



How Professional Certification boosts & transforms careers

In today's digital landscape professional certification is the key to a long and fruitful career. It provides professionals with the industry-aligned skills and knowledge needed to succeed in an increasingly competitive job market.

In the future, 70% of those in the US alone¹ 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 to anyone looking to kickstart or advance their career.



Demonstrate expertise:

60% of employers² use certification to confirm subject matter expertise when hiring.



Increase earning potential:

Those with professional credentials (certifications) can receive starting salaries up to 10% above³ the market average.



Become the most credible version of yourself:

Many professionals see certification as a superior to alternative credentials⁴ and the vast majority of today's big employers agree.



Boost productivity:

Certified professionals are seen as 90% more productive and 60% more efficient compared to those without⁵.



Demonstrate ambition:

67% of employers use certifications to measure a candidate's willingness to work hard and meet a goal⁵.



Enjoy maximum Return on Investment:

Professionals attribute a personal ROI of 253% and an organizational ROI of 216%⁶ to professional certification.



Enhance performance:

Professional certification is seen as the best performing credential in many different dimensions such as learning, career advancement and value⁴.



Ensure career progression:

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.



Align skills with industry needs:

A certification reassures companies that they can rely on a staff member's ability to meet industry benchmarks and produce work of a higher and more consistent quality.



Demonstrate a willingness to learn:

Professional certification shows potential and current employers a proactivity and motivation to learn and gain new knowledge.



Earn transferable qualifications:

Earning a certification recognized from industry to industry, as well as from country to country will give professionals the option to move roles and progress careers.

Representing 22.5% of the world economy⁸, digital technologies have an undeniable impact on commerce and society. As a huge driver of the global economy, an industry-aligned professional certification is crucial to succeeding in our digital world.



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:

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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.