Consultants International (AICI)
1255 SW Prairie Trail Parkway, Ankeny, IA 50023-7068 USA
FAX: 1.515.334.1174

EM: info@ aici.org

Payment: Check Visa MasterCard American Express

- CVV Code (security code on the back of the credit card)
- Billing Zip/Postal Code

This information is required in order for us to process payment.

Credit Card # _____ Expiration _____

CIM SPONSOR FORM

I, _____ AICI CIP/CIM can vouch that _____
is qualified to apply for the CIM candidacy. She has been an AICI CIP member for at
least four years and has demonstrated to me high professional standards consistent
with the standards needed to complete the CIM application.

Sponsor Name: _____

Sponsor Email: _____

Sponsor Phone Number: _____

Signed: _____

Date: _____

CIM APPLICATION

SECTION 1 LEADERSHIP AND PARTICIPATION (600 points)

The purpose of this section is for the CIM candidate to demonstrate regional, national or international leadership. The CIM requires that candidates are sought after and in demand in AICI, the image industry and in their communities.

Please submit proof of THREE of the following. (See proof examples in brackets.)

Please indicate which of the options you are submitting and attach the proof behind this page in your presentation folder.

1. Attendance at an AICI conference or other association conference related to the AICI core competencies for 4 out of 5 years preceding the application date. (AICI or attendance record)
2. Held international high level board office or chaired international committee within the immediate 5 years preceding the application date. (Certificates issued by association or organization.)
3. Taught 2 concurrent, pre/mid/post sessions at the AICI conference or CEU-approved courses at Chapter Education Events within the immediate five years preceding the application date. (Convention log, evaluations or final roster.)
4. Provided leadership training or chapter development; founded or launched a chapter for AICI or for another association, organization or institute within the immediate five years preceding the application date. (Submit testimonial letter from a board member who attended, verifying number of hours.)
5. President or chair of a working board or committee of an association, philanthropic organization, charitable fundraising event, or executive position in an association, civic community or non-profit group related to the AICI core competencies within the immediate 5 years preceding the application date. (Certificates issued by association or organization.)

SECTION 2 PROFESSIONAL/PERSONAL DEVELOPMENT AND EDUCATION (500 points)

Please write a list of the education courses, classes and activities that you have completed in the last 5 years. From these courses, you must have received at least four CEUs.

Please include copies of transcripts from AICI and any other institution from which you have taken courses. The courses must be part of the AICI Core Competencies to be accepted. Please include topic and level of class, number of hours and which institution offered the course. All college and university credits can be translated into CEUs. 1 Credit = 1 hour or .1 CEU. Please ensure that you have at least 50 hours.

| Institute/ College | Topic | Level/ Class Name | Date | Hours | CEU Certification or Degree |
|-----------------------|-------|----------------------|------|-------|-----------------------------------|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

Please describe any other professional and personal development work that you have completed and that you consider relevant to this section. You may include any philanthropic or charitable work that you are or have been involved in.

SECTION 3 PROFESSIONAL SERVICE
EVALUATIONS
(235 points each evaluation)

Please submit the following documentation:

Evaluation forms vouching for the standard of your work and your professional reputation, 23 in all.

1. **Twenty** from your clients, participants in a seminar or training, coaching clients or customers or a combination, (not necessarily AICI members). Photocopy the evaluation form and send or e-mail it to at least 20 clients and a date by when they should return it to you. Send each one a stamped, addressed envelope with their name and CIM EVALUATION clearly marked on the front. Keep a record of all the clients to whom you have sent evaluations. These evaluations must remain sealed and may not be read by candidate prior to submission to AICI. 235 POINTS EACH

2. **Three** from professional peers/co-workers/business partners/strategic alliance partners. Photocopy the evaluation form and e-mail or send it out to 5-10 professional peers and a date by when they should return it to you. Send each one a stamped, addressed envelope with their name and CIM EVALUATION clearly marked in the front. Keep a record of all the professional peers to whom you have sent testimonials. All peer evaluations must be from professional colleagues who have witnessed your presentations or consultations or seen you lead meetings or worked with you first-hand on committees. These evaluations must remain sealed and may not be read by candidate prior to submission to AICI. 235 POINTS EACH

Below are three evaluations:

1. Client evaluation for a seminar, long program, workshop, speech or event. The evaluation would be completed by a training student or person who hired the candidate.
2. Client evaluation for individual consultations or image consulting coaching sessions.
3. Professional peer evaluation for a partner, employee, employer, strategic alliance partner. This evaluation will be for a peer who reviews the candidate's work in person.

MASTER CANDIDATE PERFORMANCE EVALUATION #1

CLIENT EVALUATION SEMINAR OR TRAINING PARTICIPANT

Candidate please complete:

| |
|-----------------------------|
| Name of CIM Candidate: |
| Name of Evaluator: |
| Email of Evaluator: |
| Phone Number of Evaluator: |
| Date(s) of service: |
| Duration and # of sessions: |

TO WHOM IT MAY CONCERN

Please help me by taking a few minutes to fill out this Client Evaluation form as part of my Certified Image Master (CIM) Application.

Please place the form in the **stamped addressed envelope** provided, and write your name, address and CIM EVALUATION on the envelope. Please seal the envelope and send it to me; it will remain confidential until opened by the Reviewers. I will receive a copy of the evaluation only if you have given permission to do so.

I give my permission for the Master Candidate to read this evaluation.

