

# **Innovative Management & Professional Training**



**CBP™ PROGRAM  
HANDBOOK**

# *Introduction*

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Innovative Management & Professional Training has been offering a range of Training and Development Solutions to the Cayman Islands since August 1, 2005. All programs on offer are selected to enhance the marketability of participants and to add value for employers.

## *The IMPT Difference:*

1. Participants will gain relevant and employable skills.
2. Employers will have relevant professional training programmes readily available for staff development.
3. Employers get the opportunity to tell us what is needed in industry and we promise to deliver.

## Training Facilities

IMPT currently occupies 3,000 sq. ft. of training/office space. Our office is located at Unit 201, Alissta Towers (*next to Kirk's Office Equipment*), 85 North Sound Road. This also houses our computer training room. Our new and improved training rooms are now located next door to the office with the entrance being at Unit 202.

### **Contact us:**

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**Yvette Myles**

**Manager, Training and Development Solutions**



# CERTIFIED BUSINESS PROFESSIONAL: CBP PROGRAM DETAILS

The CBP Program is offered by IMPT as the only authorized training provider for the International Business Training Association (IBTA).

**Program Duration:** 6 months - 1 year

**Module Length:** 6 / 12 weeks (2 hours per week)

**Cost:** **CI\$300** for Professional /Executive Level & **CI\$650** for Master Executive Level

The next CBP course is scheduled to start the week of February 7, 2011. The regular cost of each course is CI\$300 (this includes the required student training manual). Complete any one course to become a **CBP Professional**. There are five courses to be completed in order to become a **CBP Executive**:

- Business Communications
- Business Etiquette & Professionalism
- Customer Service
- Leadership
- Sales



The following CBP Master Level Courses will also be on offer for those planning to earn the **CBP Master Executive** designation:

- Business Management (24 hours)
- Project Management (24 hours)
- Computer Technology Specialist (24 hours)

## Payment Plan

You are able to pay for each course as it is entered for. IMPT will allow students sitting 2 or more courses to pay 50% of the fees at the start of the course and the balance within 30 days.

## Certification Examinations

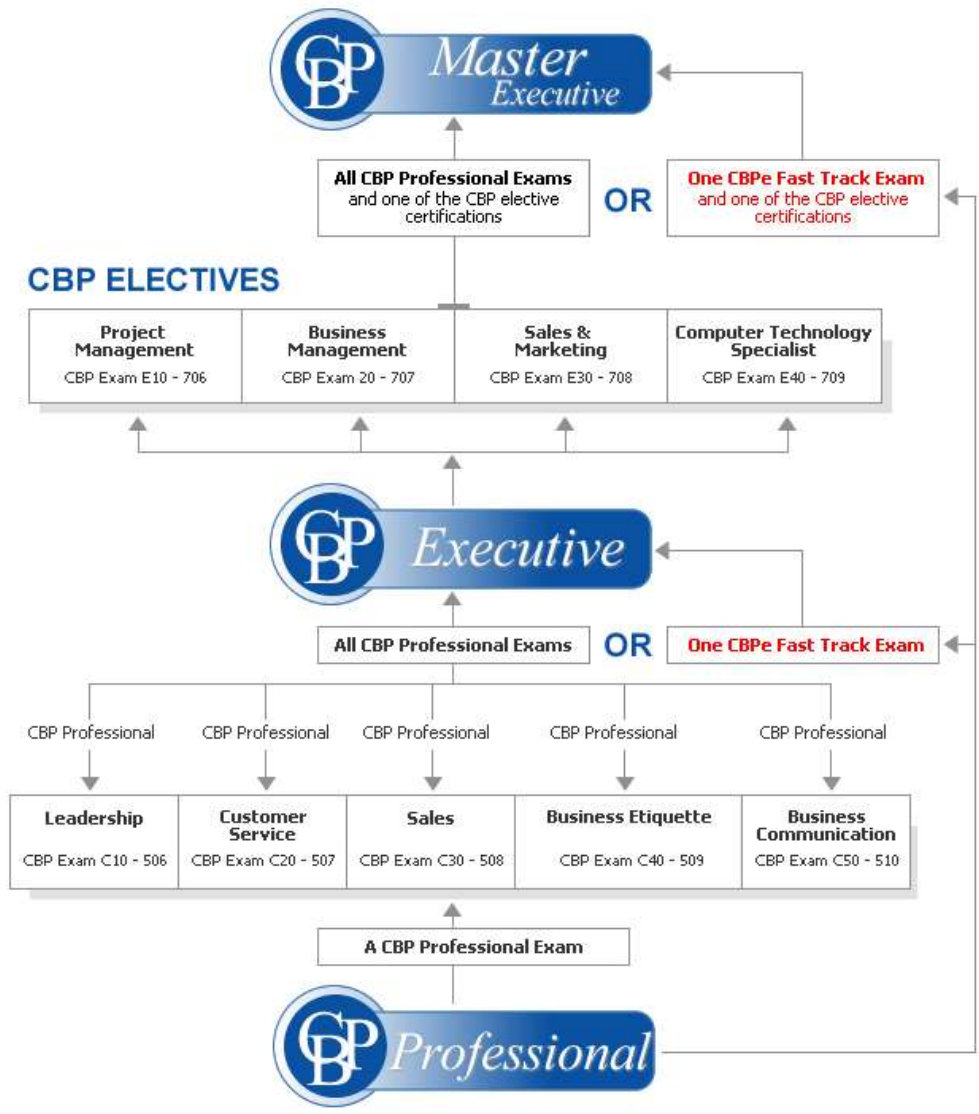
All examinations are computer based and are held at IMPT. There is an additional cost of CI\$125 for CBP Professional certification examinations and CI\$175 for CBP Executive Level examinations. The dates for examinations will be advised at the start of the program.

