



Certified Image Master APPLICATION

Revised: 10-25-23

CERTIFIED IMAGE MASTER (AICI CIM)

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

Earning the Certified Image Master (CIM) shows a high level of personal and professional achievement, an entrepreneurial drive, strong ethics, and a commitment to the image industry. It also means that you are a role model for other image consultants and that you inspire them to accomplish great things in the image industry. In addition to being a role model, a CIM is a leader in the industry, one who generates and implements new ideas, and is an inventor of innovative strategies. As a CIM, image consultancy is a fulltime profession.

Why should I aspire to be a Certified Image Master?

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

What do I need to do?

Please review this application carefully as it will take a substantial amount of time to complete. A CIM External Review Team made up of two (or three, if necessary) independent evaluators will assess your application portfolio. All evaluations and financial information will remain confidential. The standard is high, and you must prove to the outside reviewers that you are an exceptional image consultant. It is also important to AICI that its high achievers give back to the association community and image profession by training, coaching, and setting an example to new consultants entering the industry. You should note that your portfolio is the first part of your CIM application. The second, and equally important part, is the CIM presentation to show your image consulting skills and an interview by a CIM Panel. You must achieve a score of 95% in your presentation and interview to earn your CIM.

Who makes the decision about whether I have earned the right to be a Certified Image Master?

The decision is made by two groups: 1) the AICI CIM External Reviewers and 2) the CIM Interview Panel. Their decisions are final. You will be told if there are reasons you fell short in any part of the review or interview process. If you did not meet the CIM standards, you will be invited to reapply. To reapply you must submit another application form that is up-to-date and pay the current fee.

Overview of the Requirements

As you begin preparations, please keep in mind the key sections of the portfolio: 1) Leadership and Participation; 2) Innovation/Entrepreneurship; 3) Professional/Personal Development and Education; 4) Professional Service Evaluations; 5) Business Record; 6) Proof of Fees; 7) Company Brand; 8) Professional Consulting Materials; 9) Essay; 10) Presentation Portfolio; and 11) Candidate's Image. Your mentor can help guide you through these steps, but all decisions about the contents of the portfolio must be made by you.

By embarking on the CIM Application process, it gives you the opportunity to reflect on your past accomplishments and help to set your future direction.

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Step One: Ask Yourself, “Do I meet the Basic CIM Portfolio Requirements?”

Go through the list below and, if you can check off each item, you are ready to complete the CIM application.

- ☐ As a member, I am in good standing with AICI and the Code of Ethics Committee. My membership dues are up-to-date, and any ethical/professional issues are cleared.
- ☐ I have earned my CIC and CIP and have been a CIP for at least five years (from the time my application fee for CIM was confirmed by AICI HQ).
- ☐ I have identified an AICI CIM member to be my mentor. My mentor vouches that I am qualified to apply and has agreed to answer my questions during the application process.
- ☐ I have proof that I have held high level leadership roles such as the following: a member on the international board, chaired an international committee, lead a chapter in AICI or other association, or provided leadership to a community or philanthropic organization.
- ☐ I have taken at least 50 hours of professional educational courses in the five years preceding the application date (CIM fee confirmed by AICI HQ), earning at least 4.0 CEUs.
- ☐ I have worked a minimum of 2,500 billable hours in professional image consulting and related services as listed in the AICI Core Competencies. These hours can be derived from a single service category or from multiple service categories. Up to 10 hours a year may be *pro bono*.

Commitment to the AICI Code of Ethics

I, _____ on the date of _____ as a member of AICI or as a non-member receiving an AICI designation, hereby am committed to follow and be obligated by the AICI Code of Ethics Handbook. 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, which I may have against AICI or against any member of AICI, arising out of any complaint, investigation, preceding, or enforcement related to the AICI Code of Ethics Handbook, including with respect to findings and disciplinary actions up to and including expulsion.

My signature on this document means I pledge to abide by the standards set by the AICI Code of Ethics Handbook.

AICI Code of Ethics Process

Should an AICI Code of Ethics complaint be lodged against a CIM candidate, the application will be delayed while the Code of Ethics review process is implemented. If the Code of Ethics Committee cannot substantiate a violation, the CIM application can proceed. If the Committee determines that a candidate has broken the Code of Ethics, then the CIM application is terminated. The Committee notifies the VP of Certification, who informs the candidate of the Committee's decision.

A candidate, whose CIM application was denied because of a Code of Ethics issue, can reapply after six months if the AICI President and AICI Code of Ethics Committee verify that positive changes have been made by the candidate. The candidate can then begin the application process again.

Step Two: Secure a Mentor

What is a Mentor?

A mentor is a trusted and experienced guide. A mentor will not make decisions for you but will provide their unique ability and experience in the image industry to help you reach the decisions that are best for your professional development. Your mentor will have reviewed the AICI CIM Mentor Guide to understand this important role.

Why do I need a Mentor?

Asking an experienced AICI CIM to provide guidance through the CIM portfolio development process will help to ensure that you are ready to submit a portfolio. The individual you select will answer any questions you have about the requirements and draw on their own experiences to share with you and help you through the process.

Your mentor is not responsible for the content or the quality of your portfolio. That is entirely your responsibility.

What should I look for in a Mentor?

