The Global Communication Certification Council's Professional Communicator Certification Increases the Value and Effectiveness of Individual Professional Business Communicators and Their Employing Organizations

The Global Communication Certification Council® (GCCC) offers business communicators with a minimum of six years of experience an educational pathway toward two professional certification options. GCCC® certification is designed to raise the effectiveness and professionalism of not only the individual certification holders, but also that of the employing organizations. Following are a number of key messages designed to communicate the benefits of GCCC® certification, separated into the following audience types:

1. All audiences
2. Communication professionals
3. Corporate communication/business executives
4. HR professionals

The key messages outlined provide the foundation for the effective marketing of GCCC® certification by ensuring consistent communication about the benefits of GCCC® certification across the International Association of Business Communicators (IABC) and GCCC® community.

About the Global Communication Certification Council

The Global Communication Certification Council® (GCCC) comprises a strong slate of officers representing the communication industry worldwide and serves as an autonomous governing body for the Global Communication Certification Program.

The Council's purpose is to create and maintain an internationally recognized standard of communication excellence based on a global understanding of key principles and job competencies worldwide.

The Council aims to serve the communication profession by encouraging and executing a process of credentialing of communicators who achieve a global standard at different points of their career path.

KEY MESSAGING: ALL AUDIENCES

1) Key Messaging – ALL AUDIENCES

The Global Communication Certification Council® (GCCC) offers two types of professional communicator certifications: Communication Management Professional® (CMP) and Strategic Communication Management Professional® (SCMP).

- Communication Management Professional® (CMP) certification is for professionals established in their careers as communication managers and looking to demonstrate their competence.
- Strategic Communication Management Professional® (SCMP) certification is for highly skilled professionals practiced in providing strategic communication advice and counseling to an organization's leadership.
- Both the CMP® and the SCMP® certifications were developed to conform to ISO (17024), an international standard for professional certifications that is recognized globally.
- In August of 2020, the Communication Management Professional® (CMP) certification achieved ANSI/ISO/IEC 17024 accreditation from the American National Standards Institute (ANSI). ANSI, a century-old organization whose members include government agencies, companies, academic, and international organizations, employs a rigorous, often years-long process, including written and on-site evaluations of compliance. IABC is now the only communications organization to receive accreditation under the specific ANSI/ISO/IEC 17024 standard for practitioners.

2) Key messaging – ALL AUDIENCES

Earning professional communication certification from the GCCC® demonstrates that the certification holder has a deep level of professional communication knowledge and expertise in six key areas: ethics, strategy, analysis, context, engagement, and consistency.

Proof Points:
- The GCCC® has based its certification program, including the continuing professional development requirement, on the Global Standard℠ for communication professionals set out by the International Association of Business Communicators (IABC). Applying that standard enables GCCC® to cross all borders, align with diverse cultures, and effectively serve organizations of all types and sizes. The Global Standard℠ is built around six core principles: ethics, strategy, analysis, context, engagement, and consistency.

GLOBAL COMMUNICATION
CERTIFICATION COUNCIL
An IABC Initiative

- The required examinations for the CMP® certification and SCMP® certification assess candidates on several business communication domains that are tied to the Global Standard's core principles. Achieving certification from the GCCC® signals that a candidate has demonstrated professional competence in all these principles.
- For CMP® certification, candidates must demonstrate:
  - Eight years of experience and 40 hours of training OR
  - Six years of experience, two years of education, and 40 hours of training.
- For SCMP® certification, candidates must demonstrate:
  - Eleven years of experience and 20 hours of training AND
  - Provide a letter of recommendation from mentees or an organization for which the candidate has done pro bono work addressing senior level contributions to communications.
- According to an ASAE Foundation (American Society of Association Executives) study, The Benefits of Credentialing Programs to Membership Associations, a leading benefit of certification is that certification defines a common body of knowledge.[1]

  GCCC® certification defines a common body of business communication knowledge, and GCCC® certification holders have demonstrated a measured level of mastery over this essential business communication information.

3) Key Messaging – ALL AUDIENCES

The GCCC® certification program is based on the Global Standard^{SM} for communication professionals set out by IABC.

