

# TIPS & TRICKS – MAKING THE MOST OF YOUR CIM<sup>®</sup> DESIGNATION

As an attaineé of the Chartered Investment Manager (CIM<sup>®</sup>) designation, you have an excellent opportunity to create awareness of your accomplishment to maximize its benefit for your career, clients, and employer.

## Here is a helpful checklist:



**ANNOUNCE** your CIM<sup>®</sup> (using drafts provided, supplemented with phone calls where warranted) to:

- Support Staff
- Clients
- Colleagues
- Friends & family
- Social
  - LinkedIn
  - Facebook
  - Other



**NOTIFY** your:

- Manager
- HR department
- Marketing department
- Compliance department
- IIROC organization
- Membership-based organizations



**UPDATE** (using art/drafts provided) your

- Business card
- Email signature
- LinkedIn profile
- Resume
- Personal bio
- Company website
- Personal website
- Presentation templates
- Third party directory listings
- CSI's public designation directory
- Company directory
- Existing ad creative
- Premiums (pens, calendars etc)