Your mentor will be an AICI CIM, someone who is very familiar with AICI and with the CIM application requirements. Your mentor must complete an AICI CIM Mentor Form that attests to your professionalism and to the appropriateness of your candidacy. (Please see p. 16)

Please note that your acceptance as a CIM is not guaranteed, even if you have been mentored through your portfolio development. 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. To become a CIM, you must also have exemplary testimonials from every peer and client.

How Can I Be a Good Mentee?

1. Select a CIM who is keen to support you and has the time to commit to mentoring you.
2. Agree with your mentor about how your collaboration will work. Determine how and when you will communicate. Confirm the responsibilities of the mentor and the mentee roles and follow through on your commitments.

3. Ask lots of questions. For example, how did you organize this section of your portfolio? This task seems overwhelming. How did you manage to cope with it?
4. Be a good listener.
5. Remember that this is your CIM Application, and any decisions about the portfolio are yours to make. They are not the mentor's responsibility.
6. Appreciate your mentor for their time and commitment to you.

Step Three: Complete the CIM Application, Code of Ethics and AICI CIM Mentor Forms/Pay the Fee

1. Select a CIM who is willing to be your mentor and vouch for your qualifications. Your mentor will guide you through the CIM application process (not the portfolio content).
 2. Complete the AICI Code of Ethics form (page 9). All forms are at the address below.
 3. Ask your mentor to sign the AICI CIM Mentor Form (page 16).
 4. Complete the AICI CIM Application Form. Make sure it is the most up-to-date version obtained from the AICI website.
 5. Send your completed application, Code of Ethics form, and mentor form together with your application fee of \$935.00 USD for members and \$1,500.00 USD for non-members to AICI HQ.
- Sign into the AICI website with your username and password.
 - Go to the Certification menu.
 - Go to Certified Image Master.
 - Click on the button CIM Application.
 - Select the CIM Application, and complete the CIM Application, Code of Ethics form, and CIM Mentor form.
 - Submit your payment online through AICI's secure payment system.
 - If you have any problem with your application or payment, please do not hesitate to contact AICI HQ for instructions. You can contact AICI Certification Director at certification@ aici.org or the AICI VP of Certification at vpcertification@ aici.org.

When your CIM Application, AICI Mentor form, Code of Ethics form, and payment are received by AICI HQ, you will be notified. This will open your one-year candidacy period. **The AICI CIM External Reviewers must receive your application portfolio within 365 days from the date AICI Headquarters received your AICI CIM application payment.** If the application process is not completed within the one-year period, another processing fee is required upon re-submission of an application. If you wish to be

recognized at an AICI international conference, you must submit your application by **October 31st** of the previous year.

Please complete this form and send it to AICI headquarters to start your candidacy period. Please accompany this one-page application with payment, which will be non-transferable and non-refundable.

Name:
Address:
Phone:
E-mail:
Website:
Name of Mentor:
Date your check was sent to AICI:
Completion date for materials to reach AICI CIM External Reviewers: <i>(If you wish to be recognized at an AICI Conference, your portfolio must be received by October 31st of the previous year.)</i>

I understand that the AICI CIM External Reviewers and CIM Interview Panel will retain strict confidentiality of all my financial, proprietary, and copyrighted materials. Anyone violating that agreement will risk losing their AICI membership or AICI affiliation.

I understand that the decision of the AICI CIM External Reviewers is final.

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 am sending payment to open my Certified Image Master candidacy period, which will end one year from the date my payment is received by AICI Headquarters.

I believe I have met the requirements as stated in the CIM Application.
Signed/ Dated:

AICI CIM MENTOR FORM

I, _____, AICI CIM, have studied the CIM Mentor Guide and can vouch that _____ is qualified to apply for her AICI CIM candidacy.

(Candidate name)

She/he has maintained AICI CIP status for at least five years and has demonstrated to me high professional standards that are consistent with those needed to complete the AICI CIM application. I certify that I will provide a guide to the candidate during the application, portfolio development, and interview process. I understand that I cannot be a member of the CIM Panel. I understand that all the portfolio and interview decision-making is retained by the candidate.

Name:

Email:

Phone Number:

Signed:

Dated:

Step Four: Review the Instructions and Understand the Final Portfolio Requirements

1. Reread the entire application carefully until you are familiar with its requirements. If you have questions, please ask your mentor. If you still have unanswered questions, you can contact the VP of Certification at vpcertification@aic.org.
2. It is strongly suggested that you attend a CIM Walkthrough session (when they are available), which will provide an overview of the CIM application process.
3. You will create your portfolio and make sure that you have a back-up version to safeguard your documents. You will upload your portfolio into the Dropbox that AICI staff will send to you. If Dropbox is unavailable to you, all the files in your portfolio can be emailed to certification@aic.org.
4. In your portfolio, insert the CIM Application form, the completed AICI Code of Ethics sheet, and the CIM Application Summary Page (Page 58) at the front of your materials.
5. In addition to your portfolio, you will obtain evaluations from colleagues and clients. Also, the VP of Certification will identify two of your AICI peers who will each provide an evaluation and send it directly to certification@aic.org.
6. To be acknowledged at an AICI Conference, your CIM portfolio must be received by the AICI CIM External Reviewers by October 31st of the year before Conference.
7. If your CIM portfolio is passed by the CIM External Reviewers, you will make a presentation to demonstrate your image consultant skills to the CIM Interview Panel and answer several questions. This will take place at the AICI International Conference. If English is not your native language, you may bring a translator with you to assist.
8. All your CIM application materials must demonstrate a high level of professionalism and pass each of the CIM requirements.

