

6 Reasons

WHY YOU SHOULD PURSUE SHRM-CP OR SHRM-SCP CERTIFICATION

- 1** The SHRM-CP and SHRM-SCP credentials are state-of-the-art certifications offered by the Society for Human Resource Management (SHRM), the **world's largest HR membership organization and the industry leader in HR professional development**. For more than 60 years, SHRM has supported more than 100,000 employers representing 140 million employees worldwide.
- 2** The SHRM certification exams **test your knowledge AND how you use that knowledge** to demonstrate your proficiency as a business leader.
- 3** The SHRM certification program was created to **meet the needs of employers worldwide**, driving business through the globally recognized competencies for HR professionals around the world. This is achieved through critical thinking, practical application and real-world experience.
- 4** Over 90,000 HR professionals have earned their SHRM-CP or SHRM-SCP. To date, **more than 4,500 employers are seeking SHRM credential-holders every month**. This includes *Fortune* 500 organizations from every sector and industry.
- 5** SHRM's recertification program provides a broad scope of eligible recertification activities, allowing **you to determine your professional development needs** based on your specific career path.
- 6** SHRM certifications directly link to on-the-job scenarios and realistic work situations, making them **the most relevant certifications available for HR professionals**. Over 60 percent of examinees say the SHRM-CP and SHRM-SCP exams are more job-relevant than any other HR certification.

“The SHRM Certification program is a must-have for HR professionals. HR is more than knowing laws and policies; it's about applying concepts and demonstrating an understanding of the HR practice. The SHRM Certification program is built around the competencies and knowledge and, more importantly, the practices that make HR work—which is what employers demand from HR professionals in today's fast-paced workplace.”

*John Acardo, MBA, SHRM-SCP
Director, Human Resources, Kishwaukee College
Maita, IL*

THE FUTURE OF HR IS HERE
Learn more now at shrmcertification.org



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shrmcertification.org



SHRM Certification is the driving force behind effective business outcomes and talent management for HR professionals across industries, sectors and organization size.

Based upon the widely regarded evidence-based SHRM Competency Model, the SHRM-CP and SHRM-SCP certifications leverage core competencies needed for HR success in the global business community.

WHAT IS SHRM CERTIFICATION?

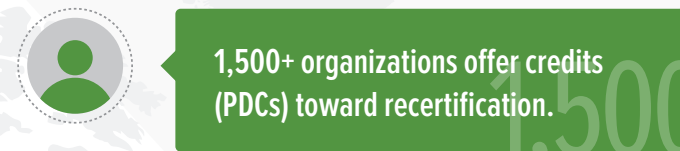
Credential-holders have demonstrated proficiency in the knowledge and behaviors critical for effective job performance.



Regardless of your job title, geographic location, industry or organization size, if you perform HR duties, you now have the opportunity to become SHRM-certified.

MEETING PROFESSIONAL DEVELOPMENT NEEDS

Building proficiency is easier than ever!



MEETING EMPLOYER NEEDS

Based on in-depth research—and backed by global employers and business leaders.



Over 4,500 SHRM-CP and SHRM-SCP job postings listed every month.



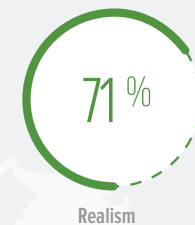
Competency-based certification hits the mark for employers seeking top performers.



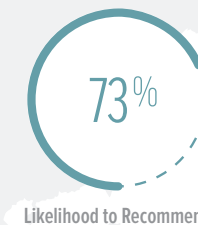
Leading organizations including Fortune 100 organizations have adopted SHRM Certification.

REACTIONS TO SHRM CERTIFICATION

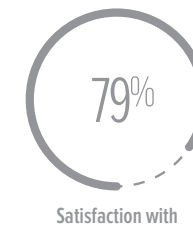
Examinees value the SHRM Certification program and the importance of these gold-standard credentials.



71% say the SHRM-CP and SHRM-SCP are the most realistic exams for HR professionals, reflecting the scenarios and challenges those in HR face every day.



73% say they would recommend SHRM Certification over other HR certifications.



Three out of four applicants (79%) indicate high satisfaction with SHRM's streamlined application process.



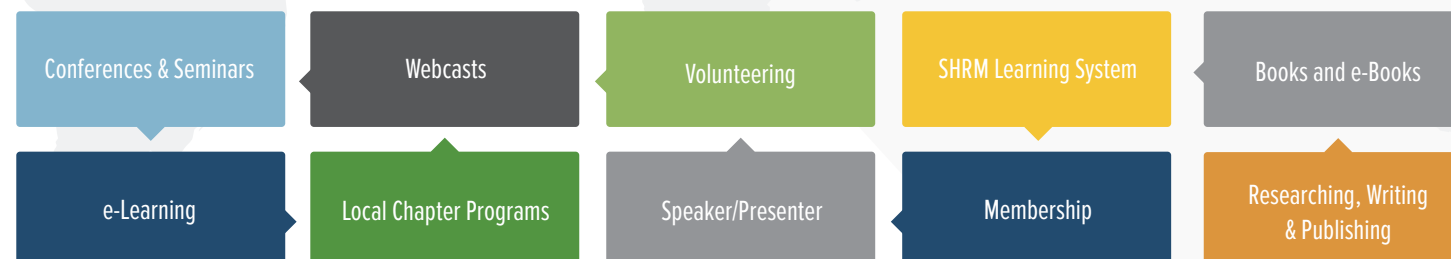
76% say the SHRM-CP and SHRM-SCP are the most relevant credentialing exams for their day-to-day work.

MEETING CERTIFICATION PREPARATION NEEDS

The SHRM Learning System® is the most effective and comprehensive SHRM-CP/SHRM-SCP preparation tool, available in multiple delivery options.

- ✓ Self-Study Program
- ✓ Certification Prep Seminars
- ✓ Education Partner Programs
- ✓ Organizational Training & Development Programs

SHRM RECERTIFICATION OPPORTUNITIES



And more! shrmcertification.org

“I am grateful to SHRM for taking the lead in the industry and helping HR professionals stay relevant and competitive. It is an honor to be recognized as a Senior Certified Professional and a SHRM member.”

Zeynep Cevikel, SHRM-SCP
HR Regional Manager, BDO, LLP
New York, NY



THE GLOBAL STANDARD IN HR CERTIFICATION