Signature of the Evaluator _____

Date _____

CLIENT EVALUATION #1

1.1 CONSULTING OR PROGRAM MATERIALS

| | N/A | Strongly Disagree | Strongly Agree |
|--|-----|-------------------|----------------|
| | | 1 | 2 3 |
| Manuals and materials were of a professional standard. | | | |
| Manuals and materials clearly followed and enhanced the presentation. | | | |
| Manuals/workbooks/handouts were appropriate to the area of study. | | | |
| Program materials and visual aids were used effectively and were easy to follow. | | | |
| Flip-chart or board work was clear. | | | |
| PowerPoint or other presentation aids were appropriate and useful. | | | |

CLIENT EVALUATION #1

1.2 PROFESSIONAL PRACTICES / ETHICS

| The Candidate: | N/A | Strongly Disagree | Strongly Agree | |
|---|-----|-------------------|----------------|---|
| | | 1 | 2 | 3 |
| Returned messages in a timely fashion | | | | |
| Was punctual or communicated if the unexpected came up | | | | |
| Was responsive to my concerns, problems or issues | | | | |
| Provided valuable insight, analysis and perspective on my questions | | | | |
| Took care of details | | | | |
| Completed assignments and responsibilities in a timely manner | | | | |
| Demonstrated excellent organizational and follow-up practices | | | | |
| Demonstrated ethical and professional behavior | | | | |
| Had clear and professional voice-mail and e-mail messages | | | | |

CLIENT EVALUATION #1

1.3 APPEARANCE

N/A Strongly Disagree Strongly Agree

| The candidate's appearance: | | 1 | 2 | 3 |
|---|--|---|---|---|
| Was appropriate at all times to the candidate's profession | | | | |
| Was well groomed | | | | |
| Demonstrated makeup, clothing, hair and body language appropriate for a high level consultant | | | | |

CLIENT EVALUATION #1

1.4 CONSULTING/TEACHING/FACILITATION/SPEAKING ABILITIES

| | N/A | Strongly Disagree | Strongly Agree |
|---|-----|-------------------|----------------|
| The Candidate: | | 1 | 2 3 |
| Was professional and enthusiastic | | | |
| Explained the objectives for the session | | | |
| Achieved all the learning objectives advertised | | | |
| Explained the concepts and steps clearly | | | |
| Demonstrated a thorough and practical knowledge of subject matter | | | |
| Used examples and visuals to explain concepts in a clear and concise manner | | | |
| Encouraged me/the group to participate | | | |
| Responded well to questions | | | |
| Empowered me/group to practice the information | | | |
| Managed the time effectively | | | |
| Explained jargon and used terminology effectively | | | |

CLIENT EVALUATION #1

1.5 INFORMATION

N/A Strongly Disagree Strongly Agree

| | | 1 | 2 | 3 |
|--|--|---|---|---|
| Was easy to understand | | | | |
| Was well organized | | | | |
| Was reinforced with examples | | | | |
| Was well suited for the level of the audience/consultation | | | | |
| Was appropriate to my needs | | | | |
| Met my/group's expectations | | | | |

CLIENT EVALUATION #1

1.6 RESULTS OBTAINED AND MY EXPERIENCE OF THE SESSION

| | N/A | Strongly Disagree | | Strongly Agree |
|--|-----|-------------------|---|----------------|
| As a result of the SEMINAR, WORKSHOP, SPEECH, EVENT OR PROGRAM: | | 1 | 2 | 3 |
| I will be able to solve or handle the issues and needs I came in with | | | | |
| My understanding of options and strategies is expanded | | | | |
| My overall self confidence is enhanced | | | | |
| I am more aware of my impact and influence on others | | | | |
| I will be able to implement the skills with confidence | | | | |
| I will be able to upgrade my skills in: Image | | | | |
| I will be able to upgrade my skills in: Presentation | | | | |
| I will be able to upgrade my skills in: Non-Verbal | | | | |
| I will be able to upgrade my skills in: Verbal | | | | |
| I will be able to upgrade my skills in: Professional Development | | | | |
| I will be able to upgrade my skills in: Etiquette | | | | |
| I will be able to upgrade my skills in: Other | | | | |

Candidate's Name _____

Evaluator's Signature _____ **Date** _____

CLIENT EVALUATION #2

INDIVIDUAL CONSULTATION IMAGE COACHING

Candidate please complete:

| |
|-----------------------------|
| Name of CIM Candidate: |
| Name of Evaluator: |
| Email of Evaluator: |
| Phone number of Evaluator: |
| Date(s) of service: |
| Duration and # of sessions: |

TO WHOM IT MAY CONCERN

Please help me by taking a few minutes to fill out this Client Evaluation form as part of my Certified Image Master (CIM) Application.

Please place the form in the **stamped addressed envelope** provided, and write your name, address and CIM EVALUATION on the envelope. Please seal the envelope and send it to me; it will remain confidential until opened by the Reviewers. I will receive a copy of the evaluation only if you have given permission to do so.

I give my permission for the Master Candidate to read this evaluation.

Signature of the Evaluator _____

Date _____

CLIENT EVALUATION #2

2.1 CONSULTING OR PROGRAM MATERIALS

| | N/A | Strongly Disagree | | Strongly Agree |
|--|-----|-------------------|---|----------------|
| | | 1 | 2 | 3 |
| Manuals and materials were of a professional standard | | | | |
| Manuals and materials clearly followed and enhanced the consultation | | | | |
| Manuals/workbooks/visual aids were appropriate to the area of consulting | | | | |
| Consultation materials and visual aids were used effectively and were easy to follow | | | | |
| Equipment and materials and visual aids were current | | | | |

CLIENT EVALUATION #2

2.2 PROFESSIONAL PRACTICES / ETHICS

| | N/A | Strongly Disagree | | Strongly Agree |
|---|-----|-------------------|---|----------------|
| The Candidate: | | 1 | 2 | 3 |
| Returned messages in a timely fashion | | | | |
| Was punctual or communicated if the unexpected came up | | | | |
| Was responsive to my concerns, problems or issues | | | | |
| Provided valuable insight, analysis and perspective on my questions | | | | |
| Took care of details | | | | |
| Completed assignments and responsibilities in a timely manner | | | | |
| Demonstrated excellent organizational and follow-up practices | | | | |
| Demonstrated ethical and professional behavior | | | | |
| Communicated clearly | | | | |
| Had professional voice-mail and e-mail messages | | | | |