Step Five: Obtain Evaluations

1. Identify evaluators who represent the breadth and depth of your business. Review each item on the evaluation form to make sure the evaluators you choose can respond to all items. Lots of N/A responses will not be looked on favorably by the External Reviewers. Make a list of all the clients and peers from whom you intend to request evaluations. It is advised that you contact them first to explain why you are asking them for the evaluation so that you obtain their consent before you send them the evaluation form. Explain that their evaluations are confidential and must not be shared with you.
2. You will need **twenty** completed client evaluations. These can include fee-paying individuals or corporate clients, individuals you coach or consult with, students who have attended your courses, or those involved in organizational projects you have led. They may not include personal friends or relatives. Evaluations from a variety of clients are recommended, rather than evaluations from clients who attended the same course (See page 22 for the Certified Image Master Candidate Client Evaluation template).

Clients: The people who hire you or were instrumental in the decision to hire you or pay your fees. 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.

3. You will need **three** completed evaluation forms from professional associates, co-workers, or peers. These colleagues must have experienced your work first-hand (See page 30 for the Certified Image Master Candidate Peer Evaluation template).

Peers: Fellow committee members or board members; professional partners; strategic alliance partners; or people who worked with you on a project, not necessarily image related.

4. It is recommended that you request extra evaluations from your clients and peers beyond the number required so that you are assured of receiving the twenty-three evaluations within the timeline for your application.
5. Choose your evaluators wisely. They must be familiar with your work. Too many N/A responses could result in an evaluation being discounted.
6. If your evaluators speak a language other than English, it is strongly advised that they translate the comments on the evaluation forms into English so that the CIM External Reviewers can give you credit.
7. Send the evaluation forms well in advance to your evaluators, giving them a realistic deadline for completion. They should send their completed evaluations to certification@aici.org. It is your responsibility to make sure the evaluations arrive in a timely manner.

8. Check off the names on your list of evaluators when you have verified that they have completed their evaluation for you.
9. In addition to the evaluations you obtain, the AICI VP of Certification will contact two of your AICI peers and ask for their confidential evaluations. Both peers must have experienced your work first-hand. The evaluation form will be completed by each AICI peer and sent to certification@aici.org.

AICI CERTIFIED IMAGE MASTER CANDIDATE

CLIENT EVALUATION

Candidate please complete:

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

To the Evaluator:

Please help me by taking a few minutes to fill out this Client Evaluation form as part of my Certified Image Master (CIM) candidacy with the Association of Image Consultants International (AICI).

Please send the completed evaluation form to certification@ aici.org and indicate that the evaluation is for me.

Evaluator's Signature_____Date_____

CLIENT EVALUATION

(To be completed by individual or manager of a group)

1. Consulting or Program Materials

	Agree	Neutral	Disagree	N/A
Manuals and materials were of a professional standard.				
Manuals and materials clearly followed and enhanced the presentation/consultation.				
Manuals/workbooks/handouts were appropriate to the area of study/consultation.				
Materials and visual aids were used effectively and were easy to follow.				
Flipchart, board work, and online visuals were clear.				
Equipment, materials, and visual aids were current and useful.				

2. Information Provided

The Candidate:	Agree	Neutral	Disagree	N/A
Was easy to understand				
Was well-organized				
Was reinforced with examples				

Was well-suited to the level of the audience/ consultation				
Was appropriate to my/the group's needs				
Met my/the group's expectations				

3. Consulting / Teaching / Facilitation / Speaking Abilities

The Candidate:	Agree	Neutral	Disagree	N/A
Was professional and enthusiastic				
Explained the outcomes for the session				
Achieved all the stated learning outcomes				
Explained concepts and steps clearly				
Demonstrated a thorough and practical knowledge of subject matter				
Used examples and visuals effectively				
Encouraged me/the group to participate				
Responded well to questions				
Encouraged me/the group to apply the information learned				
Managed the time effectively				
Explained jargon and used terminology effectively				

4. Results Obtained and My/Our Experience of the Session

As a Result of the Seminar, Workshop, Speech, Event, Program, Consultation:	Agree	Neutral	Disagree	N/A
I am/we are able to solve or handle the identified issues and needs.				
My/our understanding of options and strategies is expanded.				
My/our overall self-confidence is enhanced.				
I am/we are more aware of my/our impact and influence on others.				
I am/we are able to implement the skills that I/we have learned with confidence.				
I/we have improved my/our skills in image.				
I/we have improved my/our skills in presentation.				
I/we have improved my/our skills in non-verbal communication.				
I/we have improved my/our skills in verbal communication.				
I/we have improved my/our skills in professional development.				
I/we have improved my/our skills in etiquette.				
I/we have improved my/our skills in: <i>(Other areas: please specify)</i>				

5. Professional Practices / Ethics

The Candidate:	Agree	Neutral	Disagree	N/A
Returned messages in a timely fashion				
Was punctual or, if delayed, communicated appropriately				
Was responsive to my concerns, problems, or issues				
Provided valuable insight, analysis, and understanding of 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				
Sent clear and professional voicemails and e-mails				

6. Appearance

The Candidate's appearance:	Agree	Neutral	Disagree	N/A
Was appropriate at all times				
Was well-groomed				

Exhibited makeup, clothing, hair, and body language appropriate for a high-level consultant				
Please add comments:				

CERTIFIED IMAGE MASTER CANDIDATE PEER EVALUATION

Candidate, please complete:

Name of CIM Candidate:
Name of Evaluator:
Email of Evaluator:
Phone number of Evaluator:
Nature of Relationship:

To the Evaluator:

Please help me by taking a few minutes to fill out this Peer Evaluation form as part of my Certified Image Master (CIM) Application through the Association of Image Consultants International (AICI).

