

# NIRI to Conduct Certification Feasibility Study

Should IR professionals have the option to become certified? A certification program is designed to test the knowledge, skills, and abilities required to perform a particular job. Upon passing an exam, certification represents a declaration of an individual's professional competence.

Individuals enter the investor relations profession via many career paths, including finance, communications, Wall Street, and so forth. IR professionals around the world have for years discussed the need for a meaningful certification – one ensuring that the diverse individuals in our profession understand baseline job-function concepts. These professionals have looked to NIRI to develop such a program.

## Research Project Moves Forward

Based on the results of our exhaustive OneNIRI strategic planning process, and our recent member needs assessment, the NIRI Board has determined that it is appropriate to conduct an IR certification feasibility analysis. So NIRI is moving forward with an extensive, job-analysis research project comparing and contrasting professional practices among IR professionals with an eye toward developing a certification exam. This IR job analysis would define the framework and composition of an exam, as well as fuel NIRI's ongoing Standards of Practice development. To my knowledge an analysis such as this has never been conducted in our community before; an analysis that would ultimately result in the most accurate, meaningful, and independently accredited IR certification program.

## Completed Surveys a Must

*This is where your help is so critical to the process.*

We will reach out to you – our members – to complete an extensive survey of how the investor relations function is accomplished in your company. In some cases, this analysis might take more than an hour to complete. Your time is valuable, so I would expect it might take you several sittings to complete this thorough evaluation. **I am asking you to please fully complete this evaluation, as only fully completed surveys can be accepted.**

Your completed job analysis will help to build a true picture of the competencies necessary for successful investor relations. Ultimately, this information will be the basis for a decision to launch a NIRI-supported IR certification program.

On behalf of the NIRI Board, please accept our thanks, in advance, for your participation.




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