**Dear [insert name],**

**I would like to request an investment in me of USD$500 for Global Communication Certification Council – GCCC certification.**

**What is GCCC® Certification?**

The GCCC® was created by IABC to offer certification at various levels and to promote a common, global understanding of what constitutes professionalism and competence in communication. The GCCC is independent of IABC.

The Global Standard℠ was developed by IABC through research and consultation with the wider profession and states that “communication professionals around the world embrace a shared career purpose and six core principles as the building blocks of their work.”

Those principles are:

* Ethics
* Strategy
* Analysis
* Context
* Engagement
* Consistency

**What certifications are available?**

GCCC® currently offers two levels of certification:

* Communication Management Professional (CMP®): For generalist, specialist and other business communication professionals established in their careers as managers and looking to demonstrate their competence.
* Strategic Communication Management Professional (SCMP®): For highly skilled business communication professionals practiced in providing strategic communication advice and counselling to an organisation’s leadership.

**I am seeking support to follow the [CMP/SCMP]** **certification.**

The CMP® is an ANSI-Accredited Personnel Certification Program – Accreditation #1259, proving the prestige and value of this certification on an international scale.

The accreditation from the American National Standards Institute (ANSI) – a century-old organization whose members include government agencies, companies, academic and international organizations – employs a rigorous, often years-long process, including written and on-site evaluations of compliance. IABC is now the only communication organization to receive accreditation under the specific ANSI/ISO17024 standard for practitioners.

**Application**

As befits a global certification, the application process is rigorous. It includes a demonstration of recent professional experience and training plus a three hour exam.

Application fees apply to take the [CMP/SCMP] exam (USD$400) and to submit the application (USD$100 – normally USD$400 for non members).

**I will study and complete the process in my own time and use my own time on [insert date if known] to sit the exam.**

**Why get certified?**

* Increase credibility of our team and function
* Skills and professional development opportunity
* International recognition
* Independent verification of experience
* Keeps skills fresh and applicable
* Ensure best practices are followed and used for the firm’s future success

**Value to the organisation**

I commit to returning value to our organisation as a result of investment in my development in the following ways:

* I will share what I’ve learned with our colleagues in my department/other areas of the organisation and highlight any key ideas to enhance our team’s performance
* I will use social media to share what I’ve learned with others.
* I will use the certification to follow best practice and ensure team and firm success across campaigns e.g. through future IABC Gold Quill award submissions
* I will use the resources available to upskill myself and colleagues around best practice communication approaches.
* If I’m successful I will commit to ensuring I keep relevant and follow the certification renewal requirements of completing professional development each year; attending conferences, webinars, workshops, presenting at relevant opportunities, reading publications, taking part in leadership and mentoring activities.