Agenda

1. SHRM Certification
   What it is and why it’s important to HR professionals

2. Marketing the SHRM-CP and SHRM-SCP to the Business Community

3. Your Career & Your Choice
   Benefits and process
In creating the SHRM-CP and SHRM-SCP, SHRM is committed to:

• Creating a certification that helps HR professionals acquire the knowledge and behaviors required for effective performance and career success;

• Establish a certification that reflects the ever-changing demands of business on HR professionals, and focuses on organizational outcomes;

• Implementing an aggressive campaign targeting employers to ensure that the SHRM-CP and SHRM-SCP are globally-recognized; and

• Structure recertification in a way that empowers individuals, chapters, and state councils to take ownership of their professional development.

We expect that the **SHRM-CP** and **SHRM-SCP** will become the new standard for HR professionals **around the globe**.
SHRM Body of Competency and Knowledge (SHRM BoCK™)

- Behavioral Competencies
- Technical Competency

**Leadership & Navigation**

**Business Acumen**
Consultation

**Critical Evaluation**

**Ethical Practice**

**Relationship Management**
Communication

**Global & Cultural Effectiveness**

**HR Expertise (HR Knowledge Domains)**
- People
  - Talent Acquisition & Retention
  - Employee Engagement
  - Learning & Development
  - Total Rewards
- Organization
  - Structure of the HR Function
  - Org. Effectiveness & Development
  - Workforce Management
  - Employee Relations
  - Technology & Data
- Workplace
  - HR in the Global Context
  - Diversity & Inclusion
  - Risk Management
  - Corporate Social Responsibility
  - Employment Law & Regulations*
- Strategy
  - Business & HR Strategy

**Effective Individual Performance**

**Successful Business Outcomes**

*Applicable only to examinees testing within the U.S.*
Marketing SHRM Certification
SHRM has an **aggressive brand campaign** targeting employers and businesses that **highlights SHRM’s work** and research and demonstrates the **value that certification has for HR practitioners** and the **profession**.

The brand campaign:

- Introduces SHRM as the leader in the HR profession and highlights the value of certification to employers
- Consists of a nationwide TV commercial, print advertising and digital marketing
- Launched in November 2014
SHRM has developed **powerful talking points** for HR professionals to use when discussing their pursuit of the SHRM-CP or SHRM-SCP with their employers, helping them understand the **value of certification** and **build a business case** for certification and training as a worthwhile investment.

**Sample talking points to use when talking to managers:**

- My knowledge will be current and relevant.
- I will learn practical skills with an impact on my job immediately.
- These certifications were developed with employers in mind.
- My knowledge and skills will be globally applicable and universally recognized.
- My certification and training is provided by the leading advocate for HR professionals.
YOUR Career & YOUR Choice
In order to be eligible to sit for the SHRM-CP or SHRM-SCP exam, an applicant must meet the specific educational and work experience criteria, outlined below:

### Eligibility Criteria

Our eligibility criteria eliminates barriers, emphasizes the value of formal HR education, and provide an accelerated path from the SHRM-CP to the SHRM-SCP.

<table>
<thead>
<tr>
<th>Credentials</th>
<th>Less than a Bachelor’s Degree*</th>
<th>Bachelor’s Degree</th>
<th>Graduate Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>HR-Related Degree</td>
<td>Non-HR Degree</td>
<td>HR-Related Degree</td>
</tr>
<tr>
<td>SHRM-CP</td>
<td>3 years in HR role</td>
<td>4 years in HR role</td>
<td>1 year in HR role</td>
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<tr>
<td></td>
<td>6 years in HR role</td>
<td>7 years in HR role</td>
<td>4 years in HR role</td>
</tr>
<tr>
<td></td>
<td>1 year in HR role</td>
<td>2 years in HR role</td>
<td>3 years in HR role</td>
</tr>
</tbody>
</table>

A SHRM-CP credential holder is eligible to sit for the SHRM-SCP exam after successful completion of one three-year SHRM-CP recertification cycle.

