

## What's Behind the "CBA" Certification?



When you see the initials "CBA" following a counselor's name, it means that he or she is a Certified Business Analyst and has met strict certification requirements of the Florida Small Business Development Center Network's (FSBDC) Professional Development and Certification Program (PDCP). The Program was founded in 1993 to establish standards of quality counseling and to insure consistency throughout the FSBDC. Applicants for PDC certification undergo thorough investigation of their consulting and business experience and knowledge. They are required to attend training on professional conduct and must agree in writing to comply with the Articles of Professional Responsibility.

### Articles of Professional Responsibility

CBAs agree in writing to abide by the PDC's Articles of Professional Responsibility. Their adherence to these Articles signifies voluntary assumption of self-discipline above and beyond the requirements of law.

### Standards of Competence

Every effort is made to verify the CBA's professional competence. CBAs receive points based on their experience and education. A minimum of 100 points is required for certification. Points are earned for experience as the owner or officer of a business or for officer or board member of non-profit organizations. Points can also be earned for articles written and published on small business topics as well as completion of non-SBDC workshops and presentation of SBDC seminars.

### The Standard of Quality Counseling

The reliance of owners and managers of Florida's small businesses on the advice of FSBDC Certified Business Analysts imposes on the profession an obligation to maintain high standards of integrity and competence. Therefore, CBAs have basic responsibilities to:

- hold the affairs of their clients in strict confidence,
- strive continuously to improve their professional skills,
- advance the professional standards of the FSBDC,
- uphold the honor and dignity of the FSBDC, and
- maintain high standards of personal conduct.