**SHRM Learning System Study Group Promotion – Chapters**

**A. Study Group Email Copy**

**To:** Chapter members & other contacts  
**From:** **<< Chapter name >>**  
**Subject:** **SHRM-CP/SHRM-SCP Study Group Now Available**

**Become an HR Changemaker with <<Insert Chapter Name>>’s Course**

Earning the SHRM Certified Professional (SHRM-CP®) or SHRM Senior Certified Professional (SHRM-SCP®) certification is a powerful way to showcase your HR expertise, competency, and value to both colleagues and employers. In fact, 92% of HR executives agree that SHRM certification is crucial for future success in the field.\*

**<<Chapter>>** is now offering a SHRM Learning System study group designed to enhance your HR knowledge and competencies, setting you up for success on the SHRM-CP/SHRM-SCP exams.

**About the Study Group**  
Our **<<number of weeks/days offered>>** study group offers targeted preparation for the SHRM certification exams, supporting your professional growth and building the confidence you need to tackle today’s HR challenges.

**Study Group Tools: The 2025 SHRM Learning System**  
This dynamic, interactive online platform provides a personalized study path based on your unique knowledge, experience, and goals. It helps you maximize your study time, master the SHRM Body of Applied Skills and Knowledge® (SHRM BASK®), and approach the SHRM certification exams with confidence.

**Register Today**  
**(Include hyperlink to study group URL)**   
**Space is limited, so reserve your spot now. Our study group fills quickly!**

Whether you’re a SHRM-CP/SHRM-SCP candidate or a manager seeking to advance your team’s HR capabilities, this study group offers a solid foundation to achieve your certification and professional development goals.

For more information, please visit **<<URL>>**, or contact **<<name>>** at **<<phone>>** or **<<e-mail>>**.

*\*Source: 2020-2021 SHRM HR Careers Study*

**B. Study Group Newsletter Copy**

**Maximize Your Impact with SHRM Certification**  
**<<Chapter>>** **Can Help.**

SHRM’s global HR credentials—SHRM Certified Professional (SHRM-CP®) and SHRM Senior Certified Professional (SHRM-SCP®)—are recognized for their role in HR growth, advancement, and career recognition. In fact, 71% of HR executives agree that SHRM certification increases the likelihood of earning a promotion in HR.\*

We’re excited to announce that **<<chapter>>** is now offering a SHRM-CP/SHRM-SCP study group utilizing the 2025 SHRM Learning System. This program combines expert guidance from a skilled facilitator with a dynamic, interactive online study platform. The SHRM Learning System creates a personalized study path tailored to your knowledge, experience, and career goals, helping you optimize study time, master the SHRM Body of Applied Skills and Knowledge® (SHRM BASK®), and approach the SHRM certification exams with confidence.

Our **<<number of weeks/days offered>>** study group is ideal for HR professionals ready to prepare for SHRM certification, gain a competitive edge, and tackle today’s HR challenges with greater confidence.

For more details or to register, contact **<<contact name>>** at **<<phone number>>** or **<<e-mail address>>** or visit **<<URL>>**.

\**Source: 2020-2021 SHRM HR Careers Study*

**C. Study Group Website Copy**

**Be Prepared for Any HR Challenge with SHRM Certification**

**Enroll in Our Study Group Today!**

SHRM’s globally recognized HR credentials—SHRM Certified Professional (SHRM-CP®) and SHRM Senior Certified Professional (SHRM-SCP®)—open doors to growth, advancement, and career recognition. In fact, 71% of HR executives agree that SHRM certification boosts the likelihood of earning a promotion in HR.\*

We’re excited to announce that **<<chapter>>** is now offering a SHRM-CP/SHRM-SCP study group featuring the 2025 SHRM Learning System. This comprehensive system provides a structured roadmap for mastering the SHRM Body of Applied Skills and Knowledge® (SHRM BASK®), helping you prepare for exam success with confidence.

**Study Group Details**

* **Start Date:** **<<Date>>**
* **Time:** **<<Time>>**
* **Duration:** **<<Number of Weeks>>**
* **Location:** **<<Location>>**

**Register Now!**  
**(Include hyperlink to course URL)**  
**Classes fill quickly, and space is limited.**

Whether you're pursuing SHRM certification for yourself or seeking professional development for your team, our study group supports your goals for certification and career advancement.

For additional information or to register, contact **<<Name>>** at **<<e-mail address>>** or **<<phone>>**.

*\*Source: 2020-2021 SHRM HR Careers Study*