

Spice Up Your Knowledge

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Earlier this spring, a co-worker asked me why she should pursue a PHR or SPHR certification. I was busy, and my initial response simply paraphrased what is found on the [HR Certification Institute](#) web site:

HR certification sets you apart from your peers; improves your opportunities for career advancement; increases your confidence; and in a world of budget cuts, makes you more valuable to the organization in which you work.

The half-smile and head nod told me I wasn't getting through. I was going to have to get personal, so I continued to explain:

In a constantly evolving HR world, you certify to ensure you have the knowledge needed to be an HR professional in today's market. When you receive your PHR or SPHR certification, you have shown that you can apply that knowledge to be an HR professional in the 21st century!

Another nod--and this one came with a "Cool!" I had her attention! I continued:

Making the commitment to pursue certification offers you the opportunity to challenge yourself and more fully expand your knowledge of the HR profession. When you receive that certification, you've shown you take your professional development seriously enough to invest hours and hours of study and class time to prepare yourself to sit for the exam. Knowing you have to recertify every three years, you are making a career-long commitment to the human resource profession.

Through the entire certification process--preparing for the exam, taking the exam and earning recertification credits--you gain a comprehensive knowledge of HR that will allow you to better perform your job. You will also get to know other HR professionals who will study with you, share recertification experiences and support you throughout the process. You will have professional connections you can network with and use as resources throughout your HR career.

"Awesome!" she responded. **Yes, it is.**

If you would like to learn more about PHR and SPHR certifications, visit www.hrci.org.