elevating outdoor guides:

benchmarking standards & building industry -led tools

OUTDOOR COUNCIL OF CANADA
CONSEIL CANADIEN DE PLEIN AIR

Alberta

the OCC is the industry association for the outdoor sector

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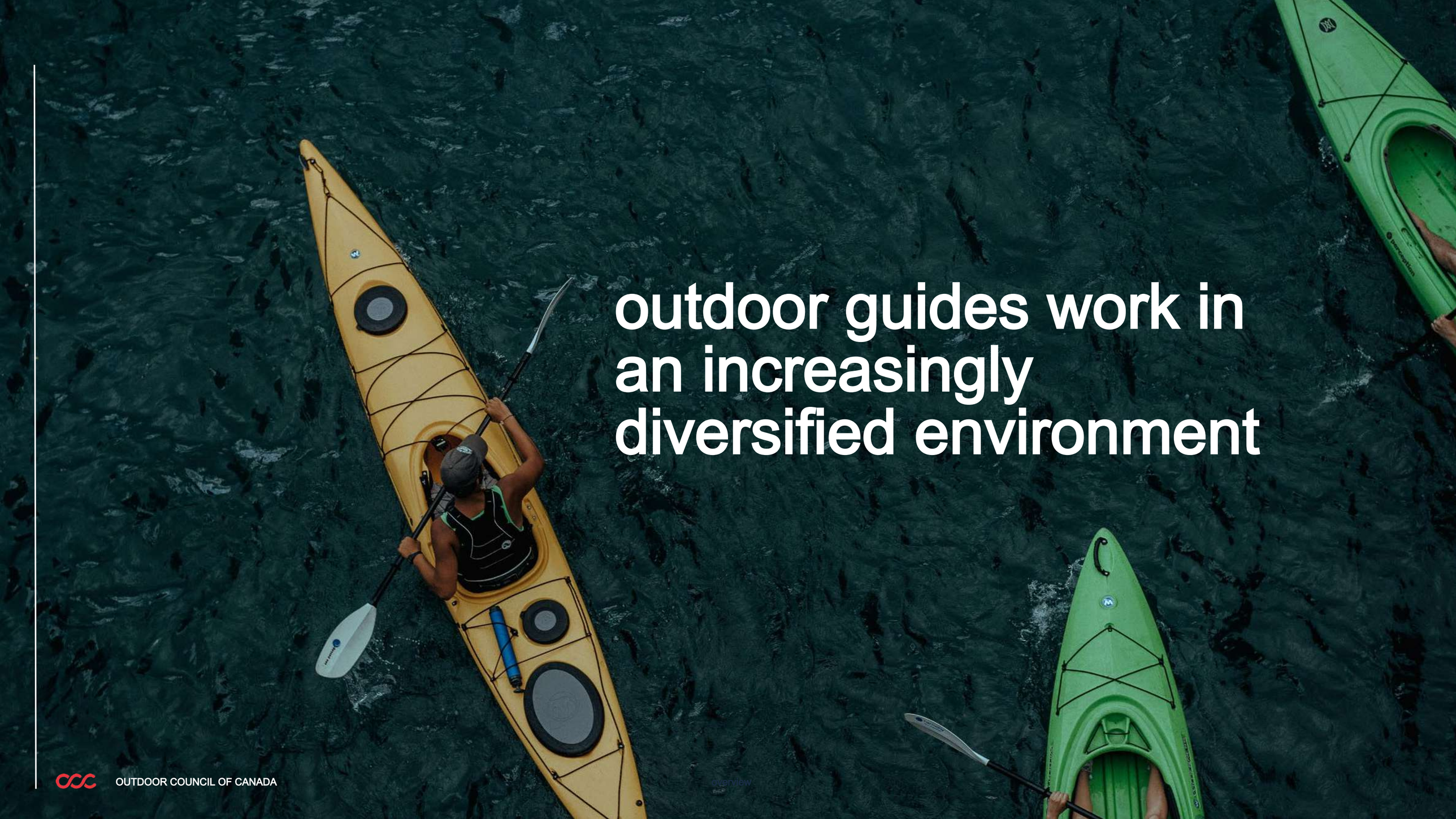

outdoor guides work in an increasingly diversified environment

our goal: outdoor guiding as a coherent, recognized and essential profession

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what we did

curriculum mapping

working sessions

environmental scan

competency development

career pathway survey

consultations

what's the industry impact?

worker impact

HR understanding

certification map

unified language

increased recognition

employer impact

attraction & retention tools

industry standards

workforce mobility

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