SHRM CERTIFICATION PROGRAM

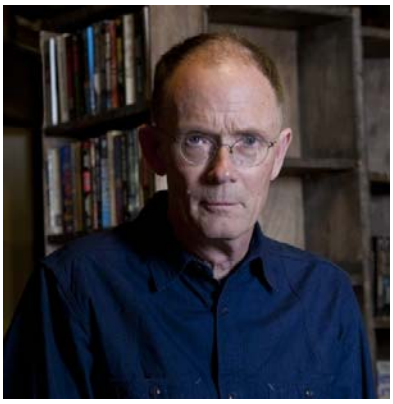
New Expectations for HR

- Business has new and different expectations of HR and its contributions – leader of people strategy for business outcomes.
- The technology and global revolutions are driving that change.
- Technology allows us to do facets of our jobs more efficiently—or without routine human intervention.
- We need to hone those higher level HR skills.
- What is HR's future? How will HR continue to contribute value?

New Expectations for HR

"The future is already here. It's just not evenly distributed yet."

-William Gibson



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New Expectations for HR

"You've got to find your **extra**—your unique value contribution that justifies why you should be hired, why you should be promoted, and why you should be advanced every year."
--Tom Friedman,
Keynote Speaker, 2014 SHRM Annual Conference

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The New SHRM Credentials

We believe these new credentials will become the globally-recognized **standard of excellence** in HR.

SHRM CERTIFIED PROFESSIONAL

SHRM SENIOR CERTIFIED PROFESSIONAL

We've created the SHRM-CP and SHRM-SCP to:

- Encourage HR professionals to acquire the knowledge and behaviors that drive effective performance and career success, and contribute to positive organizational outcomes
- Establish a certification that is highly relevant to employers, and meets the needs of business;
- Grow certification in the HR profession; and
- Create a new and universal standard for HR.

SHRM SOCIETY FOR HUMAN RESOURCE MANAGEMENT

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Key Features of Certification

Competency-Based	**Universal**
Reduced Barriers to Participation	**Pathway to SHRM-CP & SHRM-SCP**
Streamlined Recertification	**Integrity & Best Practices**

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Competency-Based Certification

- **Competency-Based**
- **Universal**
- **Reduced Barriers to Participation**
- **Pathway to SHRM-CP & SHRM-SCP**
- **Streamlined Recertification**
- **Integrity & Best Practices**

SHRM Competency Model

COMPETENCY	DEFINITION
Leadership & Navigation	The ability to direct and contribute to initiatives and processes within the organization.
Ethical Practice	The ability to integrate core values, integrity, and accountability throughout all organizational and business practices.
Business Acumen	The ability to understand and apply information with which to contribute to the organization's strategic plan.
Relationship Management	The ability to manage interactions to provide service and to support the organization.
Consultation	The ability to provide guidance to organizational stakeholders.
Critical Evaluation	The ability to interpret information with which to make business decisions and recommendations.
Global & Cultural Effectiveness	The ability to value and consider the perspectives and backgrounds of all parties.
Communication	The ability to effectively exchange information with stakeholders.
HR Expertise (HR Knowledge)	The knowledge of principles, practices, and functions of effective human resource management.

The SHRM Competency Model is the most **rigorous, thoroughly researched** HR competency model. SHRM surveyed **30,000+ participants** and conducted **100+ focus groups** from over **33 countries**.

Testing for Competencies

The SHRM-CP and SHRM-SCP exams will include a **combination** of **competency-based** and **knowledge-oriented** questions.

- Candidates for the SHRM-CP exam will have 3 to 3-1/2 hours to answer a total of 160 questions (90 knowledge/40 situational judgment/30 field test items).
- Candidates for the SHRM-SCP exam will have 3-1/2 to 4 hours to answer a total of 180 questions (90 knowledge/60 situational judgment/30 field test items).
- SHRM will utilize Situational Judgment (SJ) items (or questions) to assess competencies. SJ items describe a scenario and provide a variety of behavioral-based approaches to resolving the issues portrayed in the scenario; examinees are asked to select the most appropriate approach; several questions may be based on the same scenario
- SJ-based exams are a proven approach to assessing competencies
- SHRM is partnering with a premier test development organization with deep expertise in the development of SJ-based assessments

