



The Source for Image Professionals®
Education • Experience • Excellence

CERTIFIED IMAGE MASTER (AICI CIM)

Congratulations for aspiring to the highest level 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 in 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.

The decision of the external reviewers and CIM presentation panel 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 the fee and application have been changed since you first applied.

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

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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 are a Certified Image Professional and have been in the industry for at least 5 years as a CIC and now CIP. You wish to apply for your CIM with documentation and proof that you meet the requirements.
4. You have proof of high level leadership roles (defined) in AICI or other associations, community outreach or philanthropic organizations.
5. You have taken at least 50 hours of training or professional educational courses or classes in 5 years 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 contacted by the 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 in 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 developed within 5 years 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 AICI's annual 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 \$935.00 USD for AICI members (\$1,500.00 USD for non-members) to AICI HQ. This opens your one-year candidacy period. The date it is received by AICI is your application date. AICI HQ must receive your binders within 365 days from the date AICI HQ receives your check.
18. It is recommended that you get coaching from an Application Advisor if you have any questions and that you submit your portfolio to AICI HQ 60 days before the deadline so you can make any needed revisions or additions before the final deadline.
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. 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.

Questions about the CIM requirements and process?

Please contact VP Certification:

Ana Cheong, AIC CIP
vpcertification@aici.org

CIM APPLICATION INSTRUCTIONS

It is strongly suggested that interested parties attend the instructional session offered at the bi-annual AICI educational Conference. Any changes made to the application will be announced at that meeting and the new application will be in effect July 1.

DEADLINE: You may submit your application at any time and you must complete it within one year (365 days). For acknowledgement at Conference, the AICI Headquarters must receive your material no later January 31st of your candidacy year so that it can be passed on to the external reviewers. This process can take several months.

Save a copy of the latest CIM Application housed on the AICI website, under Advanced Certification. When you are ready to start, sign a copy of the AICI Code of Ethics and the one- page application form and send them to AICI headquarters with a payment of **\$935.00 USD for AICI members. (\$1,500.00 non-member fee)**

- Request that your AICI CIP/CIM sponsor sign the sponsor form and fax 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.
- AICI will inform the VP Certification of the date and you may request an Advisor.
- Please read the entire application carefully, until you are familiar with its requirements. Feel free to contact your Advisor with questions.
- Make 2 copies of the application to use as your working papers. Keep your master copy and complete it in its final form when you are ready to submit your application.
- Get a sturdy box (ideally 12” wide and at least 15” long) to serve as a “mini” file cabinet.
- Label file folders, using one for each section AND sub-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 cd’s, books, video’s, etc. in the back of the box.

- **Use 2 – 4 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 it into each binder within the appropriate divider. 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, MP3’S and DVDs of your work.
- 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 request supporting information such as academic 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 your Advisor 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 appear in front of each section and subsection explaining the purpose of that information.

- For documents of more than one paragraph, highlighting the areas that support your points will speed the process.
- When contacted by your Advisor, 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 or delivery service 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 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!
- Check that the names on all evaluation envelopes you receive are checked off against your list and that you have enough, 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.
- Make a list of Peers that AICI may contact to request further evaluations from and email them to the VP Certification so that he/she may contact them to send these evaluations to the reviewers. Send this list to the VP Certification by email at youniqueimage2001@gmail.com. She will contact them directly via email.
- All your peers must evaluate an actual presentation, coaching session or consultation and the specific evaluation must be filled out.

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. Please contact your VP Certification for any help with this.

AICI CIM ONE-PAGE PRE-APPLICATION FORM

Please fill out this form and send it to AICI headquarters to start your candidacy period. Please accompany this one-page application with a payment of \$935.00 USD for AICI members (\$1,500.00 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 HQ <i>(Final deadline. It is recommended you send materials 60 days earlier.)</i>

I understand that all my financial, proprietary, and copyrighted material sent to the AICI 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/Dated _____

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

AICI CERTIFICATION PAYMENT

1000 Westgate Drive Suite 252

Saint Paul, MN 55114

Fax: +1 (651) 290-2266

[Email: Jessicag@ewald.com](mailto:Jessicag@ewald.com)

Or

Youniqueimage2001@gmail.com

Payment: Check Visa MasterCard American Express

Credit Card

_____ Expiration _____

Signature _____ Security # _____ Phone Number _____

****PLEASE NOTE****

Do not send your binder to the above address – you will receive a dedicated Reviewer and address to send your binder to.

AICI CIM SPONSOR FORM

I, _____ AICI CIP/CIM, can vouch that _____

is qualified to apply for the AICI CIM candidacy. She/He has maintained AICI CIP status for at least four years and has demonstrated to me high professional standards consistent with the standards needed to complete the AICI CIM application. I

_____ also certify I will **have reviewed the complete** application and portfolio prior to submission to AICI External Reviewers.

Sponsor Name: _____

Sponsor Email: _____

Sponsor Phone Number: _____

Signed: _____

Dated: _____

AICI CIM APPLICATION

SECTION 1 LEADERSHIP AND PARTICIPATION (600 points)

In this section, the AICI CIM candidate must demonstrate regional, national, or international leadership. AICI CIM status 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. (Certificates issued by association or organization.)
3. Taught 2 concurrent or pre/post sessions at the AICI conference within five years preceding the application. (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. (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. (Certificates issued by association or organization.)