Please send the completed evaluation form to certification@ aici.org and indicate that the evaluation is for me.

Evaluator's Signature _____ Date _____

PEER EVALUATION

1. Professional Practices / Ethics

The Candidate:	Agree	Neutral	Disagree	N/A
Returned messages to me in a timely fashion				
Was punctual or communicated if something unexpected came up				
Understood and was responsive to concerns, problems, or issues				
Had effective listening skills				
Was organized				
Took care of details				
Completed assignments and responsibilities with me in a timely manner				
Demonstrated ethical and professional behavior always				
Used terminology and language to explain things simply and clearly				
Demonstrated excellent follow-up practices				

2. Appearance

The Candidate's appearance:	Agree	Neutral	Disagree	N/A
Was always appropriate for the occasion				
Was well-groomed				
Exhibited makeup, clothing, hair, and body language appropriate for a high-level consultant				

3. Professional Relationships

The Candidate:	Agree	Neutral	Disagree	N/A
Respected the confidentiality of clients				
Understood their role in the relationship				
Always performed in a professional manner				
Was positive and enthusiastic				
Communicated clearly and concisely				
Encouraged me to be my best				
Delegated appropriately				
Cleared up miscommunications in a timely manner				
Added value to our professional relationship				

4. Information Provided

The Candidate:	Agree	Neutral	Disagree	N/A
Was easy to understand				
Was well-organized				
Reinforced points made with examples				
Was appropriate to the level of attendee(s)				
Was responsive to attendee's learning needs				
Met my expectations				

5. Consulting / Teaching Abilities

The Candidate:	Agree	Neutral	Disagree	N/A
Was professional and enthusiastic				
Explained the learning outcomes for the session				
Achieved the learning outcomes				
Explained the concepts and steps clearly				
Demonstrated a thorough and practical knowledge of subject matter				
Used examples and visuals to explain concepts				
Encouraged everyone to participate				
Responded well to questions				
Encouraged everyone to apply the information they learned				
Managed the time effectively				
Explained jargon and used terminology effectively				

6. Overall Experience with Candidate

Working with the Candidate:	Agree	Neutral	Disagree	N/A
My ability to solve or handle key issues has expanded.				
A good rapport was established with me and with others involved.				
My overall self-confidence is enhanced.				
I am more aware of my role and the impact I can make.				
I can implement with confidence the skills learned from the candidate.				
I am more knowledgeable because the candidate shared their knowledge with me.				
The candidate was able to relay their experience and knowledge clearly to me.				
The candidate helped me to understand and address my challenges.				
I was able to meet my goals.				
The candidate was available to me when I had questions.				
I was able to produce the results I wanted.				
The candidate was able to clear up any miscommunications.				

Please add your comments:

Step Six: Organize Your Materials

Check off each item as it is completed.

- ☐ Create a file folder on your computer that contains all the information you would like to submit and can be uploaded into Dropbox. Make sure you backup all your files.
- ☐ Clearly label each section and/or sub-section requiring documentation, aligning it with the application, e.g., Section 1: Leadership and Participation 1, 3, and 5.
- ☐ Begin recording your education and experience for each section. This will allow you to see initially where you can meet the requirements as well as identify the sections where there might be some gaps.
- ☐ Systematically go through your business files and identify potential documentation for each section. File each document into the appropriate section folder. Include multiple examples of your materials so that you can select those that will not only meet the requirements but also make the biggest impact on the reviewers. All the materials must be in a common format, so the External Reviewers can open them and access the documents you provide.

Step Seven: Prepare Documents

- ☐ All your CIM application materials must demonstrate a high level of professionalism and pass each CIM requirement.
- ☐ Provide documentary proof such as names, dates, number of hours, fees, etc.
- ☐ Be accurate, factual, and complete in every response.
- ☐ Avoid abbreviations and acronyms.
- ☐ For documents of more than one paragraph, highlighting the areas that support the points you are making will speed up the review process.
- ☐ If there is a question of dates, qualify with “approximately.” When possible, provide exact information.
- ☐ Supporting documentation may be found in office files, personal records, bank/financial/tax forms, and former employment files. All the files must be in a common format that can be opened and read.
- ☐ Published items (booklets, e-zines, newsletters, articles, blogs, etc.) must be written by you. Advertising copy and/or marketing of services will not be counted as published items.
- ☐ Submit all documentation in a readable, viewable, or audible format, including PowerPoint presentations and copies of web pages.
- ☐ Documents can be used only once to support a section.
- ☐ Many sections will require multiple documents as proof.
- ☐ Expect to ask others (AICI, college personnel, past employers, government agency staff, clients, etc.) to supply supporting information. Verification by others requires their contact information, including telephone number, and signature on their official letterhead.
- ☐ It is strongly suggested that an introduction sheet appears before each set of documents explaining the purpose of the information provided.
- ☐ Discuss any questions you have about documentation with your mentor and, if you still do not have an answer, contact the VP of Certification for assistance vpcertification@aici.org.

