



SPHR[®], the Next Step

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Note: There is no recertification credit awarded for attending this presentation.

BEFORE WE START...

**GET CERTIFIED.
GET NOTICED.**

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- To eliminate disruptions to the recording, please:
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 - Access code: **fill in the right access code**
 - This is a teleconference-only webinar. VoIP will NOT be able to hear us.
- There is a Q&A box at the right-bottom side of the page. Please send your questions throughout the webinar and we will be answering them during the Q&A session.

YOUR PRESENTER



- Grey Scott, M.S., SPHR, joined the HR Certification Institute in 2006 as an HR Content Manager, responsible for directing development of the PHR, SPHR, and the California certification exams.
- He has more than 15 years of human resource and training experience in several different industries including manufacturing and distribution, insurance, and the military.
- Having functioned in several HR roles including manager and consultant, he has also authored and delivered multiple training programs designed for all levels of the organization.
- He has also served as adjunct faculty for several years at two nationally accredited universities.

AGENDA

**GET CERTIFIED.
GET NOTICED.**

- Your HR Role
- Research Shows
- The Next Step
- Value of SPHR
- Exam Information
- Preparation
- Recertification
- Applying for the Exam

YOUR HR ROLE

**GET CERTIFIED.
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As a PHR, you understand the value that comes from holding a professional HR certification.

As an HR professional, you also understand that the role, expectations and knowledge base of an HR professional must be fluid and up to date.

Since you earned your PHR...

YOUR HR ROLE

**GET CERTIFIED.
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Has your role in your organization changed?

Has the nature of your work become more strategic?

Are you focusing more on the “big picture” and contributing more to the development and accomplishment of your organization-wide business plan and objectives?

Do you anticipate that your role will be changing in the coming years?

RESEARCH SHOWS

[Changes in HR Roles]

**GET CERTIFIED.
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Traditional Role

- Operational focus
- Qualitative
- Reactive
- Employee advocate
- Stability
- Tactical solutions
- Mono-functional
- People (“costs”)
- Country specific