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

Please list 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, including 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.
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.
235 POINTS EACH

Below are the **three types of evaluations**:

1. **Client evaluation** for a seminar, long program, workshop, speech or event. The evaluation would be completed by a training student or the 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, or strategic alliance partner. This evaluation will be for a peer who reviews the candidate's work in person.
4. Please mail these completed and sealed evaluations to the VP Certification Ana Chong, AICI CIP or email vpcertification@aici.org for forwarding to the CIM Reviewers.

MASTER CANDIDATE PERFORMANCE EVALUATION 1

CLIENT EVALUATION SEMINAR OR TRAINING PARTICIPANT

CIM Applicant 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) Application.

Please place the form in the **stamped addressed envelope** provided. 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 **do** **do not** give my permission for the Master Candidate to read this evaluation.

Evaluator's Signature _____ Date _____



CLIENT EVALUATION 1

1.1 Consulting or Program Materials

	N/A	Disagre	Neutral	Agree
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.				

1.2 Information

	N/A	Disagre	Neutral	Agree
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 needs				
Met my/the group's expectations				



1.3 Consulting / Teaching / Facilitation / Speaking Abilities

The Candidate:	N/A	Disagre	Neutral	Agree
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/the group to practice the information				
Managed the time effectively				
Explained jargon and used terminology effectively				



1.4 Results Obtained and My Experience of the Session

As a Result of the Seminar, Workshop, Speech, Event or Program:	N/A	Disagre	Neutral	Agree
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 Communication				
I will be able to upgrade my skills in: Verbal Communication				
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: <i>(Other; please specify)</i>				



1.5 Professional Practices / Ethics

The Candidate:	N/A	Disagre	Neutral	Agree
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 of 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 voicemail and e-mail messages				

1.6 Appearance

The Candidate's appearance:	N/A	Disagre	Neutral	Agree
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				

MASTER CANDIDATE PERFORMANCE EVALUATION 2

CLIENT EVALUATION

INDIVIDUAL CONSULTATION IMAGE COACHING

CIM Applicant 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) Application.

Please place the form in the **stamped addressed envelope** provided. 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 **do** **do not** give my permission for the Master Candidate to read this evaluation.

Evaluator's Signature _____ Date _____



CLIENT EVALUATION 2

2.1 Consulting or Program Materials

	N/A	Disagre	Neutral	Agree
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 consultation.				
Consultation materials and visual aids were used effectively and were easy to follow.				
Equipment, materials and visual aids were current.				

2.2 Information

	N/A	Disagre	Neutral	Agree
Was easy to understand				
Was well-organized				
Was reinforced with examples				
Was well-suited to the level of the consultation				
Was appropriate to my needs				
Met my expectations				



2.3 Consulting / Teaching Abilities

The Candidate:	N/A	Disagre	Neutral	Agree
Was professional and enthusiastic				
Explained the objectives for the session				
Achieved all 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 practice the information				
Managed the time effectively				
Explained jargon and used terminology effectively				



2.4 Your Consulting Experience and Results Obtained

As a Result of the Consultation or Coaching Relationship:	N/A	Disagre	Neutral	Agree
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 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 Communication				
I will be able to upgrade my skills in: Verbal Communication				
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: <i>(Other; please specify)</i>				



2.5 Professional Practices / Ethics

The Candidate:	N/A	Disagre	Neutral	Agree
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 of 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 voicemail and e-mail messages				

2.6 Appearance

The Candidate's appearance:	N/A	Disagre	Neutral	Agree
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				

MASTER CANDIDATE PERFORMANCE EVALUATION 3

PEER REVIEW

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

For the peer review, the evaluator is 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 following sections.

CIM Applicant please complete:

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

To the Evaluator:

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

Please place the form in the **stamped addressed envelope** provided. 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 **do** **do not** give my permission for the Master Candidate to read this evaluation.

Evaluator's Signature _____ Date _____

3.1 Professional Practices / Ethics

The Candidate:	N/A	Disagre	Neutral	Agree
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				

3.2 Appearance

The Candidate's appearance:	N/A	Disagre	Neutral	Agree
Was appropriate for the occasion at all times				
Was well-groomed				
Demonstrated makeup, clothing, hair and body language appropriate for a high-level consultant				

PEER REVIEW 3, continued

3.3 Professional Relationships

The Candidate:	N/A	Disagre	Neutral	Agree
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 Information

... imparted in seminar(s), consultation(s) or meeting(s) attended:

	N/A	Disagre	Neutral	Agree
Was easy to understand				
Was well-organized				
Was reinforced with examples				
Was well-suited to the level of the consultation				
Was appropriate to my needs				
Met my expectations				

3.5 Consulting / Teaching Abilities

... in seminar(s), consultation(s) or meeting(s) attended:

The Candidate:	N/A	Disagre	Neutral	Agree
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				



3.4 Your Experience with the Candidate and Results Obtained

As a Result of the Professional Relationship:	N/A	Disagre	Neutral	Agree
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/his knowledge				
The candidate was able to relay her/his experience and knowledge clearly to me				
The candidate was able to understand my challenges				
The candidate was able to help me 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				

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 directly 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 1 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. 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

For example, submit photocopies of the following:

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

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 a consistent brand across all products and services. 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, Web site, 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 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 an essay 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.