A Universal Certification

A Universal Certification

Universal BoCK

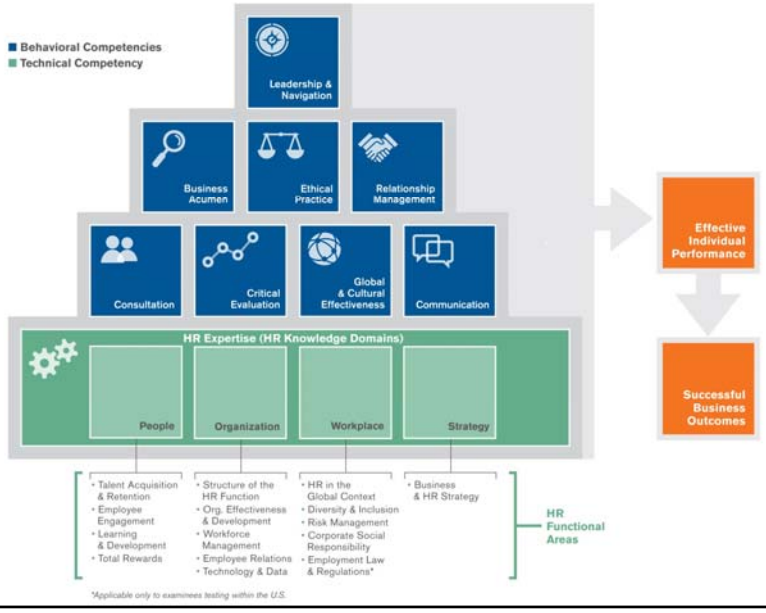
Two Exams

SHRM
SOCIETY FOR HUMAN RESOURCE MANAGEMENT

Two Credentials

Global Scope

SHRM Body of Competency & Knowledge™



Reduced Barriers to Participation

- Competency-Based
- Universal
- **Reduced Barriers to Participation**
- Pathway to SHRM-CP & SHRM-SCP
- Streamlined Recertification
- Integrity & Best Practices

Eligibility Requirements

Credential	Less than a Bachelor's Degree		Bachelor's Degree		Graduate Degree	
	HR-Related Degree	Non-HR Degree	HR-Related Degree	Non-HR Degree	HR-Related Degree	Non-HR Degree
SHRM-CP	3 years in HR role	4 years in HR role	1 year in HR role	2 years in HR role	Currently in HR role	1 year in HR role
SHRM-SCP	6 years in HR role	7 years in HR role	4 years in HR role	5 years in HR role	3 years in HR role	4 years in HR role
	Or you are eligible to sit for the SHRM-SCP exam after one SHRM-CP recertification cycle.					

The SHRM certification program recognizes the **value of formal HR education**, makes certification **accessible to professionals** with less-than-full-time work arrangements, and provides a **pathway from SHRM-CP to SHRM-SCP**.

Pathway to SHRM Certification

Competency-Based	Universal
Reduced Barriers to Participation	Pathway to SHRM-CP & SHRM-SCP
Streamlined Recertification	Integrity & Best Practices

For Existing Certificants

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

Holders of credentials like PHR & HRBP* will be eligible for:	Holders of senior-level credentials like SPHR, GPHR, & HRMP* will be eligible for:
SHRM CERTIFIED PROFESSIONAL	SHRM SENIOR CERTIFIED PROFESSIONAL

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.

- If you **pass the exam**, you will be eligible to receive the new SHRM certification by completing the simple three-step process.
- If you purchase the 2014 SHRM Learning System this year, and take the exam it supports, **but don't pass**, you will be eligible to receive the new version of the SHRM Learning System that supports the SHRM-SCP or SHRM-CP next year **at no cost** following registration for the May-July 2015 SHRM-CP or SHRM-SCP testing window.
- If you purchase the 2014 SHRM Learning System this year, and decide not to take your exam, you will be eligible to receive the new version of the SHRM Learning System next year **at no cost** following registration for the May-July 2015 SHRM-CP or SHRM-SCP testing window.

