



# USE THE SHRM RE-CERTIFICATION PROCESS TO HELP YOU EARN A PROMOTION OR RAISE.

Recertifying with SHRM keeps you accountable for your career development and demonstrates to your management why you deserve recognition.





# KNOW YOUR MARKET VALUE SO YOU CAN JUSTIFY A RAISE.

Compensation data measures how much money you should be earning based on your position, years of experience and location. Use this information to frame an open conversation that frequently weaves in the word “we” (e.g., “I think I deserve a higher salary. Let’s figure out how we can have my pay fairly reflect what I’m worth to the organization.”)



SHRM members have complimentary access to 30 HR compensation data reports, provided in partnership with Salary.com. Take advantage of this member benefit to see how much you should be earning.



# QUANTIFY AND HIGHLIGHT YOUR ACHIEVEMENTS.

How you steer the conversation is crucial. Lead with your raise request and anchor it to justifying information.

- When you submit a work project for PDCs you're required to include a verification letter from your supervisor. You can and should use that same letter as a supportive resource in negotiating your raise.
- Show the activities you've completed that demonstrate both how you've furthered your education and your commitment to staying up to date on trends, compliance, and other forward-moving practices.

**Refer to the SHRM Recertification Handbook and the Work Project Write-Up Worksheet inside your certification portal for guidance.**

**Use our pre-approved activities section on [shrmcertification.org](http://shrmcertification.org) and find activities to sort and filter by date and location. Your certification portal will show a recap of all the activities you've tracked.**

- Earn PDCs for writing a book, article, white paper or blog post on an HR-related competency or knowledge domain and provide your published writings as conversation-leading examples of your skills.

- Watch webcasts and read approved book titles on HR analytics and learn how to use HR data to not only improve your work but to explain how you improved your work.

**Easily find third-party publishing websites by searching online for "HR blogs that accept submissions."**

**Turn to SHRM for instructional resources on how to analyze HR data.**

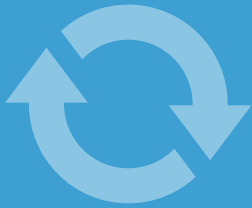


# RESTATE YOUR COMMITMENT TO THE ORGANIZATION.

Employers will go to great lengths to retain employees who are fully engaged—people who are actively involved in the organization and enthusiastic about their workplace. Reiterate to your boss that you’re committed to the company’s mission and aligned with its core values.

Don’t waste valuable time waiting for your organization to notice that you’re doing high-quality work and reward you with a promotion. Go after it.

**Read more in “Talking Your Way  
into a Bigger Raise” on [shrm.org](https://shrm.org).**



# THE SHRM RECERTIFICATION CYCLE

- Earn 60 PDCs within your three-year recertification cycle or retake the SHRM certification exam.
- When you're ready to recertify, click on the "Apply for Recertification" link inside your certification portal. Submit your application and pay the recertification application fee.

## HAVE QUESTIONS? CONTACT US.

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