Please make this essay comprehensive and respond to all of the abovementioned points.

**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 headshot photograph with your application.

SECTION 11 CANDIDATE'S INTERVIEW (Max 750 Points)

If the portfolio passes, you will be invited to an interview – up to one hour in length - before a CIM Panel at the AICI Conference. Questions will include references to the material in the portfolio, your vision and future contribution to AICI and the image industry.



CIM Interview Criteria

3 – strongly agree; 2 – agree; 1 – strongly disagree

	The Candidate:	3	2	1
1	Answered the questions			
2	Asked questions for clarification			
3	Was articulate in her/his responses			
4	Responded calmly and confidently			
5	Was enthusiastic			
6	Was engaging and had a good quality vocal tone			
7	Provided answers of substance (not superficial)			
8	Was persuasive in her/his point of view			
9	Gave responses that indicated consistency			
10	Showed pride in being an AICI member			

The maximum total for this interview, per evaluation, is 300 possible points based on candidate receiving all 3s (strongly agree). Points will be deducted for anything less than a 3 as follows:

- 2 point deduction for a 2
- 4 point deduction for a 1
- N/As will not be allowed

300 points per interview, per evaluation (Must achieve 285 points, per evaluation)

900 possible points in total (must achieve 855 points in total)

Total Achieved, per evaluation _____

Grand total achieved for this interview _____

CIM APPLICATION SUMMARY PAGE

Section		Maximum Points	Minimum Points	Points Earned
1	Leadership and Participation	600	570	
2	Personal/Professional Development & Education	500	475	
3	Client Evaluations: 20 x 235 points each evaluation	4700	4465	
	Co-workers/peers/business partners evaluations: 3 x 235 points each evaluation	705 470	670 447	
	AICI evaluations: 2 x 235 points each evaluation			
4	Business Work Record	2000	*2000	
5	Financial Record	500	475	
6	Company Brand	1500	1425	
7	Professional Consulting Material	1500	1425	
8	500 Word Essay	500	475	
9	Presentation Folder for CIM Application	1000	950	
10	Image, Appearance	500	475	
11	Candidate Interview: 10 criteria x 30 points x 3 reviewers	900	855	



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www.aici.org
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**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,
 - a. 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** _____

q I am a member of AICI.

q 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.*

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
- Civility

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
 - Scale
- 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
- Business/Personal Networking
- Social Media

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

APPLICATION AND TIMELINE

Your application must be completed within 365 days/ 1 year of your payment processing date by AICI.

- ∅ No extensions are allowed to the 365 days. No exceptions.
- ∅ You may request an Application Advisor, or "ADVISOR" who will only advise on application questions, not content questions. Contact the VP Certification for information.
- ∅ You must mail your application to AICI HQ by January 31st for it to be reviewed in time to be counted in the AICI awards at the May conference.

SECTION 1: LEADERSHIP AND PARTICIPATION

- All entries must be clearly marked and dated.
- All documentation must support the entry and dates submitted.
- All dates or entries must be within the five-year period.
- 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 parentheses)

You must fulfill three out of the five categories:

- Attendance at an AICI conference or other association conference related to the AICI core competencies 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. (Certificates issued by association or organization.)
- Taught 2 concurrent or pre/post sessions at the AICI conference within the five years preceding the application. (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. (Testimonials)

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. (Certificates issued by association or organization.)

600 Points

SECTION 2: EDUCATION

- You must have the correct number of Continuing Education Units (CEUs).
- All the CEUs must be awarded during the five-year period.
- All education must be taken within the five-year period. No exceptions.
- The only educational course subjects accepted are those listed in the AICI Core Competencies at the back of the application.
- AICI headquarters 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. Too many N/A (not applicable) check marks may discount the evaluation.

Peer Reviews:

You choose three (3) peer reviewers and the CIM Committee for AICI will choose two (2) peer references. AICI's peer references will submit confidential evaluations to the CIM Reviewers. 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 (Must make 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 should 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, public relations articles and newspaper articles. Please indicate your Web site address, as a Web site is mandatory.
- All material, books, revised editions, articles, CDs, etc., must have been developed within the five-year period. No prior material will be accepted.
- Points will be deducted for typos, inferior quality content, photocopying and layout. No faded photocopies can 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 photocopies 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 on 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 headshot or head and body shot, not a snapshot.

500 Points

SECTION 11: CANDIDATE INTERVIEW

(This Section Will Be Conducted at the Bi-Annual Conference or at official AICI event)

You will be invited to a face-to-face interview only if the portfolio has passed the external review and you have passed the ethics review.

You will be reviewed by a panel made up AICI CIM members, peer reviewers and external reviewers who will be invited to attend the interview. They will fill out the evaluation shown on page 39.

900 points