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**For Immediate
Release**

**Study Shows That HR Professionals and Employers Highly Value
Professional Certification; Certification ‘Required’ Rather Than ‘Preferred’
In Today’s Competitive Job Market**

*Study of 1,500+ HR professionals shows that HR certification can increase profitability
by increasing employee engagement, satisfaction and productivity*

Alexandria, Va. – September 22, 2010 – A study commissioned by the HR Certification Institute shows that there has been a growing appreciation of the benefits of credentials among HR professionals and employers, that increasing competition for HR jobs means that more and more employers are listing HR certification as “required” rather than “preferred” on job postings and that certified HR professionals impact the profitability of an organization. The study gives an in-depth look at the responses to a recent survey of 1,592 HR professionals that aimed to assess HR leaders’ and employees’ awareness, understanding, valuation and perceptions of HR and non-HR professional certifications and credentials.

Findings show that an increasing number of certified HR professionals consider professional certification credentials as fundamental because they face complex challenges in everything from talent management and payroll and employee benefits, to labor relations and risk management, in their careers. HR professionals see certification as showing their understanding of the HR profession and their dedication to continuing their education.

According to Jenna Dobbins, Professional in Human Resources (PHR®), “I knew if I wanted to be taken seriously and wanted to define my career goals in HR, that I could make that distinction with the PHR certification. My PHR credentials helped to build my credibility as an HR leader. It has contributed to my professional success and continued growth.”

Employers value HR certification because it can affect the profitability of an organization, according to the survey. More than 60 percent of U.S. employers and 82 percent of employers outside of the United States agree that the value of certification can be measured by increases in employee engagement, employee satisfaction and productivity, as well as through customer satisfaction, increases in profitability and revenue and reductions in costs due to staff turnover.

According to Kendal Callison, Global Professional in Human Resources (GPHR®), “The GPHR certification strengthened my success in my role as International HR Manager. When I began my own global HR consultancy, success continued. My GPHR credentials provide immediate credibility communicating to prospective clients that I am a trusted and knowledgeable professional.”

“We are seeing a rise in the value of certification in all areas of the HR profession – the organization for which someone may work, the employer hiring the HR professional and the professionals themselves,” said Mary Power, CAE, executive director of the HR Certification Institute. “The study outlines the areas in which these professionals are placing global value, and it shows that certification can help in advancing a career, garnering recognition, bolstering knowledge and achieving personal goals.”

The study also outlines the perceived role and value of professional certifications (whether HR or otherwise) with other types of credentials. Once employed, professional certification was seen as the most valuable credential and most effective at developing a professional’s career. In addition, professional certification was seen as the best performing credential in many different dimensions such as learning, career advancement and value.

The quantitative phase consisted of a web survey with allowing the results to be analyzed with 95% confidence level. HR professionals from 37 countries participated, 76 percent were based in the United States with the remaining 24 percent from other countries, including Australia, China, India, Singapore and the United Kingdom.

A white paper outlining the study is available at www.hrci.org/2010VOC.

The HR Certification Institute is a strategic partner of the Society for Human Resource Management (SHRM) and awards three core credentials: Professional in Human Resources (PHR®), Senior Professional in Human Resources (SPHR®) and Global Professional in Human Resources (GPHR®). There are more than 108,000 in certificants in 70 countries. In 2011, eligibility requirements for certification will become more stringent and require additional years of professional experience and formal education to qualify at each level. For more information about testing in 2010, visit www.hrci.org.

About HR Certification Institute

www.hrci.org

HR Certification Institute is an internationally recognized leader in HR certification, having been certifying HR professionals for more than 33 years. The HR Certification Institute has awarded more than 108,000 credentials in over 70 countries to HR professionals who have passed rigorous exams to

demonstrate their mastery and real-world application of forward-thinking HR practices, policies and procedures. HR Certification Institute is a strategic partner of the Society for Human Resource Management.

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