CLIENT EVALUATION #2

2.3 APPEARANCE

| | N/A | Strongly Disagree | | Strongly Agree |
|---|-----|-------------------|---|----------------|
| The candidate's appearance: | | 1 | 2 | 3 |
| Was appropriate at all times to the candidate's profession | | | | |
| Was well groomed | | | | |
| Demonstrated makeup, clothing, hair and body language appropriate for a high level consultant | | | | |

CLIENT EVALUATION #2

2.4 CONSULTING/TEACHING ABILITIES

N/A Strongly Disagree Strongly Agree

| The Candidate: | | 1 | 2 | 3 |
|---|--|---|---|---|
| Was professional and enthusiastic | | | | |
| Explained the objectives for the session | | | | |
| Achieved the learning objectives | | | | |
| Explained the concepts and steps clearly | | | | |
| Demonstrated a thorough and practical knowledge of subject matter | | | | |
| Used examples and visuals to explain concepts in a clear and concise manner | | | | |
| Encouraged me to participate | | | | |
| Responded well to questions | | | | |
| Empowered me to use the information | | | | |
| Managed the time effectively | | | | |
| Explained jargon and used terminology effectively | | | | |

CLIENT EVALUATION #2

2.5 INFORMATION

| | N/A | Strongly Disagree | Strongly Agree |
|---|-----|-------------------|----------------|
| | | 1 | 2 3 |
| Was easy to understand | | | |
| Was well organized | | | |
| Was reinforced with examples | | | |
| Was well suited for the level of the consultation | | | |
| Was appropriate to my needs | | | |
| Met my expectations | | | |

CLIENT EVALUATION #2

2.6 YOUR CONSULTING EXPERIENCE AND RESULTS OBTAINED

| | N/A | Strongly Disagree | | Strongly Agree |
|---|-----|-------------------|---|----------------|
| As a result of the CONSULTATION OR COACHING RELATIONSHIP: | | 1 | 2 | 3 |
| I will be able to solve or handle the issues and needs I came in with | | | | |
| My understanding of options and strategies is expanded | | | | |
| My overall self confidence is enhanced | | | | |
| I am more aware of my impact and influence on others | | | | |
| I will be able to implement with confidence the skills I learned | | | | |
| I will be able to upgrade my skills in: Image | | | | |
| I will be able to upgrade my skills in: Presentation | | | | |
| I will be able to upgrade my skills in: Non-Verbal | | | | |
| I will be able to upgrade my skills in: Verbal | | | | |
| I will be able to upgrade my skills in: Professional Development | | | | |
| I will be able to upgrade my skills in: Etiquette | | | | |
| I will be able to upgrade my skills in: Other | | | | |

Candidate's Name _____

Evaluator's Signature _____ Date _____

MASTER CANDIDATE PERFORMANCE EVALUATION #3

PEER REVIEW

EMPLOYEE/CO-WORKER/BUSINESS PARTNER/ STRATEGIC ALLIANCE PARTNER EVALUATION

For the peer review, you will be expected to have only a working or professional relationship with the candidate. You would not be a client, social acquaintance, student or trainee of the candidate. In addition, you will be required to attend at least one meeting, event, seminar or consulting/coaching process conducted by the candidate so that you can fill out the sections below.

Candidate please complete:

| |
|----------------------------|
| Name of CIM Candidate: |
| Name of Evaluator: |
| Email of Evaluator: |
| Phone number of Evaluator: |
| Date(s) of Relationship: |

Please place the form in the **stamped addressed envelope** provided, and write in your return address. Please seal the envelope and send it to me; it will remain confidential until opened by the Reviewers. I will receive a copy of the evaluation only if you have given permission to do so.

I give my permission for the Master Candidate to read this evaluation.

Signature of the Evaluator _____ Date _____

PEER REVIEW #3

3.1 PROFESSIONAL PRACTICES / ETHICS

| The Candidate: | N/A | Strongly Disagree | Strongly Agree |
|--|-----|-------------------|----------------|
| | 1 | 2 | 3 |
| Returned messages to me in a timely fashion | | | |
| Was punctual or communicated if the unexpected came up | | | |
| Showed a grasp of and was responsive to concerns, problems or issues | | | |
| Had effective listening skills | | | |
| Took care of details | | | |
| Completed assignments and responsibilities with me in a timely manner | | | |
| Demonstrated excellent organizational practices | | | |
| Demonstrated ethical and professional behavior at all times | | | |
| Used terminology and language effectively to explain things simply and clearly | | | |
| Demonstrated excellent follow up practices | | | |

PEER REVIEW #3

3. 2 APPEARANCE

| | N/A | Strongly Disagree | | Strongly Agree |
|--|-----|-------------------|---|----------------|
| The candidate's appearance: | | 1 | 2 | 3 |
| Was appropriate for the occasion at all times | | | | |
| Was well groomed | | | | |
| Hairstyle, clothing, makeup and body language were appropriate for a high level consultant | | | | |

3. 3 PROFESSIONAL RELATIONSHIPS

| | N/A | Strongly Disagree | | Strongly Agree |
|--|-----|-------------------|---|----------------|
| The Candidate: | | 1 | 2 | 3 |
| Respected the relationship with other clients (i.e. did not gossip about others) | | | | |
| Understood her/his role in the relationship | | | | |
| Conducted her/his role effectively | | | | |
| Was positive and enthusiastic | | | | |
| Communicated clearly and concisely | | | | |
| Empowered me to be my best | | | | |
| Delegated appropriately | | | | |
| Cleared up miscommunications in a timely manner | | | | |
| Added value to the relationship | | | | |