Step Eight: Complete Checklist for Submitting Your CIM Portfolio

Check off ☒ each item is completed before you submit your CIM portfolio.

- ☐ My portfolio strongly supports each of the required sections.
- ☐ I have submitted evidence of leadership in three different areas.
- ☐ I have provided proof of my entrepreneurial spirit.
- ☐ I have proof of at least 50 hours of continuing education and 4.0 CEUs.
- ☐ I have contacted all the client and peer evaluators and requested they send their evaluations to certification@ aici.org.
- ☐ I have submitted evidence of at least 2,500 billable hours.
- ☐ I have submitted proof of fees for each service area.
- ☐ I have provided examples that demonstrate my unique brand.
- ☐ I have submitted samples of consulting materials.
- ☐ I have submitted my 500+ word essay.
- ☐ Each section of my materials is easy to find and follow.

Step Nine: Submit Your CIM Portfolio

Once payment for the application has been confirmed by AICI HQ, send to certification@ aici.org the following items to be reviewed by the AICI CIM External Reviewers, remembering to retain a back-up copy of everything.

Check off ☒ the boxes as you complete them. In your portfolio include the following:

- ☐ Completed AICI Application Form
- ☐ Signed AICI Code of Ethics
- ☐ Signed Mentor Form
- ☐ AICI CIM section sheets
- ☐ All supporting documentation
- ☐ AICI CIM Application Summary Page

Step Ten: Respond to Any Questions from the CIM External Reviewers

The CIM portfolio review process takes about three months to complete. If the AICI CIM External Reviewers have any questions, you will be contacted via email through the following Gmail account: aicicim.externalreviewers@gmail.com.

Step Eleven: Receive Notification of Results of Your Portfolio Review

You will be notified in a letter from the AICI VP of Certification of the results of your CIM portfolio review. Included with the letter will be a document that shows how you scored in each of the sections and the reasons for those scores.

If you have successfully met all the CIM portfolio requirements, you will be invited for an interview and presentation for the CIM Interview Panel.

Step Twelve: The CIM Presentation and Interview

If the CIM External Reviewers give your portfolio a passing score, you will be invited to make a presentation to demonstrate your image consultant knowledge and skills and respond to questions posed by a CIM Interview Panel. You will choose the topic of your thirty-minute presentation and give it to the CIM Panel as if they are your clients. You will also be given ten minutes to talk about why you believe you should be a CIM. The location and time will take place at an international AICI Conference. In special circumstances, the president and VP of Certification may allow alternative arrangements to be made. Please go to page 57 for further details.

AICI CIM Portfolio Sections: Requirements and Documentation

Each section is described in two parts: the **Requirements** for each section and the **Documentation** needed to fulfill the requirements for that section.

Section 1: Leadership and Participation

Section 2: Innovation/Entrepreneurship

Section 3: Professional/Personal Development and Education

Section 4: Professional Service Evaluations

Section 5: Business Record

Section 6: Proof of Fees

Section 7: Company Brand

Section 8: Professional Consulting Materials

Section 9: Essay

Section 10: Presentation Portfolio

Section 11: Candidate's Image

Section 1: Leadership and Participation

Requirements

- ☐ In this section, you must demonstrate regional, national, or international leadership. AICI CIM status requires that candidates are in demand in AICI, the image industry, and in their communities. Leadership in your chapter is commendable but should not be the only place you demonstrate your leadership skills. Leadership in multiple arenas is required.
- ☐ You must provide high-level leadership in AICI, e.g., VP **or** President on the international board **or** President of a local chapter board, and demonstrated 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 accepted.
- ☐ All documents supporting this section must be clearly titled and dated and must be within the five-year period prior to the CIM application date confirmed by AICI HQ.

Documentation

Please submit proof of THREE of the following. (See proof examples in brackets.) 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** AICI Regional Conference **or** other association national or regional conference related to the AICI Core Competencies for 4 out of 5 years preceding the application date. AICI Chapter events do not count in this section. Please see AICI Core Competencies on page 42. (Record of attendance)
2. Held **international**, high-level board office or chaired an **international** committee during the last five years. (Certificates issued by association or organization)
3. Taught two different, concurrent, or pre/post-sessions at the AICI Conference within six years preceding the application. (AICI Conference schedule or evaluations)
4. Provided chapter development, i.e., founded or launched a chapter for AICI or for another association, organization, or institute. (Testimonial letter from a board member or the organization's leader)
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. This position is not at the international board level as stated in #2.

(Certificate following completion of role or a letter from a board member attesting to your role in the organization is required.)