- Setting a standard of excellence since 1970, IABC is a vibrant global membership association with thousands of members from around the world, representing a broad spectrum of organizations including many of the Global Fortune 500 companies.
- Applying the Global Standard^{SM} enables GCCC® to cross all borders, align with diverse cultures, and effectively serve organizations of all types and sizes.
- The Global Standard^{SM} was developed by IABC through research and consultation with the wider profession and states that "communication professionals around the world embrace a shared career purpose and six core principles as the building blocks of their work." Those principles are:
  - Ethics
  - Strategy
  - Analysis
  - Context
  - Engagement
  - Consistency

4) Key Messaging – ALL AUDIENCES

Required CMP® and SCMP® examinations are rigorous and objective to ensure a high bar for certification holders.

- The CMP® exam lasts three hours and consists of 100 multiple-choice questions based on a practice analysis that identified the domains of practice, tasks performed, and the knowledge required for effective performance as a communication professional. The five business communication domains are: Communication Ethics, Communication Research and Analysis, Communication Strategy and Engagement, Consistency and Strategic Implementation, and Communication Measurement. Exams are graded electronically on a pass/fail basis.
- The SCMP® exam lasts three hours and consists of 100 multiple-choice questions based on a practice analysis that identified the domains of practice, tasks performed, and the knowledge required for effective performance as a communication professional. The six business communication domains are: Advising and Leading, Management, Strategy Development, Innovation, Ethics, and Reputation Management.

Exams are graded electronically on a pass/fail basis.
- To avoid awarding certification based on subjective interpretations and personal opinions, GCCC® does not include personal or panel interviews.

5) Key Messaging – ALL AUDIENCES

Both the CMP® and the SCMP® certifications were developed to conform to ISO (17024), an international standard for professional certifications that is globally recognized.

- The ISO (17024) standard contains principles and requirements for a body certifying persons against specific requirements, and includes the development and maintenance of a certification scheme for persons. It provides a global benchmark for personnel certification programs to ensure that they operate in a consistent, comparable and reliable manner worldwide, thereby allowing individuals to have skills that translate across national lines.
- An ISO (17024) conformity assessment provides objective proof that IABC attaches great importance to the quality of our certification programs
- The ISO (17024) standard addresses the:
  - Structure and governance of GCCC®
  - Characteristics of GCCC®'s certification program,
  - Information required to be available to applicants
  - Recertification initiatives of GCCC®
- The ISO (17024) standard is designed to help organizations such as GCCC® conduct well-planned and structured evaluations in order to ensure impartiality of operations and reduce any conflict of interest.
- The ISO (17024) standard provides confidence in our certification programs among certification holders and those who require or influence the need for certification.
- In August of 2020, the CMP® certification achieved ANSI/ISO/IEC 17024 accreditation from the American National Standards Institute (ANSI). ANSI, a century-old organization whose members include government agencies, companies, academic, and international organizations, employs a rigorous, often years-long process, including written and on-site evaluations of compliance. IABC is now the only communications organization to receive accreditation under the specific ANSI/ISO/IEC 17024 standard for practitioners.

6) Key Messaging – ALL AUDIENCES

The GCCC® is independent of IABC.

- The independent status reflects the GCCC®'s understanding of:
    - The importance of impartiality in carrying out its certification activities.
    - The need to manage conflict of interest.
    - The maintenance of objectivity of its certification activities.
- Membership in IABC is not a condition of Council membership or certification.
- The GCCC® is responsible for:
    - Developing and maintaining procedures for operating the certification program.
    - Protecting and building the credibility of the program.
    - Developing, reviewing and recommending updates to certification requirements.
    - Overseeing the establishment, ongoing review and updating of certification examinations.
    - Reviewing disciplinary matters and policies.

7) Key Messaging – ALL AUDIENCES

Employing GCCC® certification holders elevates the standard and effectiveness of professional communication in an organization, which leads to improved business results.

Proof Points:
- The GCCC® was created by IABC to offer certification at various levels and to promote a common, global understanding of what constitutes professionalism and competence in communication.
- Certification holders have a deep level of professional communication knowledge and experience in six key areas: ethics, strategy, analysis, context, engagement, and consistency.
- A professional is, in the view of the GCCC®, defined by a commitment to keep up to date with current practice and to contribute to the body of knowledge and the development of other professionals. Renewing certification is contingent on a holder committing to and undertaking continuing professional development.

