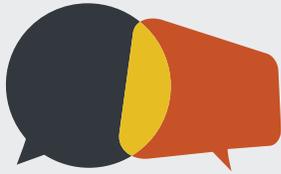


# KUDOS



COMMUNICATION  
SKILLS FOR BUSINESS

## Professional Communication



# Q

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

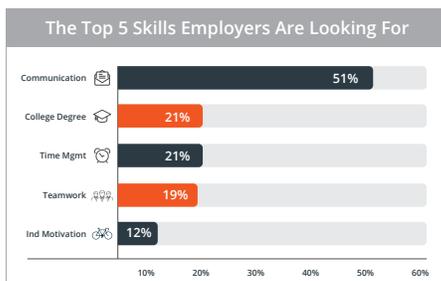
# A

Earn a CSB Professional Communication 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.<sup>1</sup>

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



## SUCCESS IS LED BY THE POWER OF COMMUNICATION

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. Career Technical Education (CTE) and Vocational Education and Training (VET) departments know this, and many voices within education are touting the importance of soft skills, which is what communications skills are considered. 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.

With communication skills consistently being one of the top skills desired by employers in new hires, Certiport created the Communication Skills for Business (CSB) Professional Communication certification.<sup>2</sup>

The Professional Communication 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":

- **Critical Thinking** – which will happen as they think through how to effectively communicate
- **Collaboration** – which will stem from effectively communicating with others
- **Creativity** – which is required to present appealing communications

2. Source: *mba.com, Employers Seek Communication Skills in New Hires, January 2018.*

*"Your ability to communicate with others will account for fully 85% of your success in your business and in your life." – Brian Tracy, Motivational Public Speaker and Author*

The Professional Communication certification is intended for use primarily in academic settings including secondary and post-secondary, but could also be used for candidates who need to upskill to enter the workforce. These candidates may be in government or development institutions and programs, or they may be individuals looking to become more employable on their own.

## LEARN, PRACTICE, CERTIFY

The proficiency level expected for the exam can be attained through learning materials and CertPREP Practice Tests, powered by GMetrix. An individual earning this certification has had approximately 150 hours of instruction and hands-on experience in formal communication theory and practice.

The level of knowledge required to pass the exams is outlined in the Objective Domains (OD's). These OD's are the basis for all the learning materials, practice tests, and certification exams.

## EXAM OBJECTIVES

The Professional Communication certification exam is a 50-minute exam with approximately 35-50 questions covering the following objectives:

1. Describe Basic Communication Principles
2. Plan for Effective Communication
3. Apply Best Practices for Creating Business Deliverables
4. Deliver Your Message
5. Receive Communications
6. Analyze Communication Scenarios

## 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.<sup>3</sup>

The Professional Communication 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

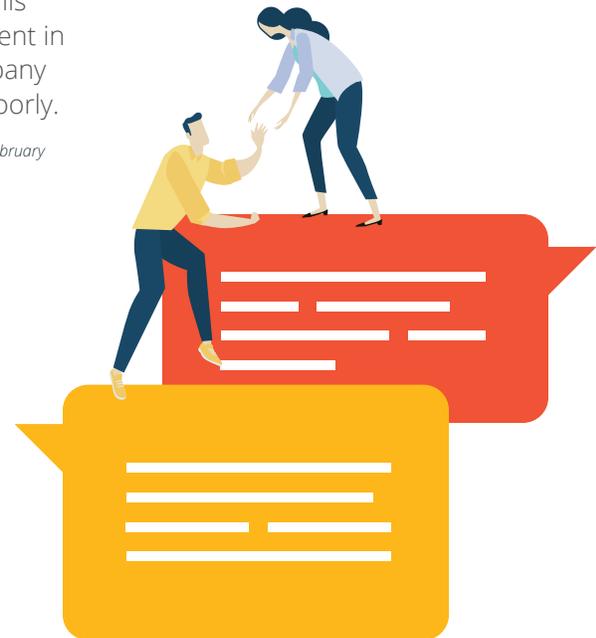
## CONTACT US

If you are interested in purchasing learning, practice or certification materials for the Professional Communication certification call us at, **+968 24170017 / 71518070** or **info@kudosmea.com**.

**<https://kudosmea.com>**

In a Wall Street Journal survey of nearly 900 executives, 92% said soft skills were equally important or more important than technical skills. But 89% said they have a very or somewhat difficult time finding people with the requisite attributes.<sup>4</sup>

4: Source: Wall Street Journal, *Employers Find 'Soft Skills' Like Critical Thinking in Short Supply*, August 2016



# KUDOS



# KUDOS



COMMUNICATION  
SKILLS FOR BUSINESS

## English for IT



# Q

What is the best way for a candidate to validate their knowledge of English in an IT-related environment or in an entry-level IT job?

# A

Earn an English for IT certification

## English Proficiency Is Instrumental To Succeeding In IT

In the world today, the majority of English speakers are non-native speakers. In fact, for every native English speaker there are five non-native English speakers, and 96% of the conversations happening all around the world involve non-native English speakers.<sup>1</sup> For this reason, it is important to use plain English in order to communicate effectively. Also, since 80% of the information stored in the world's computers is in English<sup>2</sup>, and since English is the world's technology language, it is necessary to learn a form of English that is technical but simple.