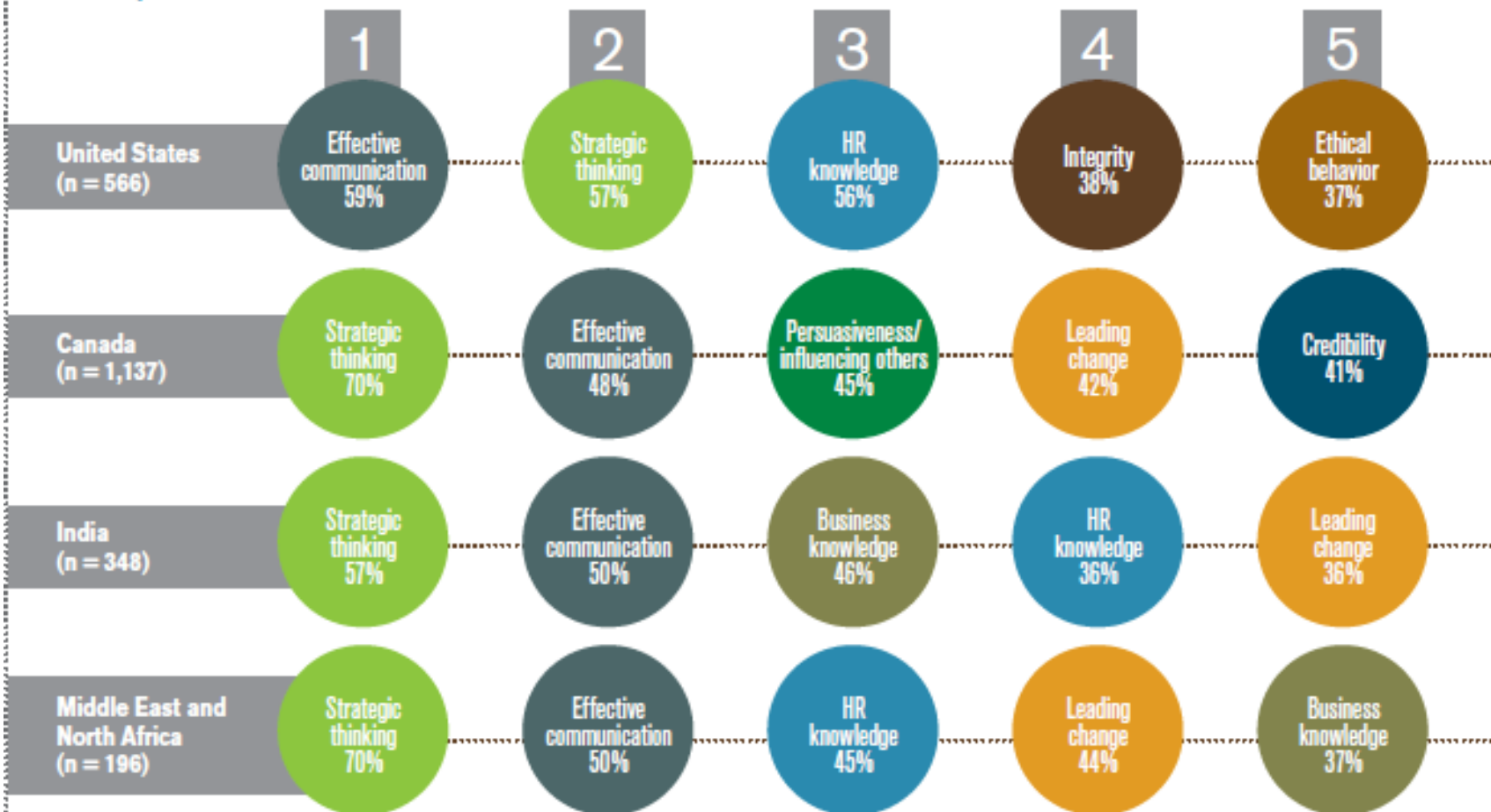
Emerging Role

- Strategic Focus
- Data & analytics
- Proactive
- Business partner
- Change
- Strategic solutions
- Multi-functional
- People (“assets”)
- Global
- Risk Management
- More diversity

** Adapted from several sources (e.g., SHRM Foundation Leadership Roundtable; EIU Global Firms in 2020; 2011 SHRM Workplace Forecast)*

RESEARCH SHOWS: Strategic Thinking is Key

Figure 1 | Top Five Competencies for Senior HR Leaders



Note: Percentages do not total 100% due to multiple response options.

Source: What Senior HR Leaders Need to Know: Perspectives From the United States, Canada, India, the Middle East and North Africa (SHRM, 2010)

RESEARCH SHOWS

[Business Management]

**GET CERTIFIED.
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- From the recent Practice Analysis, it was found that business leaders wanted HR Professionals to know the strategic operation of the organization
- HR professionals now spend upwards of 30% of their time in Business Management & Strategy

**Findings based on most recent practice analysis study.*

RESEARCH SHOWS

[PHR and SPHR profiles]

**GET CERTIFIED.
GET NOTICED.**

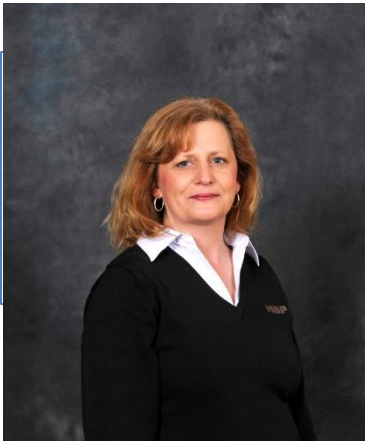
EDUCATION LEVEL	% PHR	% SPHR
High School / Secondary Education	27%	11%
Bachelors Degree	68%	48%
Masters and Doctoral Degrees	32%	52%
Total	100%	100%

TITLE LEVEL	% PHR	% SPHR
High Profile Positions (e.g., Director, VP, President)	18%	45%
Administrator, Consultant, Representative, and Specialist	35%	17%
Manager and Supervisor	37%	33%
Other	9%	5%
Total	100%	100%

ORG SIZE	% PHR	% SPHR
1000 and over	48%	53%
100-999	38%	32%
Less than 100	14%	14%
Total	100%	100%

**Findings based on 2011 secondary research.*

Julie Detwiler, CPP, SPHR (former PHR)



- Julie is the HR Director at McDonough Bolyard Peck, a construction management firm in Fairfax Virginia.
- She has been with MBP for just over 8 years now and has moved up within the organization quickly.
- She has over 20 years of experience, including HR, Payroll, Accounting and Office Management. Prior to joining MBP Julie had her own small company for 7 years and worked primarily from home so she could be there for her children when they were young.
- In July of 2003 Julie was approached by MBP, who was one of her clients from her small business, about joining them as a full-time Payroll Coordinator. The time was right for her to go back to work so she accepted and hasn't looked back.
- In addition to her SPHR certification, she obtained her CPP (Certified Payroll Professional) certification from the American Payroll Association.

