



**GLOBAL COMMUNICATION  
CERTIFICATION COUNCIL**

**An IABC Initiative**

Both the CMP and the SCMP certifications were developed to conform to ISO (17024), an international standard for professional certifications that is recognized globally.

# **INCREASE THE VALUE AND EFFECTIVENESS OF BUSINESS COMMUNICATION**

**WITH GCCC'S CMP AND SCMP PROFESSIONAL  
COMMUNICATOR CERTIFICATION**





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PROFESSIONAL  
CERTIFICATION  
FROM THE  
GCCC®





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## PROFESSIONAL CERTIFICATION FROM THE GCCC



The **Global Communication Certification Council (GCCC)** creates and maintains an internationally recognized standard of communication excellence based on a global understanding of key principles and job competencies worldwide.

The GCCC serves as an autonomous governing body for the Global Communication Certification Program.



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# PROFESSIONAL CERTIFICATION FROM THE GCCC

The GCCC offers **2 types** of professional communicator certifications:

1

**Communication Management  
Professional (CMP)**

2

**Strategic Communication  
Management Professional (SCMP)**





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## PROFESSIONAL CERTIFICATION FROM THE GCCC

### Communication Management Professional (CMP)

For professionals established in their careers as communication managers and looking to demonstrate their competence.





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# PROFESSIONAL CERTIFICATION FROM THE GCCC

## Strategic Communication Management Professional (SCMP)

For highly skilled professionals practiced in providing strategic communication advice and counseling to an organization's leadership.





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## PROFESSIONAL CERTIFICATION FROM THE GCCC

Required CMP and SCMP examinations are rigorous and objective to ensure a **high bar for certification holders.**

**EACH  
EXAM:**



Lasts  
**3 Hours**



Consists of  
**100 Questions**



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## PROFESSIONAL CERTIFICATION FROM THE GCCC

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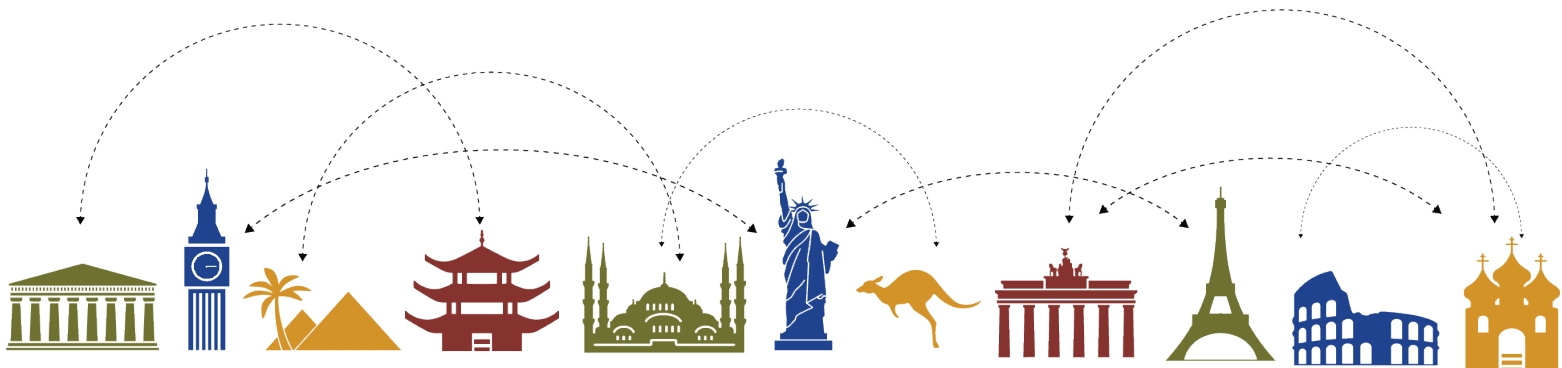
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## PROFESSIONAL CERTIFICATION FROM THE GCCC

The GCCC certification program is based on the **Global Standard<sup>SM</sup>** for communication professionals.

The Global Standard is set out by the International Association of Business Communicators.





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## PROFESSIONAL CERTIFICATION FROM THE GCCC

Following are the necessary steps to earn and maintain a **CMP** or **SCMP** certification:

- 1 Choose the certification path that's right for you and apply at least two weeks prior to the date on which you'd like to take the exam.
- 2 Once accepted into the CMP or SCMP certification path, register for an exam at least one week prior to the test date. You have two years from the date of your acceptance into the CMP or SCMP path to register for the exam.
- 3 After you take the exam, you'll be notified of the results (pass/fail) via email and will receive your CMP or SCMP certificate at that time if you've passed.
- 4 Once certified, you are required to earn 40 professional development points each year in order to maintain your certification. The rubric for this is outlined on the GCCC website ([gccouncil.org](http://gccouncil.org)).



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# THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION





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## THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

A **leading benefit** of certification is that it defines a common body of knowledge.





