



Professional Communications Certification

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



Certification Exam

The certification exam, tested for on the iCEV platform, consists of 100 questions and assesses knowledge and skills from the following weighted industry standards:



Meeting the Industry Need

- Assesses Competencies Based on Weighted Industry-Valued & Industry-Accepted Standards
- Validates Knowledge & Skills
- Allows Employers to Identify & Connect with Skilled Candidates
- Jump-Starts Individuals' Careers

Industry Standards Breakdown

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 Communications Procedures

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

Verbal Communication Procedure

- Presentation Strategies
- Speech Components
- Public Speaking Procedures
- Extemporaneous Speaking Techniques

Example Assessment Questions

- Charlie was just put in charge of the accounting department. Charlie's plan to manage his employees is to rely heavily on using policies, procedures and regulations as well as make all of the decisions with little input from his employees. Which of the following types of leadership will Charlie be using?
 - Authoritarian
 - Participative
 - Laissez faire
 - Abdicratic
- Ernie comes up with an idea and asks, "what do you think about it." This is an example of using which of the following active listening skills?
 - Using non-verbal cues
 - Recognizing the emotions of the other party
 - Asking clarifying questions
 - Asking individuals to share their perceptions
- Put the following steps for dealing with customer complains in order.
 - Remain calm and listen attentively
 - Ask questions in a caring and concerned manner
 - Take ownership of the problem and apologize if appropriate
 - Find a solution to the problem
 - Follow up with the customer to ensure the resolution is satisfactory

- Match the type of presentation with its purpose.

Get the audience to act or change their behavior or belief	
Convince an audience to accept a proposal	
Give specific information about products, procedures, rules and regulations	

Informative
 Motivational
 Persuasive

- Which of the following styles of citations is used in the following citation?

Brody, J.E. (2007, December 11). Mental reserves keep brain agile. *The New York Times*, p. A13

- APA
- MLA
- Chicago
- ASA



Testing Platform

Southwest Airlines utilizes iCEV, a division of CEV Multimedia, as the testing platform for this certification.

iCEV fulfills the following responsibilities:

- Provides secure testing technology for certification exams
- Regulates testing environments
- Works with secondary and post-secondary academic institutions, workforce development associations and the public at large to offer certification options for career advancement
- Provides certification verification to employers for potential job applicants
- Offers optional certification exam preparation materials

About Southwest Airlines

"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

For more than 46 years, Dallas-based Southwest Airlines continues to differentiate itself from other air carriers with exemplary Customer Service delivered by over 56,000 employees to more than 120 million customers annually. 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 mission of Southwest Airlines is dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit.

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