THE NEXT STEP

[Testimonial]

**GET CERTIFIED.
GET NOTICED.**

- Why did you decide to become HR certified?
- What made you select the PHR certification when you first became certified?
- What made you decide to become SPHR certified?
- How did you know you were ready for this next step in HR certification? Would you say there are signs that are triggers that one is ready for the SPHR certification? If so, what are those signs?
- How does the value you received from your PHR differ from the value you receive with your SPHR?
- When you held the PHR certification, how were you different as an HR professional compared to the SPHR professional you are today? (i.e. experience, knowledge, position held, job duties, etc).

THE NEXT STEP

[Views of SPHRs, former PHRs]

**GET CERTIFIED.
GET NOTICED.**

- 92% agreed or completely agreed that HR professionals need a certification that reflects (aligns with) their experience.
- 77% agreed or completely agreed that PHR certified professionals should apply for the SPHR when their role changes and becomes more strategic.

**Findings based on pulse survey with SPHR professionals who were former PHRs.*

VALUE OF SPHR

[For High Profile Positions]

**GET CERTIFIED.
GET NOTICED.**

- Positions such as:
 - Vice President
 - Assistant VP
 - Associate VP
 - Chief HR Officer
- % Required or Preferred our HR Certifications:
 - 50% of positions on SHRM HR Jobs
 - 25% of positions on LinkedIn Find Jobs
- From these high profile positions that required or preferred our HR Certifications:
 - 100% required or preferred SPHR
 - 50% required or preferred PHR
 - 21% required or preferred GPHR

**Findings based on SHRM HR Jobs and LinkedIn Jobs (08.30.2011).*

VALUE OF SPHR

**GET CERTIFIED.
GET NOTICED.**

[How does the value you received from your PHR differ from the value you receive with your SPHR?]

- “When I had PHR certification it gave me credit in the eyes of the leadership team I was working with. They had more confidence in the advice I was able to provide to them. The SPHR has really helped me gain credibility with the executive team and it also helps that no one else in my company has SPHR certification so my certification is seen as more vital.”
- “More recognition. Also, I definitely used the SPHR preparation as a developmental opportunity.”
- “I think it [SPHR] is more valuable. It is generally recognized as harder to get.”
- “The PHR certification was the appropriate first step but the value of the SPHR certification far exceeds that of the PHR.”
- “The SPHR immediately provided me the level of respect that a senior HR professional deserves. The value was also recognized by my current management and quickly resulted in new responsibilities and a significant compensation change.”

**Findings based on pulse survey with SPHR professionals who were former PHRs.*

VALUE OF SPHR

**GET CERTIFIED.
GET NOTICED.**

[Views of SPHR applicants]

- 89% of SPHR applicants would likely recommend getting certified through the HR Certification Institute
- 79% considered the SPHR exam questions relevant
- 66% considered the SPHR exam harder than expected
- From those that passed the SPHR...
 - 98% would likely recommend getting certified through the Institute
 - 91% were satisfied with the entire SPHR certification process

**Findings based on 2011 post exam survey (as of 09.05.11)*

EXAM INFORMATION

**GET CERTIFIED.
GET NOTICED.**

[SPHR Eligibility]

- 4 years of demonstrated exempt-level HR experience with a Master's degree or higher
- 5 years of demonstrated exempt-level HR experience with a Bachelor's degree
- 7 years of demonstrated exempt-level HR experience with less than a Bachelor's degree

