

Four Reasons to Support Certification



Organizations receive several benefits when they support employees' pursuits of professional certifications.



1. Happier, More Engaged Employees

When employees see that their employers are willing to invest in them and their careers, they are more likely to feel noticed and valued. Employees who feel valued tend to stay longer, which reduces employee turnover.



2. Rise in Employee Confidence and Knowledge

Preparing for and earning a certification adds significantly to an employee's comfort level with their work responsibilities and their ability to better handle them.



3. Greater Trust in Employees' Abilities

Certified employees are better able to meet industry benchmarks, and their work tends to be of a higher, more consistent quality.



4. Increased Productivity

Microsoft and other organizations have conducted research that demonstrates that employees who have a professional certification are more productive because certifications prepare workers with best practices that help them work more efficiently. The presence of certified employees can help improve the productivity of team projects.

Collins, B. 2018. "Develop Your Career With a Professional Certification." TD at Work. Alexandria, VA: ATD Press.

Why Your Peers Support Certification for Their Team

"Having a talent development organization that has certifications is a selling point, not only to recruit into that department but to recruit into the business, because they are getting trained and developed by those who are professionals in their field. The business will get the rewards, not only your talent development organization."

—Joe Dusing

Senior Director, Learning and Development, Paylocity

"Supporting certification on our team helps with our overall engagement level. It shows employees that we value the knowledge and expertise that they come to the organization with and that we are committed to continuing the growth mindset and supporting that for all of our team members."

—Cathy Schaefer

Director, HR Employee Development and Talent Management Systems
MD Anderson Cancer Center