

We are Chartered Professionals in Human Resources

People Leading Business.[™]

CHRP is now CPHR

- In 2015, HRPA (Ontario) announced they were launching three designation levels within the HR profession:
 - CHRP Certified Human Resource Professional entry level
 - CHRL Certified Human Resource Leader professional
 - CHRE Certified Human Resource Executive
- The rest of the Country reviewed the option and informed HRPA that they disagreed with the approach.

CHRP is now CPHR

- HRPA proceeded, devaluing the national CHRP designation to entry level.
- The other nine provinces and three territories came together under a new mandate, to advance the HR profession as one organization, with one designation.

We are CPHRs

As of October, 2016, the CHRP designation became

Chartered Professionals in Human Resources.

English version

French version

CPHR CHARTERED PROFESSIONALS IN HUMAN RESOURCES CRHA

CONSEILLERS EN RESSOURCES HUMAINES AGRÉÉS

Our Designation

Chartered Professionals in Human Resources

CPHR Designation

- Consistent national standards
- National competency framework
- Annual professional development requirements

One Designation

- Consistent with most professional designations
- Direct and clear for our stakeholders
 - employers
 - o governments
 - o media
 - the public
- Easier to build public recognition



We are CPHR Canada

Chartered Professionals in Human Resources

CPHR Canada

CPHR Canada represents 27,000 members in the human resources profession across nine provinces and three territories in Canada.

Established in 1994, CPHR Canada is the national voice on the enhancement and promotion of the HR Profession.

With an established and credible designation and collaboration on national issues, we are proactively positioning the national human resources agenda in Canada and representing the Canadian HR profession with HR associations around the world.

CPHR Canada

Our Vision:

As the national voice of the HR profession, we lead the recognition, advancement and influence of the HR profession both nationally and globally, all through a spirit of inter-provincial collaboration.

Our Mission:

We protect the public and advance the economic and social success of our workplaces through strategic HR leadership.

CPHR Canada

Our Strategic Goals:

1. Influence

We will enhance the value and recognition of the HR profession and the CPHR designation with all stakeholders.

2. Leadership

We will help our members influence business strategy and public policy for a more prosperous economy and innovative development of human resources.

3. Public Interest

We protect the public by establishing the highest professional and ethical standards for our chartered professional members.

CPHR Canada Brand Platform

Purpose:

We help employers and employees realize their potential for success.

Desired Brand Position:

CPHR is globally recognized for providing strategic HR and business leadership.

Our Brand Promise:

CPHR continually offers leadership in HR competency.



CPHR Canada Logo

CPHR/CRHA CHARTERED PROFESSIONALS CONSEILLERS EN RESSOURCES

CONSEILLERS EN RESSOURCES HUMAINES AGRÉÉS

IN HUMAN RESOURCES

CANADA

CANADA



CPHR Canada Brand Tagline

People Leading Business.[™]

People Leading Business.[™]

CPHR Brand Characteristics We are impactful, professional, credible, influential, visionary

People Leading Business.[™]

CPHR Canada Brand Applications

Chartered Professionals in Human Resources



National Website



Advertising



Chartered Professional in Human Resources

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As an HR professional, you are a leader in your field. Make the most of your knowledge and experience, and get started on the path towards the CPHR designation – the gold standard of HR professionals.

Learn more about CPHR today.



People Leading Business.™

3.74

Designation Pins



The CPHR Designation continues to be managed Provincially.

We establish and oversee Professional Development.



Looking Ahead

Chartered Professionals in Human Resources

People Leading Busi<u>ness.™</u>

CPHR Canada Continuing to Move Forward

- New white paper on the impact of HR on the Canadian economy
- National salary survey
- New MoUs with Bangladesh and Singapore
- Targeted communication to business and industry
- Continuing accreditation of post-secondary programs
- Continuing movement toward self-regulation



Thank you.

Questions?

Chartered Professionals in Human Resources