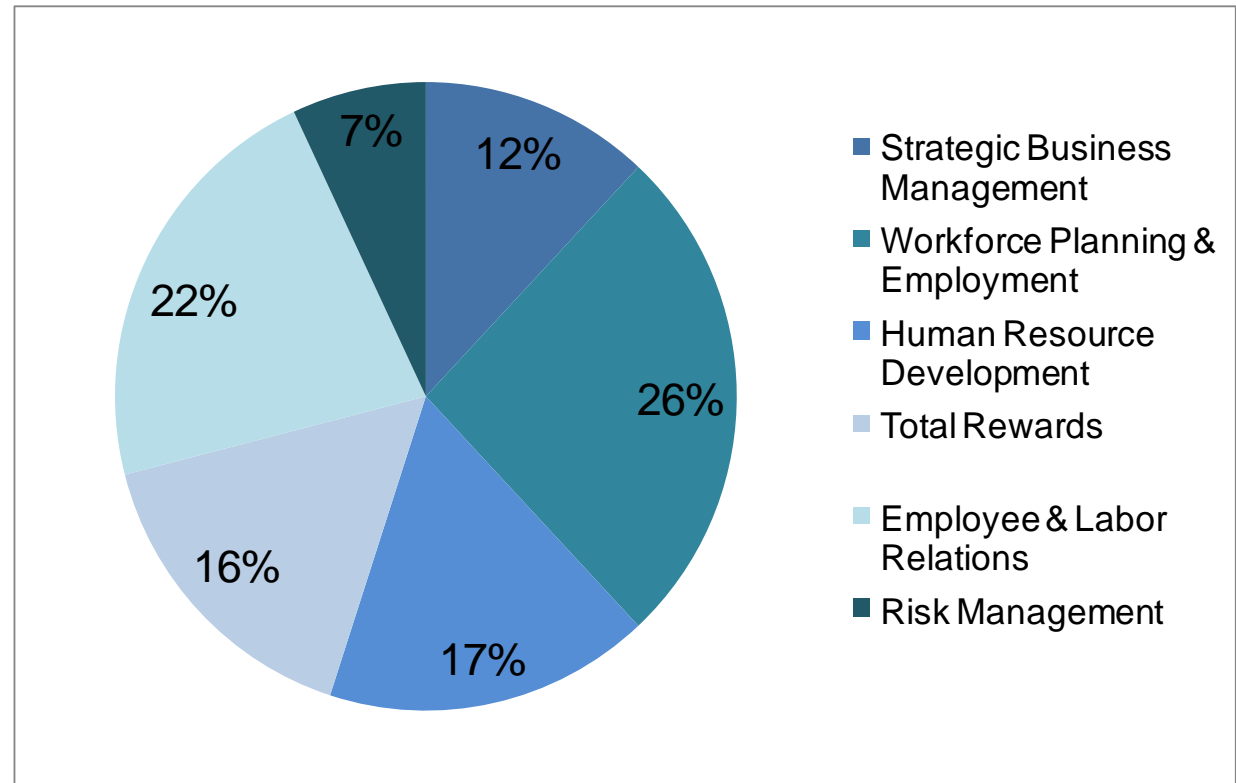
[PHR Eligibility]

- 1 years of demonstrated exempt-level HR experience with a Master's degree or higher
- 2 years of demonstrated exempt-level HR experience with a Bachelor's degree
- 4 years of demonstrated exempt-level HR experience with less than a Bachelor's degree

EXAM INFORMATION

[PHR Body of Knowledge]