IMPT is the Approved Training Partner (ATP) for the Certified Business Professional (CBP) programs in the Cayman Islands. The CBP Programs are offered in partnership with the International Business

Training Association (IBTA), headquartered in the USA. You may visit our partner website to learn more about the CBP Program and IBTA at <http://www.ibtalearning.com/cbp/cbplearningmodules.cfm>

Should you have any further queries on this program please let me know. Please note that it is best to send us your queries directly on anything you see on the IBTA website as queries sent via the IBTA website will be sent back to us for processing.

## CBP™ Certification Road Map



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# **ABOUT CBP - Certified Business Professional**

The **Certified Business Professional, CBP**, is offered by IMPT in partnership with the International Business Training Association (IBTA), a global organization dedicated to:

- *Maintaining a common body of knowledge for business professionals*
- *Certifying business professionals in international standards*
- *Administering training and certification examinations*
- *Ensuring credentials are maintained and relevant through continuing education policies*

## **The IBTA Mission**

*To equip the business professional with the required skills needed to meet and surpass business standards in our global industry.*

## **About IBTA**

The Certified Business Professional Program is an international industry credential that validates and develops the business professional. A typical candidate is a professional in pursuit of excellence and is committed to exceeding and surpassing all standards for the business professional. The CBP program establishes a foundation-level, industry-neutral certification for business professionals enabling employers and the candidate to have a platform to develop the CBP for targeted positions within corporations. The CBP also develops important life-skills that transcend the work environment into many aspects of living.

The workshops, lectures, simulations and hands-on sessions provide the training and learning environment to maximize the candidate's potential. The certification examination measures the skills and knowledge earned by the program. The program was developed by industry-wide and cross platform job task analysis and consultation with key industry representatives to ensure the program's effectiveness and applicability. This ensures that the candidate is exposed to functional business tasks and gains practical exposure to the work environment.

## **The Value of the CBP Certification**

Almost every job has a core set of technology and business components that requires the professional to develop information technology and business skills. As many professionals pursue their careers in the workplace, there is a need to differentiate between "ordinary employment seekers" and "certified professionals".

The CBP certification provides this differentiator by certifying that the professional can demonstrate specific skill sets. Candidates who demonstrate technical and business skills with a widely recognized certification are on the path to excellence and professional development.