SHRM-CP, SHRM-SCP Exam Fees

	SHRM Member Price	Nonmember Price
Exam Fee (SHRM-CP & SHRM-SCP)	$300* USD	$400* USD
	*Includes $50 non-refundable processing fee.	
Late Application Fee	$75 USD	$75 USD

Key Dates

- **Oct 2014** — Pilot testing of SHRM-CP and SHRM-SCP exams
- **Nov 2014** — Instructor Materials for SHRM-CP and SHRM-SCP become available
- **Dec 2014** — SHRM Learning System for SHRM-CP/SHRM-SCP becomes available
- **Jan 2015** — Registration begins for first SHRM-CP and SHRM-SCP exam window
- **Jan 2015** — Holders of existing HR generalist certifications can complete the 3-step pathway process to obtain their SHRM-CP or SHRM-SCP (5 Jan thru 31 Dec 2015)
- **May 2015** — Initial exam window opens for SHRM-CP and SHRM-SCP

Streamlined Recertification Process

- Competency-Based
- Universal
- Reduced Barriers to Participation
- Pathway to SHRM-CP & SHRM-SCP
- **Streamlined Recertification**
- Integrity & Best Practices

Streamlined Recertification Process

Broad Opportunities for Qualifying Activities	User-Friendly, Job-Related Requirements	Streamlined Preferred Provider Program

SHRM's streamlined approach to recertification includes:

- 60 Professional Development Credits (PDCs) based on the SHRM BoCK;
- Credits awarded for Advance Your Education, Advance Your Organization, and Advance Your Profession;
- Greater emphasis placed on job-related experiences and projects;
- No distinction between Strategic & General Business Credits; and
- State Councils, Chapters, and Educational Partners in good standing are eligible to become Preferred Providers at no cost.

Once you earn the new SHRM credentials,
you will begin a **three-year** recertification cycle.

Recertification Credits

Category	Description/Examples	Maximum Number of Professional Development Credits (PDCs)
Advance Your Education	Continuing education such as: o Conferences o College courses o Seminars o e-Learning (Instructor-Led and Self-Directed) o Chapter programs o Webcasts o Audiocasts o Podcasts	o No maximum for instructor-led PDCs o Maximum of 30 PDCs for self-directed programs
Advance Your Organization	Work projects endorsed by supervisor which support organizational goals and advance or demonstrate capabilities in one or more HR competency.	o Maximum of 20 PDCs per cycle
Advance Your Profession	Thought leadership and volunteer activities such as: o Professional membership o Volunteer leadership o Speaking at conferences o Writing and Research	o Maximum of 30 PDCs per cycle

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Certification Reflecting the Highest Standards

- Competency-Based
- Universal
- Reduced Barriers to Participation
- Pathway to SHRM-CP & SHRM-SCP
- Streamlined Recertification
- **Integrity & Best Practices**

Integrity & Best Practices

SHRM has established **rigorous safeguards and firewalls** to ensure the integrity of the exam, maintain **clear separation** between exam and preparation activities, and will **protect personal information** in an appropriate manner.

SHRM is:

- Structuring its certification administration and its certification body in a **manner similar to most associations** such as Project Management Institute, Association for Talent Development, & American Society of Association Executives;
- Creating an independent **SHRM Certification Commission** made up of HR business and academic leaders to oversee all certification activities;
- Being advised by a **certification consultant** who also serves as an ANSI accreditation auditor to ensure that we are structuring the SHRM certification program in accordance with **best practices**; and
- Intending to **apply for**, and obtain, ANSI accreditation.

Commitment to Chapters

We recognize that with this change, SHRM Chapters may face some short-term challenges, which SHRM wants to help address.

- SHRM Chapters in good standing will be designated as Preferred Providers for SHRM recertification programs at no cost. As Preferred Providers, chapters will have the opportunity to offer programs qualifying for recertification credit without pre-approval. (Offerings will be subject to audit.)
- SHRM Chapters and State Councils in good standing will also be eligible for enhanced chapter support based on the number of SHRM certified members at the end of 2015 and 2016.

Commitment to Members

We are **committed** to ensuring that the certification our members achieve is **recognized as best in class** and **distinguishes** them in the marketplace.

QUESTIONS?

THANK YOU!

