Four **Reasons** to Support **Certification**

Organizations benefit when they support employees' pursuits of professional certification

1. Increased Expertise and Efficiency
Certified employees bring industry-recognized skills and knowledge, enabling them to work more effectively, solve problems fast and contribute to business success. You don't have to search elsewhere to find highly skilled staff, equip the ones you have to do their jobs more effectively!

2. Improved Employee Retention
Research shows that employers who invest in their staff through training and certification show increased job satisfaction; employees feel valued and this reduces turnover. Happier employers= more productive employees.

3. Best Practices You Can Rely on
Certifications align employees with industry standards and best practices, ensuring consistency across teams and departments.

4. Stronger Competitive Advantage
Organizations with certified professionals gain credibility in the market, attracting partners and clients who value expertise.

Why Your Peers Support Certification for Their Team

"Certifications provide credibility. They validate your skills and knowledge in a way that employers and peers respect. In a rapidly changing business environment, they show you're committed to staying ahead."

– Josh Bersin,
HR Industry Analyst and Founder of Bersin by Deloitte

"Supporting certifications 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 team members. "

– Cathy Schaefer,
Director Employee Development MD Anderson Cancer Center

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