Adequate professional development consists of 40 total points earned in at least three of the following categories each calendar year:

- o Professional reading (books or journals)
- o Attendance at recognized training or a course of study related to communication
- o Attendance at professional events run by a recognized association
- o Contribution to the work of the GCCC® (such as through invigilation or proctoring of exams, undertaking promotional speaking opportunities, or helping draft or grade exams)
- o Development of the skills of another communicator through a formal teaching, coaching or mentoring program (excluding line management responsibilities)
- o Participation in a leadership role in a professional association in this field (e.g., serving as a board or committee member for a professional association). To get involved in the GCCC®, certificate holders may help draft examinations or administer tests. Volunteer work is managed by the IABC staff and reported to the GCCC®.
- o Publication of original research

- The incidence of improved confidence at work is three times higher among certified professionals when compared to their non-certified peers. This is driven by a stronger work-profile.[2]
- According to ASAE Foundation and their study, The Benefits of Credentialing Programs to Membership Associations, leading benefits of certification include that certification promotes ethical conduct among certification holders and encourages the standardization of practices.[1]

8) Key messaging – ALL AUDIENCES

To verify certification status and/or to seek a certified business communicator, GCCC® maintains an up-to-date global database of GCCC® CMP® and SCMP® certification holders.

Proof Points:
- Over 125 certified professionals
- Professionals who hold the certification will be included in a register on the GCCC®'s website in a listing with the country and city where they are based, and the date when their certification is up for renewal.

9) Key messaging – ALL AUDIENCES

Promoting and supporting GCCC® certification among an organization's communication professionals improves employee engagement and retention; committed, engaged employees are more productive and efficient.

Proof Points:
- Attaining GCCC® certification requires ongoing professional development.
- Employees who have access to professional development are 15% more engaged in their jobs than workers without similar opportunities.[3]
- Employees with the highest levels of commitment perform 20% better than employees with lower levels of commitment.[4]
- "Engaged" employees are builders. They are aware of the desired expectations concerning their role and can meet and exceed those expectations. They perform at consistently high levels and use their talents and strengths at work every day.[4]
- Employees with professional development opportunities have 34% higher retention.[3]
- If employees are not given opportunities to continually update their skills, they are more inclined to leave.[4]
- Employee replacement can cost a company between six and nine months of the departed employee's salary.[4]
- Certified professionals are more likely to perceive their work environment as being efficient, productive, and amicable. Seven in 10 certified professionals view their work environment as being healthy and conducive. This results from greater respect from peers and superiors. Among non-certified professionals, the figure drops to 5 in 10.[2]

10) Key messaging – ALL AUDIENCES

CMP® and SCMP® certifications require communication professionals to stay on top of trends and critical developments impacting organizational communication practices; this ensures the employing organizations' voice remains relevant, informed and proactive.

Proof Points:
- Once certification is earned, certification holders must commit to and undertake continuing professional development.

  Adequate professional development consists of 40 total points earned in at least three of the following categories each calendar year:
  - Professional reading (books or journals)
  - Attendance at recognized training or a course of study related to communication
  - Attendance at professional events run by a recognized association
  - Contribution to the work of the GCCC® (such as through invigilation or proctoring of exams, undertaking promotional speaking opportunities, or helping draft or grade exams)
  - Development of the skills of another communicator through a formal teaching, coaching or mentoring program (excluding line management responsibilities)
  - Participation in a leadership role in a professional association in this field (e.g., serving as a board or committee member for a professional association). To get involved in the GCCC®, certificate holders may help draft examinations or administer tests. Volunteer work will be managed by the IABC staff and reported to the GCCC®.
  - Publication of original research
- The ASAE Foundation's study, The Benefits of Credentialing Programs to Membership Associations, lists the encouragement of sharing innovations among credential holders as a benefit of certification.[1]

  GCCC® certification holders will enjoy a shared connection with one another, which promotes peer-to-peer learning and knowledge share. This provides ongoing access to innovative business communication ideas, examples of successful strategies and tactics, sounding boards for new approaches to business communication challenges, and other opportunities to discover new ways to drive business results.

KEY MESSAGING: COMMUNICATION PROFESSIONALS

1) Key messaging – COMMUNICATION PROFESSIONALS

Pursuing and maintaining a CMP® or SCMP® certification may increase your earning potential and likelihood for pay raises.

Proof Points:
- On average, men and women who hold a bachelor's degree and higher with certification earn 18% more per week than workers who hold a bachelor's degree and higher but hold no certification.[5]
- On average, business professionals who hold a professional certification earn 29% more per week than workers who do not hold a certification.[6]
- Certified professionals are almost twice as likely to receive frequent pay raises than their non-certified peers, and 6 out of 10 certified professionals receive a pay raise within six months of completing a certification.[2]

2) Key messaging – COMMUNICATION PROFESSIONALS

GCCC® certification raises your prominence within your organization and increases your opportunities for promotions.

