



**SHRM CERTIFICATION**

SHRM-CP | SHRM-SCP

## Top 4 Ways My Organization Will Benefit From My SHRM-CP or SHRM-SCP Certification

HR professionals aren't the only beneficiaries of SHRM certification. SHRM research shows that the HR department and the entire organization gain tangible and valuable advantages too. Once you set your certification goal, use these four points to demonstrate why your manager and organization should support your efforts to prepare for and attain certification.

### MY HR KNOWLEDGE WILL BE CURRENT AND RELEVANT.

HR teams are assuming greater leadership roles and advancing their organizations' strategic direction more than ever before. The SHRM-CP and SHRM-SCP credentials recognize this trend and take a fresh look at what HR professionals need to know.

- As a SHRM-certified HR professional and SHRM member, I will have access to a treasure trove of SHRM news articles, toolkits and other resources on the SHRM website that I can apply to my organization.
- Attaining and maintaining my credential means I will be ready to take on more challenging responsibilities.

**60%**

of SHRM-certified HR professionals are more likely to agree they have **current and up-to-date information on HR best practices.**

**72%**

of HR professionals agree SHRM certification helps in **maintaining compliance with employment law.**

### I WILL CONTINUE TO LEARN PRACTICAL SKILLS THAT WILL POSITIVELY IMPACT MY JOB.

SHRM-certified professionals complete almost twice as many learning and development activities as non-certified professionals. Plus, SHRM-certified professionals must earn professional development credits to maintain their credential—so the learning never stops.

- While preparing for a SHRM exam using the SHRM Learning System, I won't be simply memorizing a textbook. Rather, I will be applying concepts, using judgment, and understanding HR best practices for both day-to-day and unexpected scenarios.
- After becoming certified, I will engage in activities like attending conferences, mentoring and coaching, networking, and reading books and articles.

## I WILL BE BETTER PREPARED FOR BUSINESS CHALLENGES.

Growing the influence of HR leaders through certification is a worthwhile investment that also improves my organization's reputation as one that takes HR seriously.

- Just as a certified public accountant is trusted to thoroughly understand taxes and accounting, and a project management professional is trusted to successfully lead projects and people, I will earn the same type of trust with my SHRM-CP or SHRM-SCP credential.
- The decisions I will make will positively affect my organization. In fact, 64% of SHRM-certified HR professionals report their decisions impacted their organization, versus 46% of non-certified HR professionals.

# 62%

of SHRM-certified professionals state they have **expanded their skill sets** to perform better, versus 44% of non-certified HR professionals.

# 80%

of HR professionals believe SHRM certification **adds to the overall credibility** of an HR department.

## MY KNOWLEDGE AND SKILLS WILL BE GLOBALLY APPLICABLE AND UNIVERSALLY RECOGNIZED.

Earning this credential will give me the confidence and ability to use my acquired knowledge and skills anywhere in my organization, now and in the future.

- The SHRM Body of Competency and Knowledge® (SHRM BoCK®) is the foundation of my SHRM credential. SHRM regularly conducts global research to validate and update the SHRM BoCK so it remains relevant and reflects the future of HR.
- SHRM research shows that SHRM-certified HR professionals report high levels of respect from their professional colleagues and peers at a higher rate than non-certified counterparts.