*"English provided me a chance to interact with the best talent in the world. Eventually you reach a point where you cannot reach those talents without speaking the world's language."*

*Icaro Seara  
Engineering Manager, Voxy*

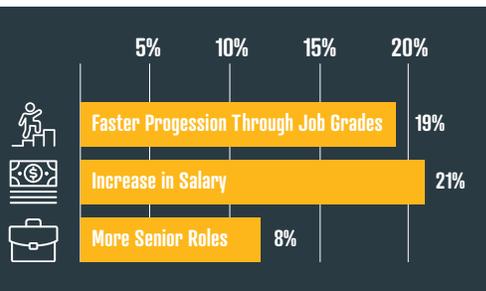
In every industry, there is a gap between the English skills required and the English language skills that employees have. As a matter of fact, across all companies globally there is at least a 40% English skills gap.<sup>3</sup>

Recognizing the importance of English proficiency in both IT and non-IT careers, Certiport, a Pearson VUE Business, created the English for IT certification exam. The English for IT exam validates a candidate's ability to work in an IT setting or in an entry-level IT job using English. It tests knowledge of English competence in an IT-related environment, and also measures:

- **Listening** - A skilled listener can hear between the lines and help people work through questions, issues and problems related to information technology projects.
- **Reading** - Whether it's understanding a client's specifications, or searching for a solution to a problem online, it is essential to be able to read in English at a high level.
- **Use of English** - Use of English refers to the conventional ways in which words or phrases are used, spoken or written in an IT-related environment.

### WHAT BENEFITS DO ORGANIZATIONS OFFER EMPLOYEES WHO HAVE A GOOD LEVEL OF ENGLISH IN IT CAREERS?

All company sizes — IT/ Computer Services Education —  
Showing Global



Source: Cambridge Assessment, English at Work: Global analysis of language skills in the workplace.

1. Source: <https://www.youtube.com/watch?v=Ge7c7otG2mk&t=601s>

2. Source: <http://www.englishlanguageguide.com/facts/stats/>

3. Source: <http://englishatwork.cambridgeenglish.org/>

*"If you don't speak the world's technology language, which is English, you should focus on learning it first, before diving into tech trends." Icaro Seara, Engineering Manager, Voxy*

The primary market for the English for IT certification is English as a Foreign Language candidates who want to start a career in Information Technology (IT). The certification has been designed for the following candidates:

- Secondary school students, university students and IT professionals early in their careers
- Software developers, network engineers, security engineers, product managers and IT support who want to work in an international, multicultural environment
- IT specialists who want to start working in multinational or English-speaking companies
- Non-IT employees who work in the IT sector

Candidates will most likely be found in secondary schools, vocational schools and other higher education institutions.

## LEARN, PRACTICE, CERTIFY

The targeted proficiency level for candidates taking this exam is B2 in the CEFR and 59-75 in the Global Scale of English. In order to prepare for the English for IT certification, candidates have access to practice tests, as well as an entire learning course dedicated to the English for IT certification, which covers everything in the exam.

To earn this certification, a candidate needs about 150 hours of instruction and/or hands-on experience in English competence in an IT-related environment.

## EXAM OBJECTIVES

The following exam objectives form the basis for the learning materials, practice tests and the certification exam, and they outline the level of knowledge a candidate needs in order to pass the English for IT exam.

The English for IT certification exam is a 50-minute exam with approximately 35–50 questions covering the following objectives:

# KUDOS

## 1. USE OF ENGLISH

- 1.1 Interpret and implement instructions, guidelines and training materials
- 1.2 Construct appropriate requests for information and feedback
- 1.3 Update colleagues on work-related topics
- 1.4 Incorporate goals and objectives into the working environment
- 1.5 Defend a point of view

## 2. LISTENING

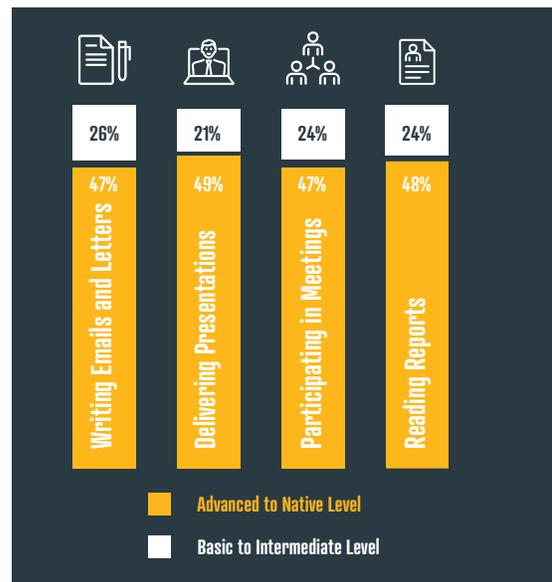
- 2.1 Identify concerns about an issue, a product or service, or a business situation
- 2.2 Examine key information from a conversation
- 2.3 Participate in discussions and conversations, exchanging information when necessary

## 3. READING

- 3.1 Analyze and prioritize opinions and recommendations
- 3.2 Analyze factual information from various sources
- 3.3 Evaluate information from various sources
- 3.4 Identify a problem and its cause, and identify solutions

## WHAT LEVEL OF ENGLISH DO EMPLOYERS REQUIRE FOR TASKS IN IT CAREERS?

All company sizes — IT/ Computer Services — Showing Global



Source: Cambridge Assessment, English at Work: Global analysis of language skills in the workplace.

## CONTACT US

If you are interested in purchasing learning, practice or certification materials for the English for IT certification call us at, **+968 24170017 / 71518070** or **info@kudosmea.com**.

<https://kudosmea.com>