3.4 CONSULTING/TEACHING ABILITIES.

Seminar(s), consultation(s) or meeting(s) attended:

| | N/A | Strongly Disagree | Strongly Agree | |
|---|-----|-------------------|----------------|---|
| The Candidate: | | 1 | 2 | 3 |
| Was professional and enthusiastic | | | | |
| Explained the objectives for the session | | | | |
| Achieved the learning objectives | | | | |
| Explained the concepts and steps clearly | | | | |
| Demonstrated a thorough and practical knowledge of subject matter | | | | |
| Used examples and visuals to explain concepts in a clear and concise manner | | | | |
| Encouraged clients to participate | | | | |
| Responded well to questions | | | | |
| Empowered clients to use the information | | | | |
| Managed the time effectively | | | | |
| Explained jargon and used terminology effectively | | | | |

PEER REVIEW #3

3.5 INFORMATION

| | N/A | Strongly Disagree | Strongly Agree |
|---|-----|-------------------|----------------|
| | | 1 | 2 3 |
| Was easy to understand | | | |
| Was well organized | | | |
| Was reinforced with examples | | | |
| Was well suited for the level of the consultation | | | |
| Was appropriate to the clients' needs | | | |
| Met my expectations | | | |

PEER REVIEW #3

3.6 YOUR EXPERIENCE WITH THE CANDIDATE AND RESULTS OBTAINED

| | N/A | Strongly Disagree | Strongly Agree |
|---|-----|-------------------|----------------|
| As a result of the PROFESSIONAL RELATIONSHIP: | | 1 | 3 |
| My ability to solve or handle key issues is expanded | | | |
| The candidate created a good rapport with me and others involved | | | |
| My overall self confidence is enhanced | | | |
| I am more aware of my impact and role | | | |
| I will be able to implement with confidence the skills learned from the candidate | | | |
| The candidate shared her knowledge | | | |
| The candidate was able to relay her experience and knowledge clearly to me | | | |
| The candidate was able to understand my challenges | | | |
| The candidate was able to help meet my goals | | | |
| The candidate was available to me | | | |
| The candidate was able to help me produce results. | | | |
| The candidate was able to clear up miscommunications | | | |

Candidate's Name _____

Evaluator's Signature _____ Date _____

SECTION 4 BUSINESS RECORD (2000 points)

To qualify for CIM you must earn a minimum of 2000 billable hours for the services you offered in the 5 years immediately preceding your application date.

Whatever type of business you conduct, you must have a minimum total of 2000 billable hours in the 5-year period. This is the equivalent of being paid for working one day per week.

You will be granted one point for each hour you bill clients or customers. A billable hour is the hour spent on behalf of your client(s) preparing, coaching, consulting, facilitating or speaking. If your business includes selling products you can count one full hour spent in the capacity of image consultant with the customer for 1 point. You may fill out the forms for one or a combination of these professional activities.

A billable hour does not include sales presentations, travel, office administration or other unpaid duties. Up to 10 hours per year pro bono work can be counted.

Please print out as many forms as you will need to for each of your service categories. Fill out the forms by listing your clients, their names, addresses, phone numbers, and the number of hours of consultation you billed them for. You may also submit hard copies of spreadsheets or your own forms. For corporate clients, please write the name, address and phone number of the company, the contact person who hired you, the date and topic of presentations. For multiple presentations or assignments with the same client indicate all the dates you worked with that client. If your country has instigated privacy laws and you are not at liberty to publish names and numbers in this document, you will have to obtain their permission first or the permission of someone in the company.

POINT REQUIREMENTS PER ACTIVITY:

- Paid individual consultation, color, makeup, training and shopping session (1 point per contact hour)
- Paid presentation, workshop and seminar (1 point per hour on behalf the client, not 1 point per participant)
- Selling a product: clothing and makeup (1 point per full hour with the customer in the capacity of image consultant.)
- Keynote speeches (1 point per contact hour)
- A long-term contract with an organization for identity building, corporate branding or new product launch: (1 point per paid consulting and contact hour)
- Train the trainer courses (1 point per contact hour, excluding other facilitators' training time. Not, one point per participant)
- Paid retail presentations or fashion shows (1 point per contact hour with the audience and rehearsal hours)

BUSINESS WORK RECORD #1

INDIVIDUAL CLIENTS or CUSTOMERS

| | | | |
|-------------|-------|----------------|------------|
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee/Sales | |
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee/Sales | |
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee/Sales | |
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee/Sales | |
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee/Sales | |
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee/Sales | |
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee/Sales | |
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee/Sales | |

TOTAL Hours/Points _____

BUSINESS WORK RECORD #2

SEMINARS/WORKSHOPS/SPEECHES/SHOWS/ETC

| | | | |
|----------------|---------------|----------|---------------|
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee | |
| Contact Person | Topic & Title | | |
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee | |
| Contact Person | Topic & Title | | |
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee | |
| Contact Person | Topic & Title | | |
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee | |
| Contact Person | Topic & Title | | |
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee | |
| Contact Person | Topic & Title | | |
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee | |
| Contact Person | Topic & Title | | |
| Client Name | Phone | Date | # of Hours |
| Address | | Your Fee | |
| Contact Person | Topic & Title | | |

TOTAL Hours/Points _____

SECTION 5 PROOF OF FEES (500 points)

Please submit proof of the fees received for every product or service CATEGORY, NOT FOR EVERY EVENT that you offer.

