

PROFESSIONAL COMMUNICATIONS CERTIFICATION



In a Wall Street Journal survey (2016) of nearly 900 executives, 92 percent said soft skills were equally important or more important than technical skills. But 89 percent said they have a very or somewhat difficult time finding people with the requisite attributes.²

MEETING THE INDUSTRY NEED

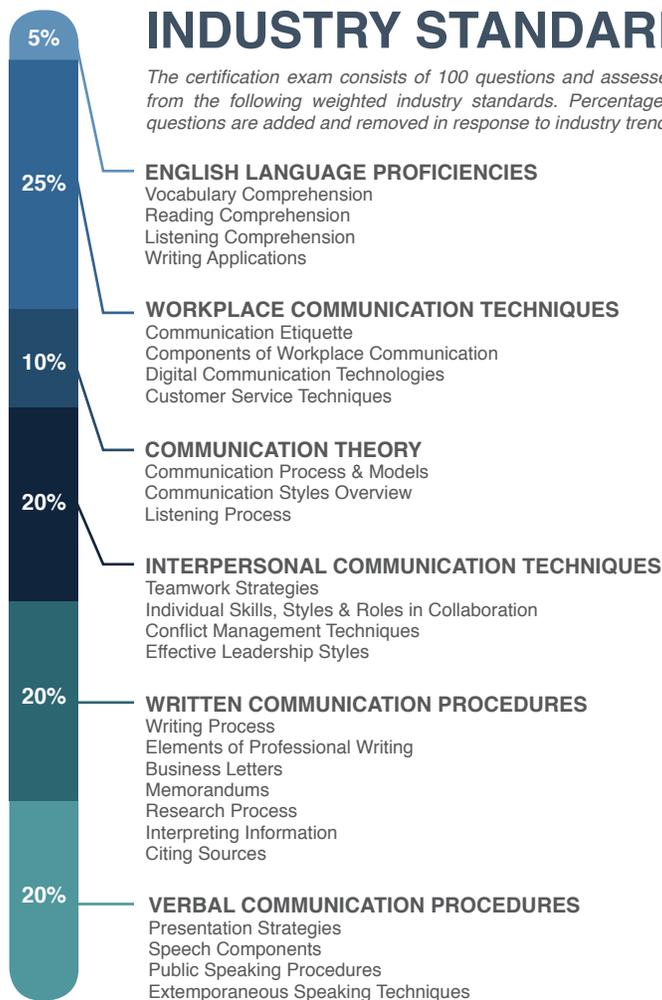
The Southwest Airlines Professional Communications Certification **verifies individuals possess the soft skills necessary to thrive** in any workplace environment.

The certification **assesses industry-valued and industry-recognized standards produced by Southwest Airlines.** Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier's performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet.

The certification **validates the knowledge and skills necessary to communicate effectively,** think critically and work with others, resulting in an employee with greater interpersonal and customer service skills. Those who earn the certification are **more qualified and prepared to enter any work environment,** regardless of industry interest. Additionally, the certification allows employers to identify and connect with more skilled candidates, filling gaps in the labor market and jump-starting individuals' careers.

INDUSTRY STANDARDS

The certification exam consists of 100 questions and assesses knowledge and skills from the following weighted industry standards. Percentages may vary slightly as questions are added and removed in response to industry trends.



ENGLISH LANGUAGE PROFICIENCIES

Vocabulary Comprehension
Reading Comprehension
Listening Comprehension
Writing Applications

WORKPLACE COMMUNICATION TECHNIQUES

Communication Etiquette
Components of Workplace Communication
Digital Communication Technologies
Customer Service Techniques

COMMUNICATION THEORY

Communication Process & Models
Communication Styles Overview
Listening Process

INTERPERSONAL COMMUNICATION TECHNIQUES

Teamwork Strategies
Individual Skills, Styles & Roles in Collaboration
Conflict Management Techniques
Effective Leadership Styles

WRITTEN COMMUNICATION PROCEDURES

Writing Process
Elements of Professional Writing
Business Letters
Memorandums
Research Process
Interpreting Information
Citing Sources

VERBAL COMMUNICATION PROCEDURES

Presentation Strategies
Speech Components
Public Speaking Procedures
Extemporaneous Speaking Techniques

ABOUT SOUTHWEST AIRLINES

In its 49th year of service, Dallas-based Southwest Airlines continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 59,000 Employees to a Customer base topping 130 million passengers annually. Southwest became the nation's largest domestic air carrier in 2003 and maintains that ranking based on the U.S. Department of Transportation's most recent reporting of domestic originating passengers boarded. In peak travel seasons, Southwest operates more than 4,000 weekday departures among a network of 101 destinations in the United States and 10 additional countries.

"We're confident this certification will challenge students and provide essential training they need in order to thrive in a career or post-secondary environment."

Linda Rutherford
Senior Vice President, Chief Communications Officer
Southwest Airlines