*Less than a bachelor’s degree includes: associate’s degree; some college; high school or GED

Notes: 1000+ of HR related activity = 1 year of experience; HR experience may be in an exempt or non-exempt capacity; for more information, see SHRMCertification.org.
For Existing Certificants

From January 5, 2015, to December 31, 2015, holders of a valid HR generalist certification can be eligible to obtain the \textit{SHRM-CP} or \textit{SHRM-SCP}.

Credential holders will complete a simple three-step process:

1. **Agree** to abide by the SHRM Code of Ethics;
2. **Affirm** that you hold a valid HR credential; and
3. **Complete** the online tutorial on HR competencies.

<table>
<thead>
<tr>
<th>Holders of credentials like PHR &amp; HRBP* will be eligible for:</th>
<th>Holders of senior-level credentials like SPHR, GPHR, &amp; HRMP* will be eligible for:</th>
</tr>
</thead>
</table>

You are not required to give up your existing credentials.

Credentials must be earned by January 31, 2015, in order to be eligible for the three-step pathway process.

*Note: PHR, SPHR, GPHR, HRBP and HRMP are registered trademarks of the HR Certification Institute and are not SHRM certifications.*
For Aspiring Certificants

Individuals interested in pursuing certification this year should continue preparations and take an HR general certification exam (e.g. PHR/SPHR/GPHR exam) prior to January 31, 2015.

- Took & passed an HRCI exam (Dec 2014-Jan 31, 2015) can complete the simple three-step process.

- Purchased 2014 SHRM Learning System in 2014 & took the exam it supports, but didn’t pass, you will be eligible to receive the new version of the SHRM Learning System that supports the SHRM-SCP or SHRM-CP at no cost.

- Purchased 2014 SHRM Learning System in 2014 & decided not to take your exam, you will be eligible to receive the new version of the SHRM Learning System at no cost following registration for the May-July 2015 SHRM-CP or SHRM-SCP testing window.
To maintain SHRM-CP and SHRM-SCP certification, certified professionals will have three years to acquire 60 PDCs in three categories: Advance Your Education, Advance Your Organization, and Advance Your Profession.

All programs that enhance your competencies will qualify for PDCs, giving you great flexibility in designing your professional development plan!
<table>
<thead>
<tr>
<th>Category</th>
<th>Description/Examples</th>
<th>Professional Development Credits (PDCs) Maximum (per recertification period)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advance Your Education</strong></td>
<td>Continuing education such as:</td>
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<tr>
<td></td>
<td>o Conferences</td>
<td>o Maximum of 20 PDCs per cycle</td>
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<tr>
<td></td>
<td>o College courses</td>
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<td></td>
<td>o Seminars</td>
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<td></td>
<td>o e-Learning (Instructor-Led and Self-Directed)</td>
<td>o No maximum for instructor-led PDCs</td>
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<tr>
<td></td>
<td>o Chapter programs</td>
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<td></td>
<td>o Webcasts</td>
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<td>o Audiocasts</td>
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<td></td>
<td>o Podcasts</td>
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<tr>
<td></td>
<td>o e-Learning (Instructor-Led and Self-Directed)</td>
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<tr>
<td></td>
<td>Work projects endorsed by supervisor which support organizational goals and advance</td>
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<tr>
<td></td>
<td>or demonstrate capabilities in one or more HR competency.</td>
<td></td>
</tr>
<tr>
<td><strong>Advance Your Profession</strong></td>
<td>Thought leadership and volunteer activities such as:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>o Professional membership</td>
<td>o Maximum of 30 PDCs per cycle</td>
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<tr>
<td></td>
<td>o Volunteer leadership</td>
<td></td>
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<tr>
<td></td>
<td>o Speaking at conferences</td>
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<td></td>
<td>o Writing and Research</td>
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</table>
In November, we launched a new SHRM certification website -- SHRMCertification.org -- that provides comprehensive information on the SHRM-CP and SHRM-SCP program, and will serve as an entry point for candidates, certificants, and Preferred Providers.
Building Momentum

SHRM has achieved many **key milestones** in recent months.

