



SUCCESS IS LED BY THE POWER OF COMMUNICATION

CERTIFIED BUSINESS COMMUNICATOR

PROGRAM OVERVIEW

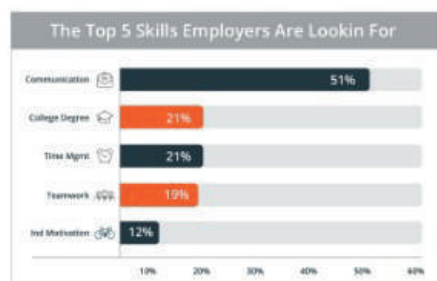
Q What is the best way for a candidate to validate they know how to effectively communicate in the business world?

A 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.¹

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



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. 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.

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":

Sample Certificate



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.³

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

Digital badges