For example, submit photocopies of the following:

- Invoices sent on letterhead
- Photocopied checks
- Actual official financial documents
- Check stubs from organizations
- Official receipts

Please note that a record of your revenues is NOT required. Just submit proof of the fees you say you have earned and been paid in the previous sections for each category of your business. Categories include for example:

- Individual consultations
- Corporate consultations
- Speaking engagements
- Seminars
- Product sales

SECTION 6 COMPANY BRAND (1500 points)

The purpose of this section is to for you to demonstrate the brand identity of your consulting company. You must also demonstrate how you differentiate yourself from competitors. A brand is also a demonstration of your reputation and what is known about you. Your brand identity and brand values should come across clearly.

Please submit examples of all your business identity, marketing materials, website, advertising and publicity.

Put them behind this sheet in your presentation folder. Please include articles in the press written about you, radio or television clips, or any examples where you were quoted or interviewed. You may also include any articles, newsletters, publicity materials, books, manuals, videos, audiotapes or CDs that you have had published. These must be relevant to your business or your leadership activities.

This information must have been developed or published within the 5 years immediately preceding the application date and may include the current year. A “new edition” of your book will be counted if the original was written outside the five year period.

Your materials will be assessed by the following criteria:

- Content
- Brand identity: logo, slogans, printing
- Writing style, grammar, use of vocabulary
- Level of printing/photocopying
- Quality and professionalism of your photography
- Image of layout
- Quality of paper
- Quality and professional standard of web site

SECTION 7 **PROFESSIONAL CONSULTING**
MATERIALS
(Max 1500 points)

In this section you are expected to demonstrate how your work affects, transforms or influences your audience, readers, clients or participants. Please submit all your professional consulting and professional materials that you use to consult, train, coach or conduct all aspects of your business. These could be: syllabuses, curricula, course or teaching plans, agendas or time lines for individual consultations or shopping services, assessment or problem solving tools. Include any business systems that you use to validate that you are a master level consultant.

In this section you are expected to demonstrate original and innovative thinking. Specify what materials were originated by you. You are expected to have a strong brand identity which must be indicated in this section.

Please submit all course syllabuses, agendas and learning outcomes for all the individual consultations, short courses, half-day, full-day or extended courses that you offer.

In addition, please submit one of the following:

1. Any original professional process that you use as a consultant to work with your clients.
2. Any original business system or operating system that you use for your business.
3. Any original assessment tool that you use as part of your consulting work.
4. Any other original material you use.

SECTION 8 ESSAY (Max 500 points)

Please submit a 500 word essay or bullet points entitled “Why I should be a Certified Image Master”. You may include:

1. Your history, accomplishments, leadership, accolades, awards and attributes as an image consultant.
2. How you demonstrate master status in your work and your brand.
3. What your contribution to AICI and the industry has been currently and its impact on both.
4. How you will demonstrate Master status in the future.
5. Your philosophy and vision for your image consulting business.

SECTION 9 **CIM PRESENTATION FOLDER**
(Max 1000 points)

Your materials will be evaluated on the basis of clarity, ease of reading and artistic/graphic presentation. Your brand must be clearly identifiable and indicated throughout. Each section and sub-section must be clearly separated and marked.

SECTION 10 CANDIDATE'S IMAGE (Max 500 Points)

Please submit a recent professional full-length photograph and promotional head shot photograph with your application.

SECTION 11 CANDIDATE'S PRESENTATION 1020
POINTS AND INTERVIEW POINTS 750 Points

If your portfolio meets all criteria and passes all requirements as set forth in the application, you will be invited to do a 30 minute presentation or consultation followed by an interview, for a total of one hour in length, before the CIM Committee at the AICI conference. Questions will include reference to the material in the portfolio, your vision and future contribution to AICI and the image industry.

You will not be invited to make a presentation or be interviewed if your portfolio is deemed incomplete by the CIM Review Committee.

PRESENTATION/CONSULTATION EVALUATION TO BE USED BY THE REVIEWERS

| | N/A | Strongly Disagree | Strongly Agree | |
|---|-----|-------------------|----------------|---|
| The Candidate: | | 1 | 2 | 3 |
| Was professional and enthusiastic | | | | |
| Explained the objectives for the session | | | | |
| Achieved the learning objectives | | | | |
| Explained the concepts and steps clearly | | | | |
| Demonstrated a thorough and practical knowledge of subject matter | | | | |
| Used examples and visuals to explain concepts in a clear and concise manner | | | | |

CONSULTING/TEACHING ABILITIES

| | | | | |
|---|--|--|--|--|
| Encouraged clients to participate | | | | |
| Responded well to questions | | | | |
| Empowered clients to use the information | | | | |
| Managed the time effectively | | | | |
| Explained jargon and used terminology effectively | | | | |

INFORMATION

| | N/A | Strongly Disagree | Strongly Agree |
|---|-----|-------------------|----------------|
| | | 1 | 2 3 |
| Was easy to understand | | | |
| Was well organized | | | |
| Was reinforced with examples | | | |
| Was well suited for the level of the consultation | | | |
| Was appropriate to the clients' needs | | | |
| Met my expectations | | | |

INTERVIEW will follow presentation. Both will be conducted by CIM Committee.

Interview will be measured by:

1. Does the candidate express her or himself clearly and was her diction and grammar correct?
2. Is the candidate aware of her brand in the industry and AICI?
3. Does the candidate have a philosophy for the future of the image industry and how she/he intends to contribute?
4. How does the candidate intend to contribute to AICI in the future?
5. Has there ever been any issue with this candidate's relationship to AICI or HQ? If so, has it now been cleared?