CORE COMPETENCIES

as of Aug 2021

PROFESSIONAL PREPARATION AND DEVELOPMENT

Clientele/Target Market

Potential Clientele

Programs (Working with Groups)

Presentation Topics, Program Presentational Skills, Types of Formats for Programs/Presentations, Teaching/Facilitation & Engagement Techniques, Teaching Aids & Materials, Program Preparation Materials,

Services (Working with Individuals)

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

Marketing/Marketing Techniques

Public Relations, Graphics, Promotions/ Promotional Materials, Fee Structure, Selling Skills, Business/Personal Networking, Social Media, Digital Marketing, Corporate Social Responsibility

Products

Potential Products/Product Development, Distribution

Personal Development

Adapting to Virtual Training, Presenting & Consulting; Studio Setup & Equipment, Virtual Training Know-How, Blended Learning Model, Leadership, Personal & Corporate Branding

BUSINESS MANAGEMENT

Organizational Aspects

Business Forms, Official/Business Location, Financing, In-Office Staff, Resources/Related Professionals, Associations to Join/Conferences to Attend, Publications to Subscribe to, Image and non-image related entities to associate with for strategic alliances

Management Aspects

AICI Code of Ethics, Strategic Planning/Business Plan, Equipment Supplies, Legal Issues (East & West), Management Style & Skills, Accounting 5- Record Keeping, Travel, Short & Long Term Business Projection, Pivot Strategy

TECHNICAL KNOWLEDGE

Psychological Aspects of Image

Effects of Image, Self Concept, Theory/Individual Identity, General Values & Clothing Value Theory, Personality Theory, Defense Mechanisms, Psychological Shifts (Working From Home)

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, Civility, Sustainability, Diversity & Inclusivity

Physical Aspects of Image

Physical Body Perception and Presentation, Body Language, Nutrition/Diet, Exercise/Fitness, Cosmetic Surgery, Grooming

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

Section 2: Innovation/Entrepreneurship

Requirements

In this section, you must demonstrate that you are an innovator, a leader who can generate new ideas to solve problems and implement those ideas successfully. You must show evidence of how your work has brought a new perspective to the world of image. What fresh ideas and changes have you implemented that resulted in improved services to your clients and new strategies that other image consultants can embrace? What have you done for the image industry that is unique, that sets you apart from other image consultants? What makes you an entrepreneur, i.e., created and developed image services that have made your business successful? How has innovation created a strong brand for you? Are you known as **the** expert on these innovative concepts?

Documentation

- Provide a description of at least two innovative ideas you have implemented successfully in the image industry. Identify what is unique and cutting edge about these practices.
- What were the problem-solving steps that you took that resulted in your innovation? Describe the process that you followed to identify a need, to generate ideas to address the need, to test various ideas, and then to introduce the final solution to meet that need.
- Provide three examples of how your innovative ideas have impacted your clients.
- Describe how your innovative strategies have resulted in a strong brand for your business.
- Provide any additional experience that supports your entrepreneurial spirit.

Section 3: Professional/Personal Development and Education

Requirements

- ☐ Please list the education programs that you have attended and completed in the last 5 years (from the time your CIM Application fee was received by AICI HQ). The minimum number of hours must total 50. Of these courses, you must have earned at least 4.0 CEUs.
- ☐ The courses must be part of the AICI Core Competencies to be accepted.
- ☐ You can include any other professional and personal development work and any philanthropic or charitable education opportunities that you have completed. They must align with the AICI Core Competencies.

Documentation

- ☐ Include copies of transcripts from AICI and any other institution from which you have completed courses.
- ☐ Include the title and level of class, the number of hours, the date(s), and which organization offered the course.
- ☐ All college and university credits can be translated into CEUs. 1 Credit = 1 hour or .1 CEU.

Institution/ College/Organization	Topic	Level/Class Name	Date	Hours	CEU Certification or Degree, if relevant

(Adjust this form to accommodate all your information)

Section 4: Professional Service Evaluations

Please refer back to **Step Five: Obtain Evaluations** (page 19) for specific details.

Requirements

1. Twenty completed evaluations from clients
2. Three completed evaluations from peers
3. The VP of Certification will obtain two evaluations from peers within the AICI organization.

This makes a total of twenty-five evaluations that vouch for the high standard of your work and your professional reputation.

Documentation

Your evaluators must submit the evaluation by email.

You will send the evaluators an evaluation form electronically. The evaluator must indicate the following: Name – CIM Evaluation. Example: Susan Smith – CIM Evaluation. The form will be completed by each evaluator and sent via email to certification@ aici.org. The contact information provided by the evaluators may be used for verification purposes.

Please note that the External Reviewers will not begin the review of your CIM portfolio until all the required evaluations have arrived.

In addition to the evaluations you obtain, the AICI VP of Certification will contact two of your AICI peers and ask for their confidential evaluations. Both peers must have experienced your work first-hand. The evaluation form will be completed by each AICI peer and sent directly to certification@ aici.org.

Section 5: Business Record

Requirements

To qualify to be a CIM, you must have worked a minimum of 2,500 billable hours for services you have delivered in the five years preceding the date HQ acknowledged receipt of your application. At least 50% of your billable hours must be for in-person services. Such services include:

- individual consultations in image services
- presentations, workshops, and seminars
- livestreaming, virtual consultations, virtual trainings, pre-recorded trainings
- keynote speeches
- identifying building, corporate branding, or a new product launch
- retail presentations or fashion shows

Documentation

For each hour of contact time with a client working in a variety of capacities, for which you billed that client, you earn 1 point. 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.