CONTACT US

For More Information,
PLEASE CONTACT

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societyforhumanresourcemanagement

twitter.com/shrm

linkedin.com/company/shrm

Appendix

Testing for Competencies

SAMPLE QUESTION

This is a sample situational-judgment question. It does not mimic the exam format. Read the SITUATION below, and then click NEXT to view the QUESTION and RATIONALE.

SITUATION

Rebecca, the team lead in the accounting department, is having performance issues. You have been asked to meet with Rebecca to discuss performance issues raised by her team. During review of the 360-degree feedback reports, it's clear that many accountants on Rebecca's team continue to be dissatisfied with the way she treats them. They see Rebecca as rude, abrupt, and unwilling to listen to them. They are afraid to disagree with her because she berates them for voicing their opinions. These aren't the first complaints that have been received about Rebecca's disrespectful treatment of employees. She consistently gets low performance ratings on her people management skills. Although she is a top performer in every other respect, she needs to change the way she interacts with her team.

NEXT

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Testing for Competencies

SAMPLE QUESTION

QUESTION

What is the best way to address Rebecca's performance issues?

a) Tell Rebecca about the feedback that has been received.
b) Praise Rebecca for the strengths revealed in her performance review and explain her main area for development as people management.
c) Tell Rebecca about the feedback HR has received and state that if she continues treating her employees this way, she will be disciplined accordingly and may have to be let go.
d) Hold informal meetings with employees to solicit ideas for how communication between supervisors and employees can be improved.

GET ANSWER AND RATIONALE

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Testing for Competencies

SAMPLE QUESTION

QUESTION

What is the best way to address Rebecca's performance issues?

a) Tell Rebecca about the feedback that has been received.
b) Praise Rebecca for the strengths revealed in her performance review and explain her main area for development as people management.
c) Tell Rebecca about the feedback HR has received and state that if she continues treating her employees this way, she will be disciplined accordingly and may have to be let go.
d) Hold informal meetings with employees to solicit ideas for how communication between supervisors and employees can be improved.

RATIONALE

The situation calls for proficiency in relationship management and communication. The best possible answer addresses relationship management while providing effective feedback.

B is the best answer because it uses positive reinforcement to modify Rebecca's behavior but provides specific and actionable areas for performance improvement.

A is the next best option because it provides guidance and feedback to Rebecca but does not provide specific feedback regarding how her behavior can be modified.

C and D are unacceptable answers because they do not call up the principles of effective feedback and performance management.

BACK TO SITUATION

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Recertification Credits

The SHRM-CP and SHRM-SCP Expands Recertification Opportunities for Professional Development

- Talent Management
- Recruitment and Selection Techniques
- Retention Techniques
- Job Analysis
- Employee Engagement
- Compensation & Benefits
- Conflict Management
- HR Metrics
- Change Management
- Training & Development
- Remuneration data analysis
- Understanding external labor market factors

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Recertification Credits

The SHRM-CP and SHRM-SCP Expands Recertification Opportunities for Professional Development

- Balanced scorecards philosophy
- Motivational theories
- Organizational behavior theories
- HR organizational structure and design
- Understanding individual differences and perceptions
- Needs assessment techniques
- Succession planning
- Employee Relations
- HRIS
- Data analytic techniques

Recertification Credits

The SHRM-CP and SHRM-SCP Expands Recertification Opportunities for Professional Development

- Global mindset techniques
- Visa and work permit considerations
- Managing international assignments
- Emotional intelligence
- Glass-ceiling prevention
- High- and low-context cultures
- Safety auditing techniques
- Privacy concerns
- Corporate citizenship/governance programs/legislation

Recertification Credits

The SHRM-CP and SHRM-SCP Expands Recertification Opportunities for Professional Development

- Goal-setting approaches
- Quality assurance techniques
- Strategic management considerations
- SWOT and environmental scan techniques

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Recertification Credits

The SHRM-CP and SHRM-SCP Expands Recertification Opportunities for Professional Development

- Negotiation: Strategies, Tools, and Skills for Success
- Organizational Leadership
- Leading Change
- Cross-culture and Cross-border Issues
- Customer Relationship Management
- Advancing Business Acumen
- Global Strategic Leadership
- Communicating Up, Down and Across the Organization
- Critical Thinking
- Business Ethics

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