CIM APPLICATION SUMMARY PAGE

MAXIMUM POINTS AVAILABLE FOR EACH SECTION

| | | | |
|------------------------|---|---------------------|--|
| Section 1 | Leadership and Participation | 600 | |
| Section 2 | Personal/Professional Development & Education | 500 | |
| Section 3 | Client Evaluations (20) 235 each evaluation | 4700 | |
| | Co-workers/peers/business partners Evaluations (3) 235 points each evaluation | 705 | |
| | 2 AICI evaluations | 470 | |
| Section 4 | Business Work Record | 2000 | |
| Section 5 | Financial Record | 500 | |
| Section 6 | Company Brand | 1500 | |
| Section 7 | Professional Consulting Material | 1500 | |
| Section 8 | 500 Word Essay | 500 | |
| Section 9 | Presentation Folder for CIM Application | 1000 | |
| Section 10 | Image, Appearance | 500 | |
| | If Sections 1-10 pass, Section 11 will be scheduled and graded as: | | |
| Section 11 | Presentation: 17 sections x 20 points x 3 reviewers Interview: 5 questions x 50 points x 3 reviewers | 1020 750 | |
| | | | |
| Minimum points to pass | All sections must reach the acceptable standard to pass. | 95% of each section | |



Association of Image Consultants International
100 East Grand Avenue, Suite 330
Des Moines, Iowa 50309 USA
Phone: +1 (515) 282.5500 Fax: +1 (515) 243.2049

Email: info@aici.org Web: www.aici.org

AICI Code of Ethics and Standards of Professional Conduct

As amended and restated October 10, 2006

The Code of Ethics

Members of AICI shall:

- Act with integrity, competence, dignity, and in an ethical manner when dealing with the public, clients, prospects, employees and fellow members.
- Practice and encourage others to practice in a professional and ethical manner that will reflect credit on members and their profession.
- Strive to maintain and improve their competence and the competence of others in the profession.
- Use reasonable care and exercise independent professional judgment.

Standards of Professional Conduct

STANDARD I: FUNDAMENTAL RESPONSIBILITIES

Members shall:

- A. Maintain knowledge of and comply with all applicable laws, rules, and regulations of any government, governmental agency, regulatory organization, licensing agency, or professional association governing the members' professional activities.
- B. Not knowingly participate or assist in any violation of such laws, rules, or regulations.
- C. Not undertake any professional responsibilities unless, by training and experience, the member is competent to adequately perform the work required.
- D. Accurately represent qualifications, education, experience and affiliations in all forms of personal and professional communication as prescribed in AICI's Bylaws.

STANDARD II: RELATIONSHIP WITH AND RESPONSIBILITIES TO THE CLIENT

Members shall:

- A. Clearly define, verbally or in writing, the scope and nature of the project or services to be performed and all fees or costs involved in the project or services from conception to completion.
- B. Inform clients and prospective clients of any special relationship or circumstances that could be considered a conflict of interest.
- C. Hold client information in confidence, except as compelled by law.

STANDARD III: RELATIONSHIP WITH AND RESPONSIBILITIES TO THE PROFESSION AND THE ASSOCIATION

Members shall:

- A. Not engage in professional misconduct.
- B. Not engage in any professional conduct involving dishonesty, fraud, deceit, or misrepresentation or commit any act that reflects adversely on their honesty, trustworthiness, or professional competence.
- C. Not knowingly endorse an individual who is unqualified with respect to education, training, and/or expertise, as per the established Bylaws and membership requirements of the Association.
- D. Not discriminate against anyone based upon economic factors, race, creed, ethnic background, gender, age, sexual preference, physical condition or country of origin.
- E. Not, without permission or giving appropriate credit, use materials, client lists, titles and/or thematic creations originated by others. Members will take credit only for work created by them or by those under their paid supervision.
- F. Hold inviolate any confidential information entrusted to them by a colleague, except as compelled by law.
- G. Not be a party to any agreement to unfairly and/or inappropriately limit another consultant's access to the marketplace.
- H. Not, by word or deed, cause unjust injury to another consultant's reputation and/or business relationship(s).

VIOLATION

As a member of AICI, or as a non-member receiving an AICI designation, I am committed to and obligated by this Code of Ethics and Standards of Professional Conduct. I understand that any violation of this Code shall be determined using the established rules and procedures set forth by the AICI Ethics Committee. I understand that any disciplinary action shall be applied by AICI in accordance with the Bylaws and Policies and Procedures of the Association.

I hereby waive any and all claims, including claims for defamation and restraint of trade, that I may have against AICI or against any member of AICI arising out of any complaint, investigation, proceeding, or enforcement related to the Code of Ethics, including with respect to findings and disciplinary actions, up to and including expulsion.

I subscribe to the AICI Code of Ethics and Standards of Professional Conduct. My signature on this document means my pledge to abide by these standards.

Signature

Date

- I am a member of AICI.
- I am a non-member receiving an AICI designation.

AICI Core Competencies

The **AICI Core Competencies** identify the knowledge, skills, abilities and behaviors required for success as an Image Consultant. These Core Competencies form the basis for certification with AICI and establish a path for continued professional development.

Please refer to the [FLC Study Guide](#) for information on which Competencies are covered in the FLC Exam.

