



# COMMUNICATION SKILLS FOR BUSINESS

Professional Communication



## PROGRAM OVERVIEW

Q

What is the best way for a candidate to validate they know how to effectively communicate in the business world?

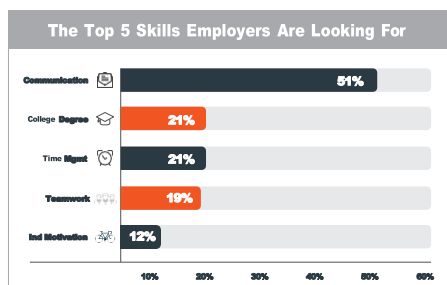
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Earn a CSB certification.

### TOP REQUESTED SKILL

By far the skill most often mentioned in job ads was communication; the word appeared 51% of the time in the ads analyzed. Whether verbal, written, or both, the ability to communicate successfully appears key to appealing as a job candidate.<sup>1</sup>

1: Source, Ziprecruiter, The Top Job Skills Employers Are Looking For <https://www.ziprecruiter.com/blog/job-skills-employers-want/>



## SUCCESS IS LED BY THE POWER OF COMMUNICATION

In today's workplace, soft skills are pivotal for success. Developing soft skills in the workplace can give candidates a big edge on the competition. Career Technical Education (CTE) and Vocational Education and Training (VET) departments know this, and many voices within education are touting the importance of soft skills, which is what communications skills are considered. Traditionally, soft skills have been avoided in certifications, but after research and deliberation, it was determined that there are enough communications principles that are widely accepted that it is possible to build a certification that could be accepted by the industry.

With communication skills consistently being one of the top skills desired by employers in new hires, Certipoint created the Communication Skills for Business (CSB) certification.<sup>2</sup>

The CSB exam validates that candidates entering the workforce understand key communication principles and skills that are necessary to be effective in a work environment. While the key skill being measured is communication, the nature of this exam will also help students with the other 3 of "the 4 C's":

- **Critical Thinking** – which will happen as they think through how to effectively communicate
- **Collaboration** – which will stem from effectively communicating with others
- **Creativity** – which is required to present appealing communications

2. Source: mba.com, Employers Seek Communication Skills in New Hires, January 2018.

*“Your ability to communicate with others will account for fully 85% of your success in your business and in your life.” – Brian Tracy, Motivational Public Speaker and Author*

The Communication Skills for Business certification is intended for use primarily in academic settings including secondary and post-secondary, but could also be used for candidates who need to upskill to enter the workforce. These candidates may be in government or development institutions and programs, or they may be individuals looking to become more employable on their own.

## LEARN, PRACTICE, CERTIFY

The proficiency level expected for the exam can be attained through learning materials and GMetrix practice tests. An individual earning this certification has had approximately 150 hours of instruction and hands-on experience in formal communication theory and practice.

The level of knowledge required to pass the exams is outlined in the Objective Domains (OD's). These OD's are the basis for all the learning materials, practice tests, and certification exams.

## CSB CERTIFICATION EXAM OBJECTIVES

The CSB certification exam is a 50-minute exam with approximately 35-50 questions covering the following objectives:

1. Describe Basic Communication Principles
2. Plan for Effective Communication
3. Apply Best Practices for Creating Business Deliverables
4. Deliver Your Message
5. Receive Communications
6. Analyze Communication Scenarios

## VALUE OF COMMUNICATION SKILLS IN BUSINESS

Poor communication is very expensive for companies. One survey was done that showed that the cost of poor communications was about \$62.4 billion annually for companies of over 100,000 employees and still over \$420,000 per year for companies of about 100 employees.<sup>3</sup>

The CSB certification gives job candidates the proof they understand good communication and have the skills needed to be effective and efficient in their jobs, while saving the company money by not communicating poorly.

3. Source: SHRM, *The Cost of Poor Communications*, February 2016

## CONTACT US

If you are interested in purchasing learning, practice or certification materials for the Communication Skills for Business Program call the Certiport team at 1.888.999.9830

[www.certiport.com/csb](http://www.certiport.com/csb)

In a Wall Street Journal survey of nearly 900 executives, 92% said soft skills were equally important or more important than technical skills. But 89% said they have a very or somewhat difficult time finding people with the requisite attributes.<sup>4</sup>

4. Source: Wall Street Journal, *Employers Find 'Soft Skills' Like Critical Thinking in Short Supply*, August 2016

