

## BUYING FISH AND CAREER MANAGEMENT SERVICES: NOT AS DIFFERENT AS YOU MIGHT THINK.

After you read this article, let's meet for dinner at Skipjack's Restaurant in Foxborough, Massachusetts.

Try the tuna.

At least that is what the menu says. And you will pay for fine tuna.

You will actually eat escolar, an oiler, cheaper fish that is banned in Japan: it makes people sick.

## CAN YOU TRUST WHAT YOU THINK YOU ARE BUYING?

On October 23, 2011 THE BOSTON GLOBE collected fish samples from 134 local restaurants, grocery stores, and seafood markets in New England. It then had an independent DNA lab validate the species customers thought they had purchased.

48% were mislabeled.

In 2007 two customers at a Chicago restaurant were hospitalized for eating a toxin found only on puffer fish. They had ordered monkfish.

The purchase of fish, unlike the purchase of beef, is unregulated. Customer must trust those who provide the service.

Beef is comes with credentials.

When customers purchase "Grade A" beef you know that if it is labeled Grade A, the U.S. Department of Agriculture made that decision. You don't have to trust the person selling you that beef. You put your trust in an external credentialing organization to keep you healthy.

Your potential career clients are like customers at a fish restaurant.

But coaching does have credentialing sources. And one of them is ICCI.

ICCI helps you increase your business by being the coaching equivalent of the U.S. Department of Agriculture certification of beef.

## CHECKING OUT THOSE WHO CHECK

The following are some questions to ask of any certification body that claims to rate quality:

1. What are the sources of revenue? The more a certification body relies on commercial accounts to continue as a viable business, the more it can be compromised.
2. Are the standards for certification clearly stated and easy to find on the web site?
3. Are the standards based on professional competence, completion of education courses, or some combination?
4. Is the certification a “generalized” one (e.g. Certification as a Consultant; Certification as a Coach) or is it focused on a discipline with a shared body of knowledge (Certification as a Career Management Consultant; Certification as a Board Director in a public company; Certification as an auditor qualified to review public company documents).

I’d love to know what YOU think.

Write me!

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Vice President and Governor

ICCI

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