I. Technical Knowledge

A. Psychological Aspects of Image

- Effects of Image
- Self Concept Theory/Individual Identity
- General Values & Clothing Value Theory
- Personality Theory
- Defense Mechanisms

B. Social Aspects of Image

- Origins, Motives & Function of Apparel & Grooming
- Non-Verbal Communication via Image
- Cultural Patterns & Diversity
- Roles, Status & Stratification/Rank
- Historic Costume
- Fashion Industry & Fashion Trends
- Etiquette & Protocol

C. Physical Aspects of Image

- Physical Body Perception & Presentation
- Body Language
- Nutrition/Diet
- Exercise/Fitness
- Cosmetic Surgery
- Grooming

D. Artistic Aspects of Image/Visual Design in Apparel

- Art in Dress & Image (including Accessories)
- Design Principles (Goals)
 - Balance
 - Proportion
 - Scale
 - Rhythm
 - Emphasis
 - Unity
- Design Elements (Tools)
 - Line
 - Shape
 - Color
 - Texture
 - Pattern
- Personal Style in the Elements of Design
- Wardrobe Management

II. Professional Preparation & Development — Application of Technical Knowledge

A. Clientele/Target Market

- Potential Clientele

B. Programs (Working with Groups)

- Presentation Topics (*refer to I. Technical Knowledge, above*)
- Program Presentation Skills
- Types of / Formats for Programs/Presentations
- Teaching/Facilitation Techniques
- Teaching Aids & Materials
- Program Preparation Materials

C. Services (Working with Individuals)

- Potential Services (Women, Men, Children)
- Service Preparation Materials
- Coaching/Facilitation Techniques

D. Products

- Potential Products/Product Development
- Distribution

E. Marketing/Marketing Techniques

- Public Relations
- Promotions/Promotional Materials
- Graphics
- Fee Structure
- Selling Skills

III. Business Management

A. Organizational Aspects

- Business Forms
- Official/Business Location
- Financing
- In-Office Staff
- Resources/Related Professionals
- Associations to Join/Conferences to Attend
- Publications to Subscribe to

B. Management Aspects

- AICI Code of Ethics
- Strategic Planning/Business Plan
- Equipment & Supplies
- Legal Issues
- Management Style & Skills
- Accounting & Record Keeping
- Travel

Outline adapted with permission from the work of Judith Rasband, AICI CIM, Conselle LC, for use by AICI



CIM GUIDELINES FOR CANDIDATES

- SECTION 1. Leadership and Participation
- SECTION 2. Education
- SECTION 3. Professional Service Evaluations
- SECTION 4. Business Work Record
- SECTION 5. Proof of Fees
- SECTION 6. Company Brand
- SECTION 7. Professional Consulting Material
- SECTION 8. Essay
- SECTION 9. Presentation Folder
- SECTION 10. Image and Appearance
- SECTION 11. Presentation and Interview

APPLICATION AND TIMELINE

Your application must be completed and submitted to AICI Headquarters within 365 days of your payment processing date by AICI.

- No extensions are allowed to the 365 days. No exceptions.
- You may request an "Application Advisor, AA" once your application fee has been processed by AICI. The AA will only advise on application questions, not content questions.
- Your application must be received by AICI Headquarters by November 30 for it to be reviewed in time to be counted in the AICI awards at the annual May AICI conference.

SECTION 1. LEADERSHIP AND PARTICIPATION

- All entries must be clearly marked and dated.
- All documentations must support the entry and dates submitted.
- All dates or entries must be within the five years immediately preceding the application date..
- You must have provided high level leadership for AICI e.g. VP or President on the international board or President of a local chapter board and demonstrate that you have either been influential in or highly supportive of AICI or another image association. Similar leadership positions on other boards of associations and philanthropic organizations will also be considered.

Requirements:
Examples of proof in brackets

You must fulfill three out of the five categories.

- Attendance at an AICI conference or other association conference related to the AICI core competency list for 4 out of 5 years preceding the application date. (AICI transcript or official AICI attendance record.)
- Held international high level board office (such as VP level) or chaired an international committee within the immediate five years preceding the application date. (Certificates issued by association or organization.)
- Taught 2 concurrent or pre/mid/post sessions at the AICI conference within the immediate five years preceding the application date. (Convention log, AICI evaluations or CEU evaluations.)
- Provided leadership training or chapter development; founded or launched a chapter for AICI or for another association, organization or institute within the immediate five years preceding the application date. (Testimonial letter from a board member who attended, verifying number of hours.)
- President or chair of a working board or committee of an association, philanthropic organization, charitable fundraising event, or executive position in an association, civic community or non-profit group related to the AICI core competencies within the immediate five years preceding the application date. (Certificates issued by association or organization.)

600 Points

SECTION 2. EDUCATION

- You must have the required number of Continuing Education Units.
- All the CEUs must be awarded within the immediate five years preceding the application date.
- All education must be taken within the immediate five year period preceding the application date. No Exceptions.
- The only educational courses accepted are those listed in the AICI Core Competencies at the back of the CIM application.
- AICI can send you your CEU transcript.

500 Points

SECTION 3. PROFESSIONAL SERVICE EVALUATIONS

- A typed list of all peers and clients who sent evaluations must be placed in front of this section.
- The envelopes and letters must indicate who the evaluation is from. No exceptions.
- All testimonials must be clearly marked as clients or professional peers.
- A person must be a peer or a client, not both. The relationship must be clear.
- Please encourage your clients and peers to fill out the entire form. Many N/A (not applicable) check marks may discount the evaluation.

PEER REVIEWS

- Choose three (3) peers reviewers and AICI will choose two (2) peer references. AICI's peer references will submit confidential evaluations to the CIM chairperson. Peers must have experienced the formal work or AICI contribution of the candidate first hand and must write the evaluation as an in-person review. The AICI peer references will be selected from board colleagues or other AICI members who have experienced the work or contribution of the candidate in a formal or volunteer capacity.

Definition of a peer: A peer is a person who has the same rank, value, quality and ability before the law. The peer reviewer will have a working or professional relationship with the candidate. Not acceptable are relatives, clients, social acquaintances, students, trainees of the candidate, or personal friends without a professional relationship. They will be required to attend at least one meeting, event, seminar or consulting/coaching process conducted by the candidate so that they can fill out the evaluation.

