



How Professional Certification transforms digital capabilities

In today's digital landscape professional certification is a way for organizations to hone and boost the digital capabilities of their workforce. It provides employees – current and future - with the industry-aligned skills and knowledge needed to drive business success.

Representing 22.5% of the world economy¹ - digital technologies have an undeniable impact on commerce and society. As a huge driver of the global economy, a professional certification is crucial to thrive in a digital world.



Hire or cultivate experts:

60% of employers² use the power of certification to confirm subject matter expertise.



Boost productivity:

Employees with a certification are 90% more productive and 60% more efficient compared to those without³.



Measure success:

67% of employers use certifications to measure a candidate's willingness to work hard and meet a goal³



Reduce employee churn:

When hiring a new employee, the ability to assess skills could save time and money. In fact, as much as 80% of employee turnover is due to bad hiring decisions⁴.



Enjoy maximum Return on Investment:

Professionals attribute a personal ROI of 253% and an organizational ROI of 216%⁵ to professional certification.



Enhance performance:

Professional certification is seen as the best performing credential in many different dimensions such as learning, career advancement and value⁶.



Minimal cost, maximum benefits:

The cost of certification is recouped through increased productivity, faster troubleshooting and fewer skills gaps. There is also a correlation between certification, job security and satisfaction.⁷



Inspire excellence:

Encouraging employees to earn a professional certification will demonstrate to customers and clients that a business holds its staff to the highest professional standards.



Validate a continuous learning ethic:

Professional certification shows a staff member's proactivity and motivation to learn and gain new knowledge.



Create consistency:

Industry certification will allow companies to rely on their team's ability to meet industry benchmarks and count on work of a higher and more consistent quality.



Superior availability and risk mitigation:

Employees with the right skills can identify problems and provide solutions with ease.



Encourage promotion and development:

90% of employers agree that certified individuals are more likely to gain promotion than those without, while 89% feel they perform better than non-certified staff in similar roles².

In the future, 70% of professionals in the US⁸ believe it will be more important to earn a degree or professional certificate to get a good job. In today and indeed tomorrow's world, professional certification will ensure longevity, relevance, and commercial success - priceless commodities to any brand, business or organization.