To record your hours:

- Please print out as many forms (over the page) as you will need for each of your service categories. If you prefer, you may submit your own forms.
- Fill out the forms by listing your clients' names, the company names and contacts, the type of work, the dates, and the number of hours of the consultation for which they were billed.
- If your country has instigated privacy laws and you are not at liberty to publish names and other information in this document, you will have to obtain permission before proceeding.

Business Work Record

Client Name	Company and Contact	Type of Work	Date(s) of Work	Billable Hours
Client Name	Company and Contact	Type of Work	Date(s) of Work	Billable Hours
Client Name	Company and Contact	Type of Work	Date(s) of Work	Billable Hours
Client Name	Company and Contact	Type of Work	Date(s) of Work	Billable Hours
Client Name	Company and Contact	Type of Work	Date(s) of Work	Billable Hours
Client Name	Company and Contact	Type of Work	Date(s) of Work	Billable Hours
Client Name	Company and Contact	Type of Work	Date(s) of Work	Billable Hours
Client Name	Company and Contact	Type of Work	Date(s) of Work	Billable Hours

Section 6: Proof of Fees

Requirements

Please submit proof of the fees you charge for every service category (not item) you listed in Section 5, e.g., individual consultations, presentations, workshops, livestreaming, seminars, etc.

Documentation

Proof of fees received can be in various forms. For example:

- Credit card statements
- Cancelled checks
- Receipts

Invoices are not acceptable because they are not proof that fees were paid. Each service category should be behind a title page and have examples of the fees that were paid for each service category clearly indicated.

Section 7: Company Brand

Requirements

The purpose of this section is to demonstrate the brand identity of your image consulting business. You must show a consistent brand across all products and services. All consulting resources, including your website, must be of the quality expected of a high-level consultant. Your brand philosophy, brand identity, and brand values must be clearly identified. This information must have been developed or published within the five years preceding the CIM application date (when your CIM fee was confirmed by AICI HQ). A “new edition” of a book will be counted if the original was written outside the five-year period.

Documentation

- Submit examples of all your branded materials, including blogs, websites, marketing materials, stationery, articles, newsletters, publicity materials, books, manuals, videos, audiotapes, etc., that have been published. The items must be relevant to your image business or your leadership activities. Include articles in the press written about you, radio or television clips, or any examples where you were quoted or interviewed. Please use a PDF or include a document with web links. Videos or audio files can be provided by YouTube or an original native file.
- You must be able to show your unique brand consistently across all your work.
- Put your examples behind this sheet in your presentation folder.
- Every entry must be clearly identified behind the title page.
- The printed materials, letterhead, logo, website content, layout, appearance, and other materials must be of the highest standard.
- Points will be deducted for typos, inferior quality content, or layout.

Your materials will be assessed by the following criteria:

- Brand identity
- Brand consistency across all items
- Content
- Writing style, grammar, and use of vocabulary
- Quality and professionalism of photography
- Quality of graphics, illustrations, and designs

Section 8: Professional Consulting Materials

Requirements

You must demonstrate how your work impacts the learning of your audience, readers, clients, or participants.

In this section, you are expected to provide samples that are unique to you and that are of a professional quality. You must only submit materials originated by you. You are expected to have a strong brand identity, which must be apparent in this section.

Documentation

Please submit professional materials that you developed for consulting, training, or coaching or have used in different aspects of your business during the five years prior to this application. These could be course curricula, teaching plans, agendas, or timelines for individual consultations or shopping services, assessments, or problem-solving tools. Include all materials that validate that you are a master level consultant.

Please include at least **one** of the following:

1. An original professional process that you use as a consultant to work with your clients.
2. An original system that you use for your business operations.
3. An original assessment tool that you use as part of your consulting work.

Section 9 Essay

Please submit an essay entitled “Why I Should be a Certified Image Master.” You may include the following:

- your history, accomplishments, leadership activities, accolades, awards, and attributes as an image consultant
- how you demonstrate Master status in your work and your brand
- how you plan to continue to contribute to AICI and the members it serves
- what your contribution to AICI and the industry has been and its impact on both
- how you will demonstrate Master status in future activities
- your philosophy and vision for your image consulting business
- any other information to support why you should be an AICI CIM

Section 10 CIM Presentation Portfolio

Your materials will be evaluated based on their professionalism, organization, 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 titled and easy to follow.

Section 11 Candidate's Image

Please submit a recent professional full-length photograph and a headshot photograph with your application.

CIM APPLICATION SUMMARY PAGE

Section		Maximum Points	Minimum Points	Points Earned
1	Leadership and Participation	100	95	
2	Entrepreneurship/Innovation	100	95	
3	Personal/Professional Development & Education	100	95	
4	Client Evaluations: 20 x 100 points each evaluation	2,000	1,900	
	Co-workers/peers/business partners evaluations: 3 x 100 points each evaluation AICI evaluations: 2 x 100 points each evaluation	500	475	
5	Business Work Record	100	*100	
6	Financial Record	100	95	
7	Company Brand	100	95	
8	Professional Consulting Material	100	95	
9	500 Word Essay	100	95	
10	Presentation Portfolio	100	95	
11	Image, Appearance	100	95	
	Total for Portfolio	3,500	3,330	
	*Please note 100% is required for Section 5			

	Candidate Presentation/Consultation: 17 criteria x 3 points each x 3 reviewers	153	145	
	Interview: 10 criteria x 3 points x 3 reviewers	90	85	
	Total for Presentation/Consultation and Interview	243	230	

CIM Presentation and Interview	
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The CIM presentation and interview will last approximately ninety minutes. You are encouraged to bring samples of your materials that illustrate a strong brand and showcase the best examples of your tools, marketing, and books that you use with clients. You are welcome to bring a hard copy of your CIM portfolio as the CIM Panel will not have seen this product. You may use a translator if English is not your primary language.

