WACS Certified Executive Chef

Standard 3 – Professional reputation

**Learning outcome**

The candidate will be able to develop a professional reputation as an Executive Chef

<table>
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<th>Performance criteria</th>
<th>Evidence requirements</th>
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<tbody>
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<td>The candidate can do the following:</td>
<td>The candidate needs to provide the following evidence:</td>
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| **3.1**  
Develop and maintain own **professional reputation** as an executive chef | **3.1**  
Documentary evidence:  
- To provide two pieces of evidence from different sources commenting on the candidate’s professional reputation  
The evidence must be from the last five years and from different sources.  
This documentary evidence may include examples provided in the additional guidance information (below). |
| **3.2**  
Maintain own reputation as an executive chef | **3.2**  
Evidence form:  
- To explain how the candidate has maintained their own professional reputation in the culinary industry. |

**Additional guidance**

3.1 **Professional reputation** is the recognition of excellence through peer reviews, feedback from customers or senior staff or success in competitions (for example WACS endorsed competitions).

3.2 **Maintain own professional reputation** refers to actions taken to ensure skills and knowledge remain current and reflect the latest culinary techniques and trends.