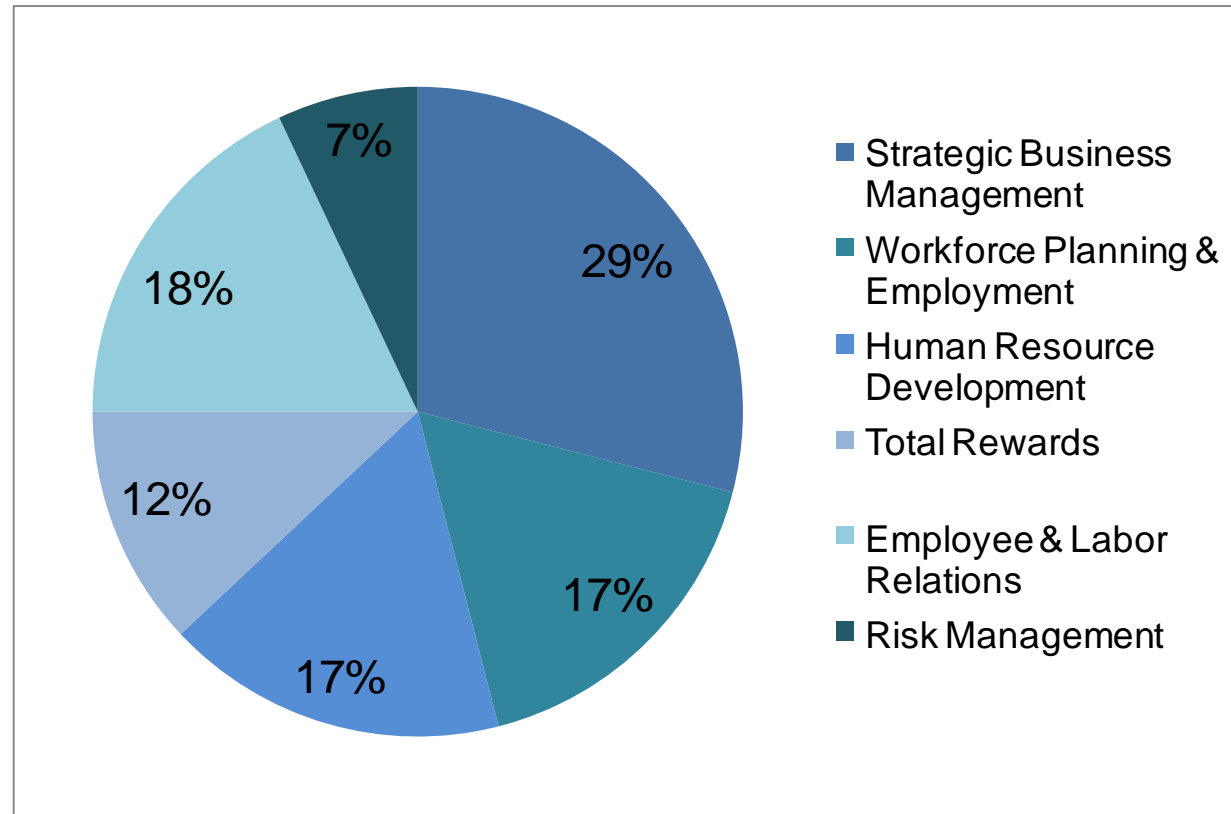
**GET CERTIFIED.
GET NOTICED.**



EXAM INFORMATION

[SPHR Body of Knowledge]

**GET CERTIFIED.
GET NOTICED.**



EXAM INFORMATION

**GET CERTIFIED.
GET NOTICED.**

EXAMS	PHR®	SPHR®
Contents	Operational & tactical	Strategic/Policy
Pass Rates	59–67%	52–60%
Format	225 multiple-choice questions	225 multiple-choice questions
Duration	4 hours	4 hours
Application Dates	<u>WINTER</u> Early registration period: July 11–October 7, 2011 Late registration period: October 8–November 11, 2011	
Exam Periods	<u>WINTER</u> December 1, 2011–January 31, 2012	

PREPARATION

[RESOURCES]

[Bodies of Knowledge] • FREE

Get familiar with the bodies of knowledge (www.hrci.org).

[Official Certification Guidebooks] • \$

Available for PHR[®], SPHR[®] and GPHR[®] exams. Purchase from SHRM Store and leading book stores.

[Online Assessment Exams] • \$

Available for PHR[®], SPHR[®] and GPHR[®] exams.
Consists of actual retired exam questions.
Assess your level of HR knowledge and experience.

[Test-Your-Knowledge Quizzes] • FREE

10-question quiz with answers and rationale (www.hrci.org).

[Social Networks] • FREE

Approach our groups on LinkedIn, Facebook and SHRM
Connect to form study groups or study tips.

**GET CERTIFIED.
GET NOTICED.**

PREPARATION

[RESOURCES]

[SHRM Learning Systems]

SHRM Learning System® and SHRM Global Learning System®

[Local SHRM Chapters]

Contact your local SHRM Chapters. They often form study groups or classes to help members prepare for certification exams.

[College/University Sponsored Courses]

Visit www.shrm.org for more information.

[Certification Preparation Courses]

SHRM has numerous certification preparation courses or search online for other providers of certification preparation courses.

Note: The HR Certification Institute does not endorse any particular method of preparation. We do recommend that you review the body of knowledge for the exam you plan to take.