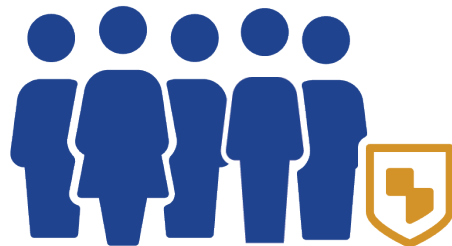
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# THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

A **leading benefit** of certification is that it defines a common body of knowledge.

## GCCC CERTIFICATION HOLDERS



have  
exhibited



A MEASURED  
LEVEL OF MASTERY

over essential business  
communication knowledge.



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# THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

CMP certification holders have demonstrated expertise in **five business communication domains**:

1

COMMUNICATION  
ETHICS

2

COMMUNICATION  
RESEARCH AND ANALYSIS

COMMUNICATION STRATEGY  
AND ENGAGEMENT

3

CONSISTENCY AND STRATEGIC  
IMPLEMENTATION

4

COMMUNICATION  
MEASUREMENT

5



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# THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

SCMP certification holders have demonstrated expertise in **six business communication domains**:

1

ADVISING  
AND LEADING

2

MANAGEMENT

3

STRATEGY  
DEVELOPMENT

4

INNOVATION

5

ETHICS

6

REPUTATION  
MANAGEMENT



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# THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION



GCCC certification maintenance requires communication professionals to **stay on top of trends and critical developments** impacting organizational communication practices.





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## THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

Employing GCCC certification holders **elevates the standard and effectiveness of professional communication** in an organization, which leads to improved business results ...



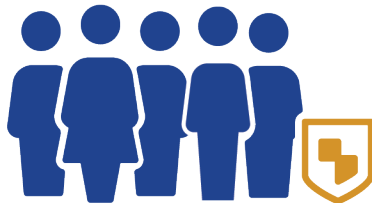
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## THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

Employing GCCC certification holders **elevates the standard and effectiveness of professional communication** in an organization, which leads to improved business results ...

CERTIFIED  
PROFESSIONALS



[ driven by a  
stronger work  
profile ]

demonstrated  
**3x** HIGHER

confidence  
on the job



COMPARED TO  
NON-CERTIFIED PEERS.



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## THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

... and promoting/supporting GCCC certification improves **employee engagement and retention.**



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## THE BENEFITS OF GCCC PROFESSIONAL CERTIFICATION

... and promoting/supporting GCCC certification improves **employee engagement and retention.**



Employees with  
the highest levels  
of commitment

PERFORM  
**20%**  
better than

employees with  
lower levels of  
commitment







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COMMUNICATION  
PROFESSIONALS

**GROW  
YOUR CAREER  
WITH GCCC  
CERTIFICATION**





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COMMUNICATION PROFESSIONALS

## GROW YOUR CAREER WITH GCCC CERTIFICATION



On average, men and women with a bachelor's degree and higher, combined with a certification **earn 18% more per week.**

When compared to workers who hold a bachelor's degree and higher but hold no certification.



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# GROW YOUR CAREER WITH GCCC CERTIFICATION

CERTIFIED  
PROFESSIONALS



NON-CERTIFIED  
PEERS



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COMMUNICATION PROFESSIONALS

## GROW YOUR CAREER WITH GCCC CERTIFICATION

CMP or SCMP certification raises your prominence within your organization and **increases your opportunities for promotions.**



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## GROW YOUR CAREER WITH GCCC CERTIFICATION

CMP or SCMP certification raises your prominence within your organization and **increases your opportunities for promotions.**







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## GROW YOUR CAREER WITH GCCC CERTIFICATION

A GCCC certification can help you **perform your duties with confidence**. Identified benefits of holding a certification include:

