



Business Advisor Certificate (BAC)

Professional Development
for Trusted Advisors

Professional Development for Trusted Advisors

The Business Advisor Certificate (BAC)



A professional development program for small business advisors
focused on interpersonal skills to become a trusted advisor.



The Job To Be Done:
**Mastering the Customer Journey
from Onboarding to Impact**

Client Journey



How to Be Likable:
**Building Trust and Rapport
with Any Client**

Client Connection



Making Advice Work:
**Empowering Clients to Take
Ownership and Action**

Client Empowerment



Your Mind at Work:
**How Your Attitude Can Transform
Your Client's Mindset**

Client Mindsets



Keep Them Coming Back:
**Engaging Client Companies for
The Long Haul**

Client Engagement



Ethics and Beyond:
**Making Ethics and Inclusion
Part of Daily Practice**

Client Ethics

The Business Advisor Certificate (BAC)

Become a Trusted Business Advisor™

Choose In-Person training or Online (Live or OnDemand)

Each module comes at a price of \$250 per participant, and a group rate applies for 10 participants or more. To keep the credentials advisors must complete 3 modules per year (same modules or new).

In-person:



\$750 per day
incl. 3 modules

per participant

Enterprise rate:

\$7,500 per day with 3 modules for 10 advisors or more

Live Online or OnDemand:



\$250 per module

per participant

Enterprise rate:

\$2,500 per module for 10 advisors or more

The professional development program can contain up to 6 modules with each module being 2 hours. In person training can contain up to 3 modules per day and Live Online is offered once per month.

Path 1



Path 2



Path 3

