

Three ways to convince your employer to pay for your certification

Are you thinking about getting GCCC certified, but would like your employer to pay for it? Here are three ways to convince them to fund your certification.

1. Highlight the value to your organization.

Explain to your employer that by funding and supporting your CMP or SCMP certification, you will drive business results for your entire organization. GCCC certifications are designed to ensure that communication professionals meet standards-based competencies to elevate their work and the results of the organization. To demonstrate your knowledge and earn your certification, you must pursue in-depth competency in ethics, strategy, analysis, context, engagement, and consistency. And because you're required to maintain your certification annually through ongoing professional development, you'll continue to sharpen your practice. 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.

2. Be specific about the impact to your role.

GCCC certification gives you credibility, credentials, and confidence. And for your stakeholders, that equals trust. Trust in your specialist knowledge and skills as a strategic communication professional, trust in your ethics and trust that what you do matters and gets results. You might also like to mention that certification improves employee engagement and retention. Studies show that employees who have access to professional development are 15 per cent more engaged in their jobs and those with the highest levels of commitment perform 20 per cent better. They're 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. In this global race for talent, which employer doesn't want that?

3. Tell them what you plan to do once you're certified.

Highlight your commitment to returning value to your organisation as a result of the investment in your development, including:

- Sharing what you've learned with your colleagues in your department or other areas of the organization and highlighting how you plan to enhance your team's performance.
- Following best practice and ensuring team and organization success across campaigns e.g., through future IABC Gold Quill Award submissions.
- Ensuring you maintain your skills and follow the certification renewal requirements of completing professional development each year, attending conferences, webinars, workshops, presenting at relevant opportunities, reading publications, and taking part in leadership and mentoring activities.