The CIM presentation and interview will take place in front of the CIM Interview Panel. The panel members are selected by the VP of Certification. The CIM Interview will be in three parts.

1. You have ten minutes to talk about your image consultant experience and skills and explain why you should become a CIM.
2. Then, you will make either a presentation or conduct a consultation of about thirty minutes to demonstrate your skill as a highly professional image consultant. You should provide a sample of a presentation that you would give to a client or to a group of learners and include any materials you would use. Imagine the panel members as your clients.
3. You will be asked a series of interview questions.

The CIM interview will normally take place at an AICI International Conference. In special circumstances, the president and VP of Certification may allow alternative arrangements to be made.

The members of the CIM Interview Panel will be composed of at least three experienced practitioners who are well-respected by AICI members. These members can be different for each candidate interview.

1.) CIM Presentation/Consultation

- You will make a presentation or conduct a consultation that you would give to clients in front of the CIM Panel for thirty minutes. Treat the panel as your clients.
- Panel members will ask questions for clarification.
- Panel members will score your presentation/consultation independently, and then, all the panelists' scores will be combined. You will pass the section if you score 95% of the total points possible.
- The following criteria for scoring will be used:

Criteria for CIM Presentation/Consultation

3 – strongly agree; 2 – agree; 1 – strongly disagree N/A

	The Candidate:	3	2	1
1	Had a professional appearance and manner			
2	Exhibited confidence			
3	Was easy to understand			
4	Was well organized			
5	Explained the purpose of the session clearly			
6	Listened to the client/audience			
7	Asked appropriate questions			
8	Responded well to questions			
9	Demonstrated a thorough and practical knowledge of the subject matter			
10	Indicated how the client/audience could use the information			
11	Used examples to explain concepts			
12	Managed the time effectively			
13	Engaged the participant/audience in meaningful dialogue/activities			
14	Gave positive reinforcement to the client/audience			
15	Had appropriate handouts/visual aids			
16	Made suggestions on future actions			
17	Achieved the intended outcomes for the session			

2.) CIM Interview Questions

- The CIM panel will then ask a series of questions relating to your image business.
- You will be graded on your responses to the questions posed by each panelist independently.
- Again, panelists' scores will be combined. You must attain a score of 95% to pass.

Once the CIM Interview is completed, the CIM Panel will combine your presentation/consultation and interview scores. You will be notified after the scores are totaled as to whether you have become a Certified Image Master. You will sign a form that states that you will not discuss the CIM Panel presentation and interview with anyone following the event.

I agree not to discuss the panel presentation and interview with others after the session.

Signed _____

Date _____

Maintaining Your Certified Image Master Certification

If you have been accepted as a Certified Image Master, you are expected to uphold the high standards of a CIM 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 if at any time your behavior or professional practices are counter to the AICI Code of Ethics.

The requirements for retaining your CIM status are as follows:

- Renewal of your CIM certification every **three (3) years** by June 30th
- CIMs must practice and adhere to the AICI Code of Ethics. Violations may be reported to the Code of Ethics Committee and could result in the loss of your CIM.
- If your CIM is revoked because of a violation verified by the AICI Code of Ethics Committee, at a later date it may be possible for your CIM to be reinstated if the Committee and the AICI President concur that a positive change has occurred.
- To ensure your continual professional growth and to maintain your CIM certification, you must earn a minimum of 2.4 CEUs every 3 years. If you neglect to earn the minimum number of CEUs, your certification will be revoked.
- Over the three-year period, you must be able to show how you have contributed significantly to AICI and not-for-profit organizations. The following list provides some examples of activities that are relevant. You can also list other ways that you have made a valuable contribution to AICI and to your community. Please provide a description of three AICI and philanthropic activities to which you have contributed your time over the last three years.
 - Presented at an AICI International or AICI Regional Conference
 - Presented a tele-class
 - Helped to organize or grow a chapter, to organize how it operates, and to develop activities that engage members and attract new members
 - Donated your time to a not-for-profit organization
 - Mentored a CIM candidate
 - Donated your time to present a CEU Webinar at no charge

- Every three years, a renewal fee of \$300 for AICI members/\$1,100 for non-members is required. Please note that this three-year renewal fee is in addition to your AICI annual membership dues.
- If your CIM is revoked because of a failure to pay the \$300 renewal fee, your CIM can be reinstated if you meet the following requirements: 1) have continued to earn the required number of CEUs; 2) pay a Reinstatement Fee (see below); and 3.) pay all renewal fees missed.

CIM Reinstatement Fees	Members	Non-Members
	\$500	\$1,100

AICI and the AICI VP of Certification reserve the right to change or update this application and its fees at any time. It is the responsibility of applicants to ensure they are working with the most recent edition of the AICI CIM Application.

- **Do you Have Questions about the CIM Requirements and Process?** Please work with your mentor. You can also contact the AICI VP of Certification at vpcertification@aici.org.