1

A SENSE OF  
ACHIEVEMENT

ELEVATED STATUS  
AND PRESTIGE

2

3

IMPROVED  
REPUTATION

JUSTIFICATION FOR INVESTMENT  
IN PROFESSIONAL  
DEVELOPMENT ACTIVITIES

4



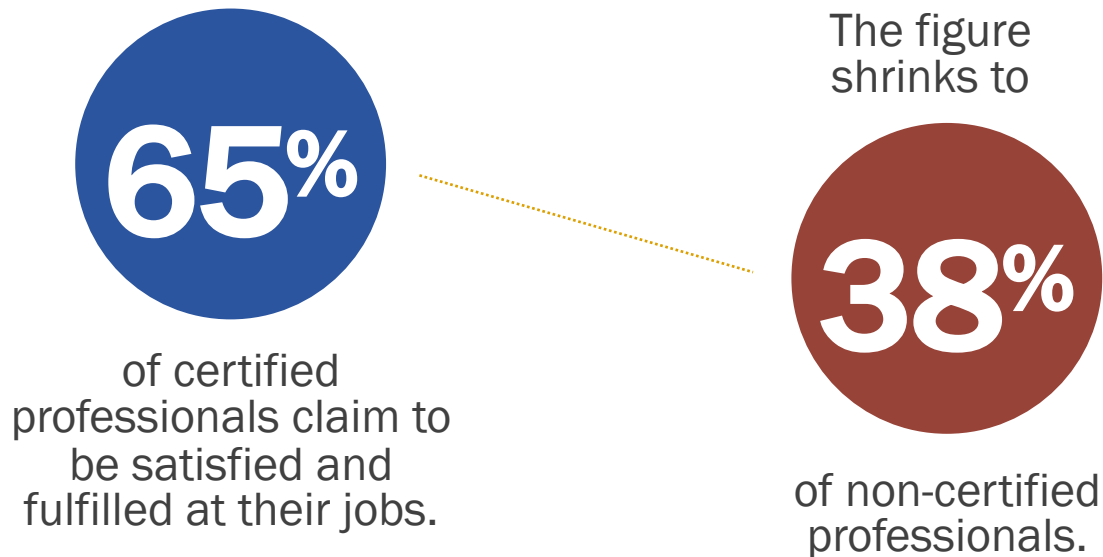
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## GROW YOUR CAREER WITH GCCC® CERTIFICATION

Enjoy a greater sense of job satisfaction:





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## GROW YOUR CAREER WITH GCCC CERTIFICATION

### **MAKING A CAREER MOVE?**

GCCC certification can help you stand out.



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## GROW YOUR CAREER WITH GCCC® CERTIFICATION

### MAKING A CAREER MOVE?

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BUSINESS LEADERS

**INCREASE  
THE IMPACT  
OF YOUR  
CORPORATE  
COMMUNICATION  
TEAM**







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BUSINESS LEADERS

## INCREASE THE IMPACT OF YOUR CORPORATE COMMUNICATION TEAM

CMP and SCMP certification provide **confidence among senior leadership** that your credentialed communicators are:

1

Highly trained

2

Prepared to support key business  
strategies and initiatives



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BUSINESS LEADERS

## INCREASE THE IMPACT OF YOUR CORPORATE COMMUNICATION TEAM



GCCC certification can help your senior-level communication team **innovate and increase** your organization's global influence.



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BUSINESS LEADERS

## INCREASE THE IMPACT OF YOUR CORPORATE COMMUNICATION TEAM

Supporting GCCC certification can deliver  
**three key benefits** that positively impact business:



Open the door  
to new  
business  
opportunities



Help your sales  
team close a  
deal or charge  
more for your  
services



Help reduce  
potential  
communication  
mis-steps that  
affect the  
bottom line



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BUSINESS LEADERS

## INCREASE THE IMPACT OF YOUR CORPORATE COMMUNICATION TEAM



GCCC certification adds an additional depth of **professionalism, effectiveness and growth** to your corporate communication team.

This enhances your organization's corporate image and ability to increase shareholder value.





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HR PROFESSIONALS

# ATTRACT AND RETAIN TOP COMMUNICATION TALENT





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HR PROFESSIONALS

## ATTRACT AND RETAIN TOP COMMUNICATION TALENT

CMP or SCMP certification promotes professional development and **enhances employee effectiveness.**





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HR PROFESSIONALS

## ATTRACT AND RETAIN TOP COMMUNICATION TALENT

CMP or SCMP certification promotes professional development and **enhances employee effectiveness.**

**Employees**  
with access to

**PROFESSIONAL  
DEVELOPMENT** are

**15%**

**more  
engaged.**



Do



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HR PROFESSIONALS

## ATTRACT AND RETAIN TOP COMMUNICATION TALENT

7

in

10

certified professionals perceive  
their work environment as being  
**efficient, productive, and amicable.**



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HR PROFESSIONALS

## ATTRACT AND RETAIN TOP COMMUNICATION TALENT

CMP or SCMP certification supports the **career advancement goals** of staff business communicators.

Do  
More



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HR PROFESSIONALS

## ATTRACT AND RETAIN TOP COMMUNICATION TALENT

CMP or SCMP certification supports  
the **career advancement goals** of staff  
business communicators.



DO

HR PROFESSIONALS

## ATTRACT AND RETAIN TOP COMMUNICATION TALENT



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**When you highlight a preference for CMP or SCMP certification in job postings, you demonstrate your organization's commitment to professional business communication.**

DO

HR PROFESSIONALS

## ATTRACT AND RETAIN TOP COMMUNICATION TALENT



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GCCC certification adds an additional depth of **professionalism, effectiveness and growth** to your corporate communication team.

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# GCCC CERTIFICATION PROGRAM FEES





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## GCCC CERTIFICATION PROGRAM FEES

### Fees for **CMP** and **SCMP** Certification:

Fee Type	IABC Member Status	Cost (US\$)
Application	Members	\$100
Application	Non-Members	\$400
Exam Fee (due upon registration)	All	\$400
Annual Certification Maintenance Fee	All	\$100



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# LEARN MORE AT:

[gccouncil.org](http://gccouncil.org) or email [info@gcccouncil.org](mailto:info@gcccouncil.org).