

The Value of Communication Credentials



GLOBAL COMMUNICATION
CERTIFICATION COUNCIL
An IABC Initiative

#WeLeadComms

The purpose of the survey was to

understand current perceptions about the value of communication credentials and their importance in the workplace, and explore the experiences of GCCC certificants.



Respondents could select more than one option.

The significance of communication credentials

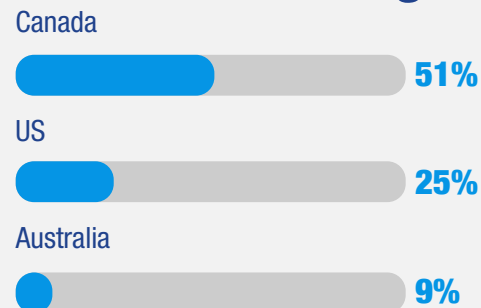
When asked to list the top three things that typically come to mind when thinking about credentialing communication professionals (e.g., getting certified, accredited, chartered etc.), respondents shared more than one thousand words and phrases – the majority of which were positive. The top three most shared words include:

professional standards credibility

The findings suggest GCCC certificants are more likely to experience higher or equal levels of respect.

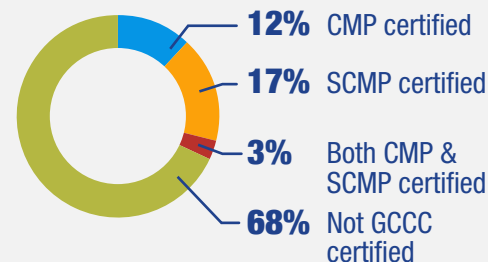
Who participated

353 communication professionals from **28** countries including:



In addition to those who are GCCC-certified and/or tertiary qualified, **44%** of respondents hold credentials in a variety of related disciplines.

Currently GCCC certified



68%

believe it's **important** for communication professionals to be credentialed (the sum of very important and important).

93% of GCCC certificants vs 54% of those without GCCC credentials.

ONLY 24%

believe credentialed communication professionals are **more** or **equally respected** when compared to credentialed professionals in other professions.

27% of GCCC certificants vs 22% of those without GCCC credentials.

46%

believe the status of credentialed communication professionals **has not changed in the workplace in the last 10 years**, when compared to credentialed professionals in other professions.

35% of GCCC certificants believe there is more respect in the workplace in the last 10 years, compared to 18% of those without GCCC credentials

Other responses suggest the communication profession has a significant journey ahead to earn the same level of respect as other professions. There is a perceived lack of awareness about the existence and significance of communication credentials. Respondents emphasize the need to highlight the value and importance of credentials within our profession and beyond.

A GCCC certification gives you credibility, credentials and confidence

Why people pursue GCCC certification

● 2023 results ● 2020 results

69%

It gives me more credibility in my current work

Compared to **32%** in 2020

36%

I needed to strengthen my credentials for new job prospects

Compared to **19%** in 2020

36%

I needed to build my confidence

Compared to **18%** in 2020

It's the only communication certification program in the world that meets ISO standards

33%*

It increased my possibilities for promotion and increased pay

11%

31%

Employer/colleague/friend recommended it

6%

19%

*No data exists for 2020. Respondents could select more than one option.

Respondents also indicated they pursued certification: to demonstrate leadership by being a role model; for personal development and to benchmark self; to promote and support the profession; to gain recognition; and to be competitive.

75%

of GCCC certificants said they renew their certification annually.

16%

were not yet eligible to renew when they completed the survey.

Reasons provided for continuing to renew include the importance of building and maintaining credibility, keeping skills and knowledge updated through continuous learning, to ensure long term value of the investment in time and money, and to demonstrate professionalism, relevance, and leadership in the communication profession.

The number of responses to each survey question differ based on respondent experiences. The range of responses to questions are n=353-81 in 2023 and n= 249-67 in 2020.

Career outcomes following GCCC certification

● 2023 results

● 2020 results

Improved personal branding

65%

11%

Increased respect and recognition from peers

57%

9%

Received pay rise

18%

12%

Increased job offers

16%

9%

Promotion

15%

8%

Approached by recruiters

14%

9%

None of the above

22%

41%

Respondents could select more than one option.

"Certification is one of the best means to ensure that our industry is seen as a profession and that we as individuals are committed to growth and excellence. I believe communicators with CMP and SCMP certifications are among the best communicators in the industry, and I urge others to invest in themselves and get certified."

– Alex Malouf SCMP, Saudi Arabia

The IABC Guide for Practical Business Communication was rated

the #1 resource

used for certification exam prep.

62% of exam takers took less than the allocated three hours provided to complete the certification exam. Most indicated that on average they used about two hours.

10% of GCCC certificants said getting certified helped them increase new business.

Most GCCC certificants take pride in using their CMP and SCMP post nominals on their:

CV/Resume

84%

Social media (LinkedIn, Twitter, Facebook, Instagram, etc.)

75%

Email signature

73%

Promotional material as presenter/speaker

53%

Respondents could select more than one option.