- **200+** Colleges, universities & training firms have partnered with SHRM to offer SHRM-CP/SHRM-SCP certification preparation.
- **50** State councils are serving as Preferred Providers.
- **500+** Chapters are serving as Preferred Providers.
- PHRMA is a Preferred Provider.
SHRM has established the **SHRM Preferred Provider Program** to give organizations that offer education, training and/or other HR-related Competency and Knowledge programming the opportunity to award PDCs, without pre-approval by SHRM, during a 2-year period.

### Benefits

- Award PDCs for individual programs without pre-approval from SHRM
- Market as SHRM Preferred Provider; use Preferred Provider seal on materials
- Include program offerings in a searchable database
- Listed in a directory of SHRM Preferred Providers

### Qualifications

- Resources, facilities, and administrative support
- Offer appropriate high-quality programming
- Address the HR Competencies and/or Knowledge Domains outlined in the SHRM BoCK
- Describe learning objectives and Competencies/Knowledge areas to be taught
- Program lead must have proven expertise in the field
- Operating for one year and previously offered training
Example Topics for Competency Programming

**Leadership & Navigation**
- Improving negotiation effectiveness
- Leading change

**Ethical Practice**
- Business ethics
- Dealing with unethical behavior or conflicts of interest

**Business Acumen**
- Advancing business acumen
- Understanding organizational metrics

**Relationship Management**
- Customer relationship management
- Managing internal and external relationships

**Consultation**
- Effective consultation
- Applying creative problem solving

**Critical Evaluation**
- Critical thinking
- Data analysis

**Global & Cultural Effectiveness**
- Cross-culture and cross-border issues
- Global strategic leadership

**Communication**
- Communicating up, down and across the organization
- Constructive feedback for developmental opportunities
# Example Topics for Knowledge Programming

## HR KNOWLEDGE

<table>
<thead>
<tr>
<th>People</th>
<th>Organization</th>
<th>Workplace</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talent management</td>
<td>Balanced scorecards philosophy</td>
<td>Global mindset techniques</td>
<td>Goal-setting approaches</td>
</tr>
<tr>
<td>Recruitment and selection techniques</td>
<td>Motivational theories</td>
<td>Visa and work permit considerations</td>
<td>Quality assurance techniques</td>
</tr>
<tr>
<td>Retention techniques</td>
<td>Organizational behavior theories</td>
<td>Managing international assignments</td>
<td>Strategic management considerations</td>
</tr>
<tr>
<td>Job analysis</td>
<td>HR organizational structure and design</td>
<td>Emotional intelligence</td>
<td>SWOT and environmental scan techniques</td>
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<tr>
<td>Employee engagement</td>
<td>Understanding individual differences and perceptions</td>
<td>Glass-ceiling prevention</td>
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<tr>
<td>Compensation and benefits</td>
<td>Needs assessment techniques</td>
<td>High- and low-context cultures</td>
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</tr>
<tr>
<td>Conflict management</td>
<td>Succession planning</td>
<td>Drug prevention</td>
<td></td>
</tr>
<tr>
<td>Change management</td>
<td>Employee relations</td>
<td>Duty of care</td>
<td></td>
</tr>
<tr>
<td>Training and development</td>
<td>HRIS</td>
<td>Safety auditing techniques</td>
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<tr>
<td>Remuneration data analysis</td>
<td>Data analytic techniques</td>
<td>Terrorism prevention and responses</td>
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<tr>
<td>Understanding external labor market factors</td>
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<td>Privacy concerns</td>
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**SHRM**

SOCIETY FOR HUMAN RESOURCE MANAGEMENT
Questions?

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