



**NEWS RELEASE**  
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CONTACT: Andrew Younger  
+1.312.673.5469  
[ayounger@credentialingexcellence.org](mailto:ayounger@credentialingexcellence.org)

## **CREDENTIALLED HR PROFESSIONALS INSTRUMENTAL IN MAKING COMPANIES GREAT PLACES TO WORK**

WASHINGTON, DC – Companies that utilize qualified Human Resources (HR) professionals with industry credentials are better equipped to ensure their employees are engaged, satisfied, and productive.

Making a company a “great place to work” can be an elusive target for many employers. While it may be tempting to neglect employee satisfaction as a business priority, numerous [studies](#) have shown a direct link between high employee satisfaction and increased productivity, retention, customer loyalty, and company profitability.

Employers can ensure satisfaction among their workers by hiring certified HR professionals well versed in industry practices related to strategic management, workforce planning, development and training, and other HR-related operations. Credentialed HR professionals, such as those with the *Senior Professional in Human Resources* (SPHR) certification, can use their expertise to help companies develop and execute HR systems and strategies that keep employees happy, productive, and loyal.

“High employee satisfaction is the result of HR systems and policies that intentionally seek to engage the workforce to learn what they need to succeed and grow,” said Mary Power, CAE, CMP, Executive Director of the HR Certification Institute. “Hiring HR professionals with credentials such as the SPHR is an important part of an HR system that successfully fosters employee satisfaction.”

In a 2010 [survey of more than 1,500 employers](#) conducted by the [HR Certification Institute](#), 97 percent of respondents indicated they believe it is important for employees in their HR departments to be professionally certified. The same survey also showed that HR certification positively impacts an organization’s reputation as an employer, and demonstrates that it takes HR seriously. HR credentials indicate a combination of experience, training, study, and an understanding of the latest best practices recognized in the industry.

The management consulting firm Deloitte, which was recently listed in [Fortune's](#) top 100 places to work, confirms the importance of continuous learning and training programs to achieve operational excellence in HR management. A recent [Deloitte white paper](#) recommends HR strategies that emphasize training and certifications for HR employees. In the process of achieving a certification such as the SPHR, HR professionals are able to access training, studies, and related industry information. These resources keep them in touch with their company’s workforce needs while giving them the tools to meet those needs.

“If a company hires and develops certified HR professionals, it is a strong indicator that they have a vested interest in the quality of life at their workplace,” said Melissa Murer Corrigan, President of the Institute for Credentialing Excellence. “HR professionals earn certification from an NCCA-accredited program to further differentiate themselves from non-certified professionals, make positive steps in advancing their career, and learn best practices established by the HR industry.”

Companies and HR professionals interested in learning more about professional credentials in HR can visit the Institute for Credentialing Excellence Web site, [www.credentialingexcellence.org](http://www.credentialingexcellence.org), for a list of NCCA-accredited credentialing programs.

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## **About the Institute for Credentialing Excellence and the National Commission for Certifying Agencies**

Established in 1977, ICE (formerly the National Organization for Competency Assurance) is the leading international membership organization representing the credentialing community. ICE fulfills its mission through the delivery of education and training programs, in setting quality standards for credentialing, and by providing accreditation services through its accreditation division, the National Commission for Certifying Agencies (NCCA). The ICE membership is composed of credentialing organizations, testing companies, and individual professional development consultants. ICE and NCCA are based in Washington, DC. For further information, please visit [www.credentialingexcellence.org](http://www.credentialingexcellence.org).

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