**GET CERTIFIED.
GET NOTICED.**

PREPARATION

[Views of SPHR, former PHR]

**GET CERTIFIED.
GET NOTICED.**

- *“I recently took your survey after scheduling and completing the SPHR exam. I noted that I thought the exam was a little easier than I expected. I should add that I was comparing it to when I took the PHR exam over 10 years ago. I found that exam extremely difficult- even though I passed and was anticipating the SPHR would be even harder. However; that was at the beginning of my HR career and I am now 14 years in the profession. I attribute the fact that it seemed easier to years of experience, seminars, and continuing education.”*

PREPARATION

[Top 3 Methods Used]

- Self-Study
- SHRM Learning System
- SHRM Certification Preparation Course

**GET CERTIFIED.
GET NOTICED.**

Note: The HR Certification Institute does not endorse any particular method of preparation.

**Findings based on 2011 post exam survey*

RECERTIFICATION

[60 recertification credit hours are required every three years]

GET RECERTIFIED.

Recertification Categories	Recertification Credit Hours
Continuing Education	No max
Instruction	20 hours max
On-the-Job Experience	20 hours max
Research/Publishing	20 hours max
Leadership	10 hours max
Professional Membership	10 hours max

OR you may take the exam again (at current certification level—before your certification cycle ends).

RECERTIFICATION

[Categories Used]

GET RECERTIFIED.

Recertification Categories	PHRs	SPHRs
Continuing Education	97%	98%
Instruction	39%	49%
On-the-Job Experience	66%	75%
Research/Publishing	3%	6%
Leadership	30%	50%
Professional Membership	80%	89%

**Findings based on 2010 recertification survey*

RECERTIFICATION

GET **RECERTIFIED.**

[SPHR®]

- 15 Strategic Business Management recertification credit hours
- 45 General recertification credit hours

[Strategic Business Management]

- Tie to the Strategic Business Management section in the body of knowledge
- Falls **OUTSIDE** traditional HR disciplines
- Requires HR professional to learn about or partner with other functional areas of the organization

RECERTIFICATION

[QUESTIONS TO HELP DETERMINE STRATEGIC BUSINESS MANAGEMENT CREDIT]

- Did the activity help to advance the mission of your organization?
- Did the activity impact the organization's bottom line?
- Was the activity grass-roots or legislative in nature?
- Did the activity help influence a major organizational change?

GET RECERTIFIED.

RECERTIFICATION

[Views of SPHRs]

- 100% would recommend maintaining
- 97% will likely recertify again
- 94% were satisfied with their overall recertification experience
- 88% considered easy to earn credits for recertification
- 81% considered the credit requirements about the right amount

GET **RECERTIFIED.**

**Findings based on 2010 recertification survey*

RECERTIFICATION

[PHR becoming SPHR]

MULTIPLE CREDENTIAL CYCLE SAMPLE

1 st credential obtained	PHR
1 st exam date	12/15/08
Recertification cycle (example)	12/15/08–12/31/11
Recertification credit hours requirement	60 (General)
2 nd credential obtained	SPHR
2 nd exam date	6/15/2009
Recertification cycle (example)	06/15/09–06/30/12
Recertification credit hours requirement	45 (General) 15 (Strategic)

Recertification fees: US\$100 for the first designation and US\$25 for each additional designation

GET RECERTIFIED.

APPLYING FOR THE EXAM

	PHR®	SPHR®	GPHR®	California
HR Professional	US\$300	US\$425	US\$425	US\$325
SHRM Member	US\$250	US\$375	US\$375	US\$275

Note: A US\$75 late fee will be incurred after regular deadline.

**GET CERTIFIED.
GET NOTICED.**

[Step 1]

Go to www.hrci.org

[Step 2]

Create an online profile to obtain your 12 digit user ID number, if you do not have one.

[Step 3]

Sign in using your HRCI User ID number and password.

[Step 4]

Fill out the application form.

[Step 5]

Submit payment.

[Step 6]

Schedule your exam appointment after receiving notification that you are eligible to take the exam.

APPLYING FOR THE EXAM

[Financial Assistance]

[Your Employer]

Many organizations reimburse the HR certification exam fees through employee assistance or professional development programs.

[SHRM Foundation]

80 certification scholarships (worth US\$750 each) are available for SHRM members.

[Local SHRM Chapters]

Many local SHRM chapters offer their own certification scholarships. Check with the chapter in your area for more details.

**GET CERTIFIED.
GET NOTICED.**

QUESTIONS & ANSWERS

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