Industry standards, business ethics and certification of professionals become critical to ensuring higher performance standards are achieved in the workplace. The CBP certification is the only certification that combines IT and business skills in one certification.

### **Benefits of CBP Certification to the Organization**

- *Establishes best practices*
- *Access to a network of global industry and subject matter/domain experts*
- *Adds to credibility with the rigor and regimen of the certification examinations*
- *Simple and reliable program that can be integrated into recruitment and staffing processes*
- *Increase your skilled workforce at reduced costs training costs*
- *Enhance production and performance levels*
- *Greater Customer Satisfaction*

### **Benefits of CBP Certification to the Professional**

- *Confirms a working knowledge of business and technology skills*
- *Career differentiator, with peer networking and added credibility*
- *Broadening expectation of credentials*
- *Proof of professional achievement*
- *Enhanced Employability*
- *A business foundation to pursue additional corporate career paths*

### **Who Should Earn a CBP Certification?**

CBP certification is important for all types of professionals, including those changing careers, business professionals and school leavers. For persons changing careers, CBP is an excellent way to re-enter the job market because the curriculum covers core business and technology skills. CBP covers industry standards and leading productivity technologies.

For business professionals, a CBP certification demonstrates knowledge of industry standards, best practices and leading business and employability skills.

Experienced professionals who do not already have a widely recognized certification can earn a certification from CBP to show current or potential employers the level of their skills and expertise.

### **How to Find CBP training?**

CBP instructor-led courses for classroom training are offered in the Cayman Islands, only through **Innovative management & Professional Training (IMPT)**, a CBP Authorized Training Provider (CBP ATP).



## CBP Certification

The Certified Business Professional Program is an international industry credential that validates and develops the competency for entry-level business professionals. The CBP program establishes a foundation-level, industry-neutral certification for business professionals enabling employers and the candidate to have a foundation to develop the Certified Business Professional (CBP) for targeted positions within corporations. The CBP also develops important life-skills that transcend the work environment into many aspects of living.

A typical candidate is a professional in pursuit of excellence who is committed to exceeding and surpassing all standards for the business professional.

Candidates can earn CBP certification at various levels. These are as follows:

- **CBP Professional Level**
- **CBP Executive Level**
- **CBP Master Executive Level**

## CBP Professional

The **CBP Professional** credential is for professionals who desire to possess the foundation business skills required to support and lead today's organizations. These foundations skills are required by major institutions and organizations as a measure of competency.



Candidates are required to pass one of the CBP Professional exams to be accredited with the **CBP Professional** designation.

## How to Attain the CBP Professional Credential

In order to attain the CBP Professional credential, candidates must attend **one of the five** CBP Professional modules **and pass** the associated exam, which consist of the following:

- *Leadership - C10-506*
- *Customer Service - C20-507*
- *Sales - C30-508*
- *Business Etiquette and Professionalism - C40-509*
- *Business Communication - C50-510*



## CBP Executive

The CBP Executive credential is for business professionals who wish to demonstrate expertise in all five (5) CBP foundation areas of Leadership, Customer Service, Sales, Business Etiquette & Professional and Business Communication. The CBPe is a business executive who has developed a wide cross section of business skills and can also integrate into a variety of positions within corporations.

Candidates are required to pass all five of the Certified Business Professional exams to be accredited with the **CBP Executive designation**.

## How to Attain the CBP Executive Credential

In order to attain the CBP Executive credential, candidates must attend all the five CBP Professional modules and **pass all** associated exams, which consist of the following:

- *Leadership - C10-506*
- *Customer Service - C20-507*
- *Sales - C30-508*
- *Business Etiquette and Professionalism - C40-509*
- *Business Communication - C50-510*

## CBP Master Executive

The CBP Master Executive program is for candidates who wish to specialize and gain mastery in specific business skills segments such as Sales & Marketing, Project Management, Business Management and Technology. The CBPme is a business executive who possesses core business skills and has achieved mastery in a specific business field.



