



Communication skills are consistently one of the top skills employers are looking for in new hires. Due to this, we would like feedback from you on whether the skills validated in our Communication Skills for Business certification are important for you to see in prospective or new employees.

CSB Certification Overview

The CSB certification validates that candidates understand key communication principles and skills that are necessary to be effective in a work environment. Core skills covered in the exam include professional communication, effective verbal, nonverbal and listening skills; creating business deliverables; effectively delivering a message; receiving communications; and analyzing communication scenarios.

The goal of the CSB certification is to help students/candidates become more employable, increases job placement rates, provides job skill enhancement for employees, and save companies money decreasing overhead and missed sales opportunities.

Please answer the following questions

Rate how important the skills validated in the CSB certification would be for your company in prospective or new employees:

☐ Not Important ☐ Somewhat Important ☐ Important ☐ Very Important ☐ Critical

Please tell us why you chose this answer:

Please tell us if you feel like there is key communication skills not covered in the exam:

Is this certification one that you would be willing to endorse for students entering the workforce, prospective employees, and/or existing employees? Yes ☐ No ☐

Information below is to be completed by the person providing the endorsement

Who is endorsement given on behalf of? Myself ☐ My Company ☐

Would you consider this certification as required or preferred for prospective employees?

Required ☐ Preferred ☐

Company Name: _____

Company Address: _____

Name _____

Email _____

Phone _____

Why do you endorse the CSB certification? (Please note if you do not want us to use this quote for marketing purposes)

Would you or your company be interested in working with Certiport (the certification issuer) on any marketing activities related to this? Yes ☐ No ☐

The skills outlined below are required to pass the CSB exam:

The Communication Skills for Business 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.

An individual earning this certification has approximately 150 hours of instruction and hands-on experience. Individuals who have earned the Communication Skills for Business certification have demonstrated expertise of the following skills.

1. DESCRIBE BASIC COMMUNICATION PRINCIPLES

- 1.1 Identify professional communication skills
- 1.2 Identify effective verbal, nonverbal, and listening skills

2. PLAN FOR EFFECTIVE COMMUNICATION

- 2.1 Analyze the effect of the audience on a message
- 2.2 Analyze the effect of the environment on a message
- 2.3 Given a communication scenario, identify the specific purpose
- 2.4 Given a communication scenario, address ethical and legal issues
- 2.5 Given a business scenario, select the most appropriate communication medium
- 2.6 Effectively outline and summarize your message

3. APPLY BEST PRACTICES FOR CREATING BUSINESS DELIVERABLES

- 3.1 Assemble accurate business communication deliverables
- 3.2 Apply visual design standards to business communications
- 3.3 Identify effective uses of data visualization to present complex information

4. DELIVER YOUR MESSAGE

- 4.1 Describe the variables involved in delivering an effective message
- 4.2 Identify methods of adapting a message based on audience feedback

5. RECEIVE COMMUNICATIONS

- 5.1 Given a business communication, restate the key points of the message
- 5.2 Given a message, identify appropriate responses or clarifying questions

6. ANALYZE COMMUNICATION SCENARIOS

- 6.1 Analyze important factors of obtaining employment
- 6.2 Analyze expressions of and responses to feedback
- 6.3 Analyze communication etiquette within a business hierarchy
- 6.4 Given a customer service request, identify the problem, solution, and appropriate action