



SOUTHWEST AIRLINES

Professional Communications

CERTIFICATION



CERTIFICATION BLUEPRINT

CERTIFICATION EXAM OVERVIEW

The Southwest Airlines Professional Communications Certification confirms that individuals possess the essential knowledge and soft skills to excel in any workplace. The certification exam, hosted on the iCEV Testing Platform, consists of 100 questions. It ensures the ability to communicate effectively, think critically, and collaborate with others, thereby enhancing interpersonal and customer support skills. The exam must be proctored in a controlled environment. Proctoring guidelines can be found at www.icevonline.com/proctoring-guidelines.

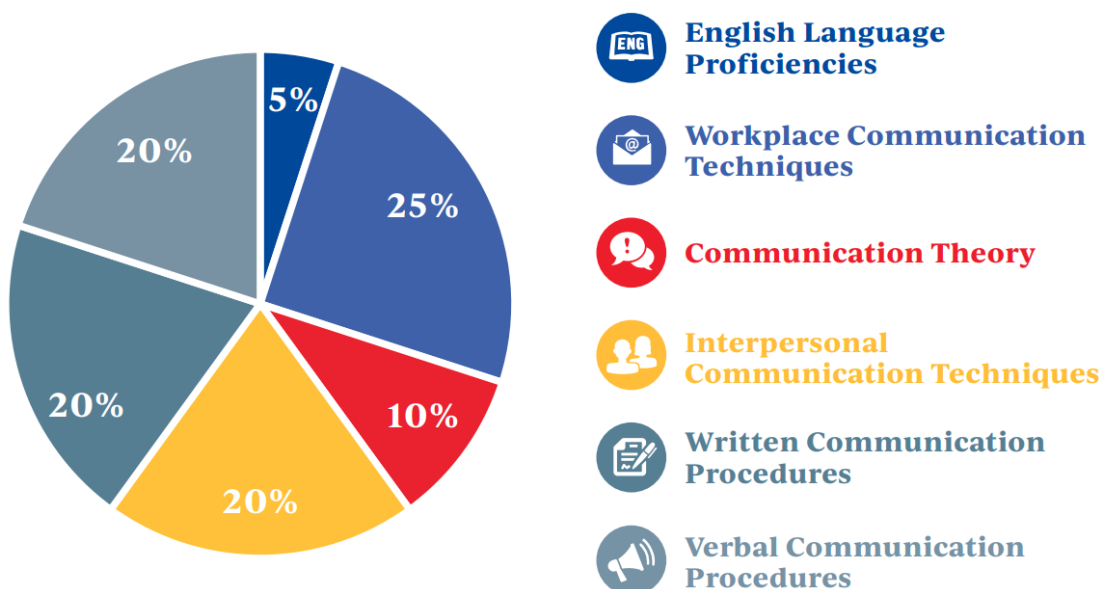
More information about the certification and testing platform can be found at: <https://www.icevonline.com/professional-communications>.

ABOUT SOUTHWEST AIRLINES

Southwest Airlines differentiates itself with exemplary Customer Service provided by over 59,000 employees, serving more than 130 million passengers annually. Renowned for its friendly and approachable staff, Southwest has been the largest domestic air carrier since 2003, according to the U.S. Department of Transportation. During peak travel seasons, Southwest operates over 4,000 weekday departures across 101 U.S. destinations and 10 other countries.

Learn more at: <https://careers.southwestair.com/K-12resources>.

INDUSTRY STANDARDS OVERVIEW



LEARNING OBJECTIVES & INDUSTRY STANDARDS

1. English Language Proficiencies

1.1 English Language Fundamentals

- 1.1.1 To demonstrate the use of content
- 1.1.2 To demonstrate the use of technical concepts
- 1.1.3 To demonstrate the use of vocabulary
- 1.1.4 To use correct grammar to write documents
- 1.1.5 To use correct punctuation to write documents
- 1.1.6 To use correct terminology to write documents

2. Workplace Communication Techniques

2.1 Understanding Professional Communication

- 2.1.1 To apply professional communication strategies
- 2.1.2 To apply technical skills for efficiency
- 2.1.3 To develop an understanding of professional communications

2.2 Workplace Communication

- 2.2.1 To demonstrate an understanding of appropriate communication with managers
- 2.2.2 To demonstrate an understanding of appropriate communication with coworkers
- 2.2.3 To demonstrate an understanding of appropriate communication with clients and customers
- 2.2.4 To learn to communicate through verbal, nonverbal and digital means

2.3 Digital Communication Practices

- 2.3.1 To classify and differentiate between various types of digital communication methods
- 2.3.2 To evaluate the potential consequences of unprofessional digital communication
- 2.3.3 To apply effective digital communication strategies

2.4 Steps to Superior Customer Service

- 2.4.1 To identify key components of superior customer service
- 2.4.2 To analyze how customer loyalty is created and sustained
- 2.4.3 To describe the customer service cycle

3. Interpersonal Communication Techniques

3.1 Diversity in the Workplace

- 3.1.1 To listen to diverse individuals
- 3.1.2 To speak with diverse individuals

3.2 Conflict Management

- 3.2.1 To communicate effectively by assuming productive roles
- 3.2.2 To communicate effectively by solving problems

3.2.3. To communicate effectively by building consensus in groups

3.3 Professional Teams

3.3.1 To identify and develop leadership characteristics

3.3.2 To develop an understanding of professional communications

3.3.3 To understand and examine problem-solving methods

4. Written Communication Procedures

4.1 Professional Writing: Process

4.1.1 To examine methods to organize information

4.1.2 To apply appropriate use of grammar, spelling and punctuation rules

4.1.3 To discover various avenues for research and preparation for communications

4.2 Professional Writing: Researching

4.2.1 To research topics for the preparation of written communications

4.2.2 To evaluate written communications

4.2.3 To demonstrate the use of technical concepts

4.2.4 To apply appropriate use of grammar, spelling and punctuation rules

4.2.5 To discover various avenues for research and preparation for communications

4.3 Professional Writing: Documents

4.3.1 To examine methods to organize information

4.3.2 To apply appropriate use of grammar, spelling and punctuation rules

4.3.3 To discover various avenues for research and preparation for communications

4.3.4 To compose copy for a variety of written documents

4.3.5 To edit copy for a variety of written documents

4.4 Professional Writing: Review

4.4.1 To use correct grammar to edit documents

4.4.2 To use correct punctuation to edit documents

4.4.3 To use correct terminology to edit documents

4.4.4 To edit a variety of written documents

4.4.5 To evaluate a variety of written information

5. Communication Theory

5.1 Communication Styles

5.1.1 To describe the communication and listening processes

5.1.2 To analyze different communication models

5.1.3 To interpret the effects of nonverbal communication

5.1.4 To apply communication to professional situations

5.1.5 To examine the impact of communication on society

6. Verbal Communication Procedures

6.1 Workplace Presentation Strategies

- 6.1.1 To research topics for the preparation of oral and written communications
- 6.1.2 To deliver formal and informal presentations
- 6.1.3 To employ planning and time-management skills to relate to professional communications
- 6.1.4 To develop formal and informal, professional presentations using effective strategies to organize presentations, using information to support points in presentations, preparing scripts or notes, using visual or auditory aids to enhance presentations and providing credit for information sources
- 6.1.5 To evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical listening strategies and evaluating the effectiveness of presentations, including self-evaluation

6.2 Public Speaking in the Workplace

- 6.2.1 To apply professional communications strategies
- 6.2.2 To develop an understanding of professional communications