

# Why should you hire a CMP® or SCMP® for your organization's communication?

CMP® and SCMP® holders solve business problems through strategic communication, helping organizations compete and succeed.

In a hiring situation, if all else is equal, CMP® and SCMP® holders:

Meet global standards of education, professional training, experience and knowledge

Have passed a multidisciplinary exam that conforms to ISO

Are committed to strategy and ethics

Certification holders have demonstrated their expertise in five business communication domains:

- Communication Ethics
- Communication Research and Analysis
- Communication Strategy and Engagement
- Consistency
- Strategic Implementation
- Communication Measurement

CMP® holders are established communication generalists, specialists and skilled managers with at least six years of communication experience.

SCMP® holders are highly skilled professionals practiced in providing strategic communication advice and counseling to an organization's leadership.

Certification holders have demonstrated expertise in six business communication domains:

- Advising and Leading
- Management
- Strategy Development
- Innovation
- Ethics
- Reputation Management

# 5 reasons to NOT hire a CMP® or SCMP®:



You're seeking an order taker.



You believe communication professionals are not an integral part of the leadership team.



You want someone right out of school you can train.

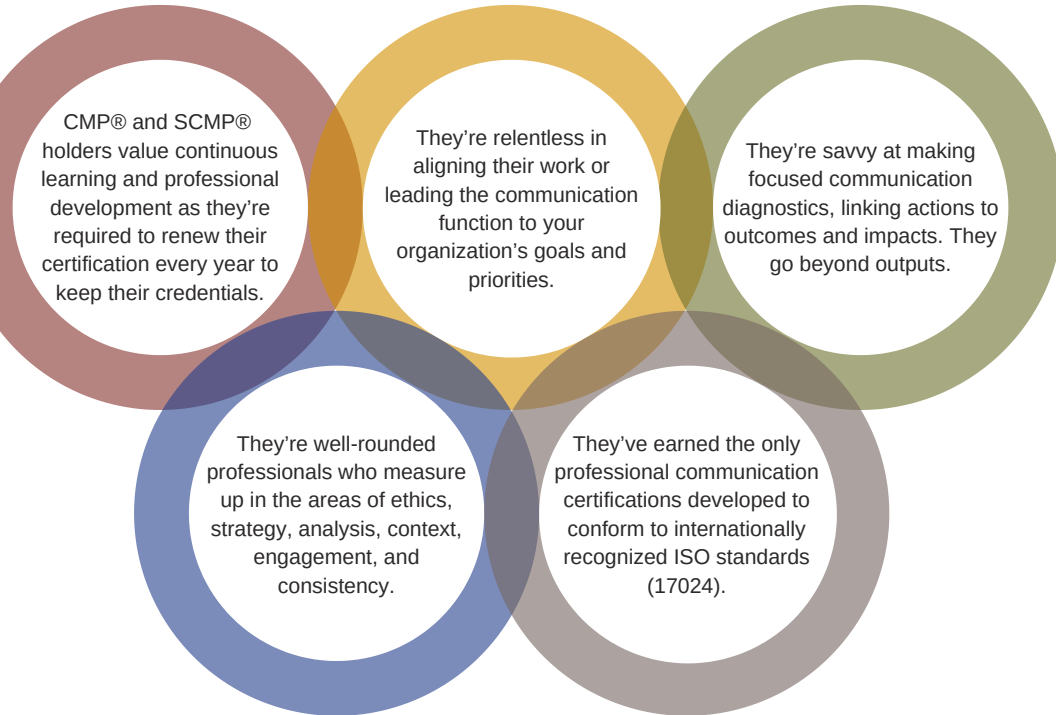


You want someone focused on outputs, disconnected from business strategy.



You believe that a communication professional's job is to write newsletters or manage intranets.

## Why have the best of the best working with you?



**COMMUNICATION MANAGEMENT PROFESSIONAL (CMP®)**

**STRATEGIC COMMUNICATION MANAGEMENT PROFESSIONAL (CMP®)**

CMP® and SCMP® certifications are governed by the independent Global Communication Certification Council® (GCCC). The GCCC promotes a common, global understanding of what constitutes professionalism and competence in communication.

Learn more at [gccouncil.org](http://gccouncil.org).