## How To Attain The CBP Master Executive Credential

To achieve the CBP Master Executive designation candidates must complete the CBP Professional exams and sit one of the following CBP elective certifications.

## CBP Master Modules

- *Project Management - CBP E10-706*
- *Business Management - CBP E20-70*
- *Technology - CBP E40-709*
- *Sales & Marketing - E30-708*

# COURSE OUTLINES

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## CBP<sup>®</sup> BUSINESS COMMUNICATION SEMINAR

**Duration: 12 hours**

### Course Overview

The CBP<sup>™</sup> Business Communication Certification equips the business professional with the best communication practices and develops business communication as a discipline.

The CBP<sup>™</sup> Business Communication certification module explores the study of the process of communication in the business environment, allowing us to understand how to make better choices in our day-to-day communication.

### Who Should Attend?

This course is recommended for business leaders, senior executives, managers, supervisors, front-line workers and other professionals who wish to specialize in the business communication business segment.

### Course Outline

Module 1: Introduction to Business Communication

Module 2: Structuring Business Communication

Module 3: Developing a Business Writing Style

Module 4: Types of Business Writing

Module 5: Writing for Special Circumstances

Module 6: Developing Oral Communication Skills

Module 7: Doing Business on the Telephone

Module 8: Non-Verbal Communication

Module 9: Developing Effective Presentation Skills

Module 10: Conflict and Disagreement in Business Communication



# CBP<sup>®</sup> BUSINESS ETIQUETTE & PROFESSIONALISM

**Duration: 12 hours**

## **Course Overview**

The CBP<sup>™</sup> Business Etiquette and Professionalism Certification develops the concept of business etiquette and the proper etiquette practices for different business scenarios. You will learn the etiquette requirements for meeting, entertaining, telephone, and Internet business interaction scenarios. Additionally, the CBP<sup>™</sup> Business Etiquette and Professionalism certification module addresses etiquette challenges when doing business in a multi-cultural environment.

## **Course Outline**

Module 1: Introduction to Business Etiquette

Module 2: Greeting and Introductions

Module 3: Meeting and Board Room Protocol

Module 4: Business Ethics

Module 5: Entertaining Etiquette

Module 6: Telephone Etiquette

Module 7: Internet and Email Etiquette

Module 8: Business Attire and Professionalism

Module 9: Disability Etiquette

Module 10: Multi-cultural Challenges



# CBP<sup>®</sup> CUSTOMER SERVICE SEMINAR

**Duration: 12 hours**

## Course Overview

The CBP<sup>™</sup> Customer Service Certification provides the foundation for quality customer service and focuses on building life-long customer relationships by developing effective customer-care strategies.

The CBP<sup>™</sup> Customer Service certification module provides guidelines for emerging technologies such as Internet Chat. Additionally, this module uses various hands-on and interactive scenarios to develop the foundation customer care skills needed to provide excellence in service.

## Who Should Attend

This course is recommended for customer service professionals, service agents, front-line workers, managers, supervisors and business professionals, who wish to specialize in the customer service business segment.

## Course Topics



- Introduction to Customer Service
- Customer Service: Communication Skills
- Customer Analysis: Knowing Your Customer
- Calming Upset Customers
- Telephone Customer Service
- Internet Customer Service Skills
- Time Management Strategies
- Stress Management Strategies



# CBP<sup>®</sup> LEADERSHIP SEMINAR

**Duration: 12 hours**

## Course Overview

This module will introduce you to the requirements of leaders and assist you in developing the skills and characteristics needed for effective leadership. The Leadership module covers all of the essentials of today's leaders. This is a hands-on and interactive module that uses real life scenarios to develop practical leadership skills.

## Who Should Attend

This course is designed for candidates who wish to specialize in specific business skills segments.

## Course Outline

- Introduction to Effective Leadership
- Choosing an Appropriate Leadership Style
- Developing a Vision & A Mission
- Effective Decision Making
- Team Building for Leaders
- Motivation



# CBP<sup>®</sup> SALES

**Duration: 12 hours**

## Course Overview

This module lays the foundation for professional selling by developing the selling process using effective sales methodologies. You will learn the skills and tactics of the leading sales professionals and take part in interactive scenarios to master those skills. The CBP Sales module covers all the major sales stages and teaches the best practices in the sales industry.