Proof Points:
- More than 50% of all certified professionals are promoted within the first six months of getting a certification.[2]
- The ASAE Foundation's study, The Benefits of Credentialing Programs to Membership Associations, states that two leading benefits of certification are that it provides a competitive advantage to credential holders and expands their opportunities.[1]GCCC® certification will provide certificate holders the opportunity to differentiate themselves due to the credential, and perceived added value and expertise a certification implies.

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3) Key messaging – COMMUNICATION PROFESSIONALS

A GCCC® certification can help you perform your duties with confidence and enjoy a greater sense of fulfillment in your job.

Proof Points:
- Because certified professionals may enjoy higher confidence in their abilities on the part of their employer, they may receive projects and opportunities that are more rewarding and offer career growth. This can make finding fulfillment at work more likely. In one survey, more than 65% of certified professionals claimed to be satisfied and fulfilled at their jobs. The figure shrinks to 38% for non-certified professionals.[2]
- The ASAE Foundation's study, The Benefits of Credentialing Programs to Membership Associations, lists the following as leading benefits of certification[1]:
  - Provides a sense of achievement.
  - Elevates status and prestige of credential holders.
  - Improves reputation of credential holders.
  - Provides justification for investment in professional development activities.

4) Key messaging – COMMUNICATION PROFESSIONALS

CMP® or SCMP® certification helps you stand out among job seekers.

Proof Points:
- Recruiters are three times more likely to shortlist an applicant's profile if they have a professional certification. 58% of certified candidates have their profiles shortlisted by potential employers. But at 20%, the number is much lower among non-certified professionals.[2]
- The ASAE Foundation's study, The Benefits of Credentialing Programs to Membership Associations, states that two leading benefits of certification are that it provides a competitive advantage to credential holders and expands their opportunities.[1]

KEY MESSAGING: CORPORATE COMMUNICATION/BUSINESS EXECUTIVE INFLUENCER AUDIENCE

1) Key Messaging – CORPORATE COMMUNICATION/BUSINESS EXECUTIVE

GCCC® certification can provide a high level of confidence among senior leadership that your corporate communication team is highly trained, credentialed, and prepared to support key business strategies and initiatives.

Proof Points:
- GCCC® certifications are designed to ensure that communication professionals meet standard-based competencies to elevate their work and the results of the organization.
- Both the CMP® and the SCMP® certifications were developed to conform to ISO (17024), which demonstrates that GCCC® places a premium on developing high-quality programs.
- The CMP® certification achieved ANSI/ISO/IEC 17024 accreditation from the American National Standards Institute (ANSI), making it the only communications organization to receive accreditation under the specific ANSI/ISO/IEC 17024 standard for practitioners.
- GCCC® certification revolves around six key communication principles to ensure the highest level of professionalism: ethics, strategy, analysis, context, engagement, and consistency.
- GCCC® certification is aligned to the Global Standard[SM], ensuring consistency and credibility throughout all efforts.
- The incidence of improved confidence at work is three times higher among certified professionals when compared to their non-certified peers. This is driven by a stronger work-profile.[2]

2) Key Messaging – CORPORATE COMMUNICATION/BUSINESS EXECUTIVE

With GCCC® certification, your senior-level communication team members work on the leading edge of innovation in the field, increasing your organization's global influence and business results.

Proof Points:

- To maintain certification, certified professional communicators must pursue ongoing professional development annually. Accepted professional development categories include:
  - Professional reading (books or journals)
  - Attendance at recognized training or a course of study related to communication
  - Attendance at professional events run by a recognized association
  - Contribution to the work of the GCCC® (such as through invigilation or proctoring of exams, undertaking promotional speaking opportunities, or helping draft or grade exams)
  - Development of the skills of another communicator through a formal teaching, coaching or mentoring program (excluding line management responsibilities)
  - Participation in a leadership role in a professional association in this field
  - Publication of original research

3) Key Messaging – CORPORATE COMMUNICATION/BUSINESS EXECUTIVE

By funding and supporting CMP® or SCMP® certification for your organization's communicators, you can drive business results for your entire organization.