235 points for each evaluation

SECTION 4. BUSINESS WORK RECORD

Requirements:

- Use the table provided or your own company spreadsheet. It must be clear how you have reached the billable hours.
- All billable hours for every activity for every separate year should be dated, marked and easy to read.
- All contact people and their contact information must be clearly stated.
- The billable hours recorded must add up to 2000 for 5 years.
- Any pro bono hours should not exceed 10 in total and can be included in the 2000 hours.
- If the hours seem suspect or inflated, the entry will be discounted.

2000 points

SECTION 5. PROOF OF FEES

Requirements:

- All fees for every work category listed must be documented. The section will not pass unless all categories are documented
- Each category should have its own sub-section and examples of fees clearly indicated.
- Each section would be behind a clearly marked title page.

500 points

SECTION 6. BRAND

Requirements:

- You must demonstrate a clear brand that is professionally designed and is consistent throughout the presentation folder. All materials must represent image consulting and be printed to the same high standard as any high level consultant or service company in the world.
- Every entry must be clearly identified behind title pages.
- The printed materials, paper quality, letterhead, logo, web site content, layout, appearance and other materials must be of the highest standard.
- All materials must be included such as stationery, envelopes, advertisements, PR articles and newspaper articles. Please indicate your web site address, as a website is mandatory.
- All material, books, revised editions, articles, CDs etc, must have been developed within the five year period immediately preceding the application date. No prior material will be accepted.
- Points will be deducted for typos, inferior quality content, photocopying and layout. No faded photocopies will be accepted.
- Your brand philosophy, brand identity and brand values must be clear and represented by the marketing materials.

1500 points

SECTION 7. PROFESSIONAL CONSULTING MATERIAL

Requirements:

- The work illustrated must be work for paying clients. No other work will be accepted.
- The short and long courses, professional assessments and agendas must be clearly marked in their own subsection.
- You must indicate that you have a substantial body of work that is known in the association and has made a significant difference to the industry.

- Course agendas must be written under the criteria and guidelines of IACET if you have submitted them to AICI as an approved training or course.
- At least one aspect of the work must be original. Indicate clearly why it is original and the target market for which it is intended in your business.
- The materials must be of a superior professional quality and well reproduced. Everything must be integrated as part of this brand.
- You must show how your methods have had an impact on your clients.
- The examples should be in top condition. No poor photo copies will be accepted.
- No work that has been taken from the work of others will be accepted as your brand.

1500 points

SECTION 8. ESSAY

WHY I SHOULD BE A CERTIFIED IMAGE MASTER

Your essay will be the section in which you can express yourself.

It might contain information pertaining to the following themes:

- That you and your company have a reputation in the industry. Show how you are sought after and in demand.
- That your business is primarily devoted to image consulting and that the predominant brand is of an image consulting business.
- The impact that your contributions are currently making on AICI and the industry
- Your historical contribution to AICI and the industry prior to the CIM application's five year time limit.
- Your awards, recognitions, accolades and prizes.

500 points

SECTION 9. PRESENTATION FOLDER

Requirements:

- This presentation folder must be superbly executed, creative, elegant and professional. All the books, CDs, DVDs and web site must represent the brand.
- The presentation folder must represent the highest quality.
- The folder must be divided into clear sections.
- The AICI CIM application pages must be at the front of every section.
- The subsections must be clearly marked and divided with title pages.
- The pages should be in presentation plastic covers or in laminated sheets.
- The illustrations and photographs must be of the highest quality and printing.
- The fonts and paper must be professionally chosen, whatever the target market.
- The presentation should represent the brand of the consultant and shine out as a Master Image Consultant.

1000 points

SECTION 10. IMAGE AND APPEARANCE

- Your photograph and appearance should match the reviewer's idea of an image consultant. The photograph must be a professional head and body shot, not a snapshot.

500 Points

IF THE APPLICANT'S PORTFOLIO PASSES, THIS SECTION WILL BE CONDUCTED AT THE AICI CONFERENCE

SECTION 11. CONFERENCE PRESENTATION OR CONSULTATION AND INTERVIEW

- **You will be required to make a face-to-face presentation and interview only if your portfolio passes and you have passed the ethics process.**

You will prepare a 30 minutes presentation or consultation involving a real client. You will be reviewed by a panel made up AICI CIM members, peer reviewers and external reviewers who will be invited to attend the presentation/consultation. They will fill out the evaluation below..

1020 points for presentation or consultation

750 points for interview

PRESENTATION/CONSULTATION EVALUATION TO BE USED BY THE CONFERENCE COMMITTEE

CONSULTING/TEACHING ABILITIES

Strongly Disagree Strongly Agree

| The Candidate: | N/A | 1 | 2 | 3 |
|---|-----|---|---|---|
| Was professional and enthusiastic | | | | |
| Explained the objectives for the session | | | | |
| Achieved the learning objectives | | | | |
| Explained the concepts and steps clearly | | | | |
| Demonstrated a thorough and practical knowledge of subject matter | | | | |
| Used examples and visuals to explain concepts in a clear and concise manner | | | | |
| Encouraged clients to participate | | | | |
| Responded well to questions | | | | |
| Empowered clients to use the information | | | | |
| Managed the time effectively | | | | |
| Explained jargon and used terminology effectively | | | | |

INFORMATION

| The candidate: | Strongly Disagree | | Strongly Agree | |
|---|-------------------|---|----------------|---|
| | N/A | 1 | 2 | 3 |
| Was easy to understand | | | | |
| Was well organized | | | | |
| Reinforced with examples | | | | |
| Was well suited for the level of the consultation | | | | |
| Was appropriate to the clients' needs | | | | |
| Met my expectations | | | | |

INTERVIEW will follow presentation

Interview conducted by CIM Review Committee

750 Points