## Who Should Attend

This course is designed for candidates who wish to specialize in specific business skills Segments.

## Course Outline

- Introduction to Sales
- Developing a Positive Attitude
- Effective Sales Prospecting
- First Contact Success Strategies
- Sales Qualification
- Presentation Success Strategies
- Resolving Objections & Successfully Negotiating
- Closing the Sale
- Developing a Referral Program
- Wrap-up & Follow-up
- The Use of Technology in Sales



# CBP<sup>®</sup> BUSINESS MANAGEMENT

**Duration: 24 hours**

## Course Overview

The CBP Business Management training and certification program is geared towards persons interested in pursuing a career in management or improving their management skills. The course provides the essential information and skills required by professionals who have to make decisions that are important to the direction and performance of an organization or business. If a practical approach to managing in any environment is what you need, then this course is for you.

The first part of the course introduces the challenges of business management and teaches some of the essential skills needed to address these challenges and be successful at managing. It also gives direction as to how to organize, prioritize and delegate tasks, including utilizing some of the technological tools that computer technology offers to increase managerial effectiveness and efficiency. The second part of the course covers the major aspects of management that are needed to ensure that business is conducted in a manner that is progressive, profitable, effective and efficient. Participants will learn how to reduce costs, make the best use of time, and improve the quality of their product and/or service. They will also learn the fundamentals of financial management to ensure that budgets are controlled and fiscal responsibility is maintained. This course also provides a guide to hiring and managing people for optimum work performance. Finally, it makes managers aware of some of the risks that businesses face and teaches how to address them confidently.

## Who Should Attend

The course is recommended for managers, supervisors, or for individuals who desire to successfully supervise or manage business processes effectively and efficiently

## Course Outline

- Introduction to Business Management
- Business Skills for Managing
- Organize and Prioritise
- Delegation without Micromanagement
- Technology Micromanagement
- Marketing Management
- Operations Management
- Financial Management
- Human Resources management
- Risk Management



# CBP<sup>®</sup> PROJECT MANAGEMENT

**Duration: 24 hours**

## Course Overview

The CBP<sup>™</sup> Project Management Certification equips the business professional with leading methodologies and practices in the project management field. Project management is a requirement for professionals in many fields, with many employers now identifying project management skills as vital for corporate success. Whether you are a business executive or an information technology professional, the CBP<sup>™</sup> Project Management Certification will enable you to advance your career and develop your professional skills.

## Who Should Attend

The course is recommended for project managers, senior executives, leaders, project team members, business analysts and managers.

## Course Topics

- Introduction to Project Management
- The Project Initiation Stage
- The Project Planning Stage
- Team Building for Project Leaders
- Motivation
- Implementing the Project Plan
- The Closing Stage



# CBP<sup>®</sup> COMPUTER TECHNOLOGY SPECIALIST

**Duration: 24 hours**

## Course Overview

The *CBP™ Computer Technology Specialist Certification* provides the business professional with working knowledge of the essential computer technology concepts required to survive in today's technological workplace. Computer technology is now fully integrated into most aspects of living and business, and, as such, the business professional must possess core knowledge of Computing to excel. Almost every job has a core set of technology and business components that requires the professional to develop both information technology and business skills.

The *CBP™ Computer Technology Specialist Certification* covers a wide range of computer technologies such as computer architecture, software applications, networking, Internet technologies, electronic commerce, computer health and safety, computer security and law.

## Who Should Attend

The course is recommended for anyone who works in a computerized environment.

## Course Topics

- Introduction to Computers
- Computer Architecture & Components
- Computer Storage Solutions
- Input / Output Devices
- Software Applications
- Networking Essentials
- Internet Technology & Concepts
- Electronic Commerce
- Computer Security Measures
- Computer Health & Safety Considerations
- Intellectual Property Rights