Proof Points:

- Certification can deliver three key benefits that positively impact business[7]:
  - It makes your company a better competitor; certification can be a door opener to new opportunities in business development.
  - ROI on certification can be high; having certified employees can give your sales team one more pitch to help close a deal, or even charge more for your service.
  - Certification can reduce potential risks; having certified business communicators helps avoid communication mis-steps that can affect stock prices, brand perception, and potentially issues around safety.

KEY MESSAGING: HUMAN RESOURCES PROFESSIONAL AUDIENCE (INFLUENCER)

1) Key Messaging — HR PROFESSIONAL

An CMP® or SCMP® certification will enable your corporate communication team to sharpen their skills and enhance their effectiveness to better manage and execute successful communication initiatives.

Proof Points:
- GCCC® certifications are designed to ensure that communication professionals meet standards-based competencies to elevate their work and the results of the organization.
- GCCC® certification holders are required to annually maintain certification through ongoing professional development.
- To demonstrate their knowledge and earn certification, communication professionals must pursue in-depth competency in ethics, strategy, analysis, context, engagement, and consistency.

2) Key Messaging — HR PROFESSIONAL

Professional communication certification helps you enhance your organization's learning environment and promote employee professional development and retention.

Proof Points:
- Attaining GCCC® certification requires ongoing professional development.
- Employees who have access to professional development are 15% more engaged in their jobs than workers without similar opportunities.[3]
- Employees with the highest levels of commitment perform 20% better than employees with lower levels of commitment.[4]
- "Engaged" employees are builders. They are aware of the desired expectations concerning their role and can meet and exceed those expectations. They perform at consistently high levels and use their talents and strengths at work every day.[4]
- Because certification holders may experience greater respect from peers and superiors, 7 in 10 certified professionals view their work environment as being healthy and conducive.[2]

- Because certified professionals may enjoy higher confidence in their abilities on the part of their employer, they may receive projects and opportunities that are more rewarding and offer career growth. This can make finding fulfillment at work more likely. In one survey, more than 65% of certified professionals claimed to be satisfied and fulfilled at their jobs. The figure shrinks to 38% for non-certified professionals.[2]
- Employees with professional development opportunities have 34% higher retention.[3]
- If employees are not given opportunities to continually update their skills, they are more inclined to leave.[4]
- Employee replacement can cost a company between six and nine months of the departed employee's salary.[4]

3) Key Messaging — HR PROFESSIONAL

Professional communication certification will add an additional depth of professionalism, effectiveness and growth to your corporate communication team, which enhances your organization's corporate image and ability to increase shareholder value.

Proof Points:
- CMP® and SCMP® certification is based on the Global Standard[SM] of the Communication Profession, which sets the standards for communication competency through six core Principles:
  - Ethics
  - Consistency
  - Context
  - Analysis
  - Strategy
  - Engagement
- CMP® and SCMP® certification is designed to ensure that communication professionals meet standards-based competencies to elevate their work and the results of the organization.
- Certification can deliver three key benefits that positively impact business[7]:
  - It makes your company a better competitor; certification can be a door opener to new opportunities in business development.
  - ROI on certification can be high; having expert certified employees can give your sales team one more pitch to help close a deal, or even charge more for your service.

o Certification can reduce potential risks; having certified business communicators helps avoid communication mis-steps that can affect stock prices, brand perception, and potentially issues around safety.

4) Key Messaging — HR PROFESSIONAL

GCCC® certification supports the career advancement goals of staff business communicators.

Proof Points:
- Nearly three times as many certified professionals are promoted as uncertified employees. More than 50% of all certified professionals are promoted within the first six months of getting a certification. The number drops to less than 20% for non-certified professionals.[2]
- The ASAE Foundation's study, The Benefits of Credentialing Programs to Membership Associations, states that two leading benefits of certification are that it provides a competitive advantage to credential holders and expands their opportunities.[1]

5) Key Messaging — HR PROFESSIONAL

Highlighting a preference for CMP® or SCMP® certification in job postings demonstrates your organization's commitment to professional business communication and helps attract top talent.

Proof Points:
- The GCCC®, the organization behind CMP® and SCMP® certification, was created by the International Association of Business Communicators (IABC) to promote a common, global understanding of what constitutes professionalism and competence in communication.
- Business communicator candidates with an CMP® or SCMP® certification provide a higher level of promise because they have demonstrated a deep level of professional communication knowledge and expertise.
- Business communicator candidates with an CMP® or SCMP® certification will recognize your organization's commitment to supporting their certification, and will thus be more likely to pursue a job opportunity with your organization.

ENDNOTES

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