

# Business Value of Certification and Training

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November 2014





Would you.....

Go to a doctor  
without a diploma?

**Absolutely not**

Doctors go through extensive  
training and pass an exam before  
they get their license to practice

Doctors are required to stay up to  
date through continuing education



Would you.....

Fly with a pilot who  
was not licensed?

**Absolutely not**

Pilots go through training and  
pass an exam before they can  
get their license

Pilots are required to go through  
"Ground School" annually



Nurses



Physical  
Therapists



Stockbrokers



Real Estate  
Agents



School  
Teachers



Architects

# Many Careers Require Certification

Your IT staff has a  
lot of responsibility

Shouldn't they  
be certified?

# Current Situation— IT Staff Skills



IT is moving at rapid pace

Security 

Privacy 

Mobility 

Cloud 

Certification validates you are  
closer to where you want to be

# Business Value of Certification



Have confidence in your IT staff



Maximize your investment in technology



Keep your team learning and growing

# Certification = Confidence In Your IT Staff



How do you know if you are hiring the right people?

Certification shows which candidates have the necessary skills needed

86%

of hiring managers factor in certifications when making hiring decisions

73%

Of IT execs worldwide agree it's important to test after training to ensure knowledge gain

89%

Of IT hiring managers say that IT certifications help confirm subject matter expertise



# Certification Maximizes Your Investment



Efficiency

79%

Of hiring managers feel that certified individuals are more efficient



Productivity



Project success

80%

Of IT managers believe effective training is critical to the success of a project



Less downtime



Better security

75%

Managers believe effective training increases the chances of a project meeting its deadlines



Better compliance



Customer satisfaction

58%

Managers agree staff holding IT certifications are more valuable to the organization



Staff morale



# Keep Your Team Learning and Growing



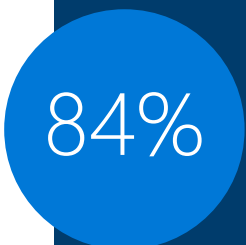
Certification is a measurable accomplishment for career discussions



Certifications can be an important part of goal setting and reward



Risk of losing skilled-up staff mitigated by culture of investment in the employee



IT hiring managers say that IT certifications are used as a measure of a person's ability to work hard and achieve goals

“Train people well enough so they can leave,  
Treat them well enough so they don't want to.”

—Richard Branson

# Value of Instructor Led Training

## LEARNING IS THE PATH TO CERTIFICATION



## Learning Partners Offer:

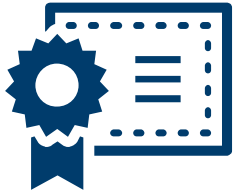
- Training content covering deep technical learning needs
- Certified, experienced experts who guide connected learning plans
- A variety of training options to support different learning styles including instructor-led training in physical and virtual classrooms, video-based learning, peer-to-peer interactions, exam preparation, and expert-guided learning plans
- A direct solution to achieve training and certification goals
- Exam preparation to ensure retention and success

**Microsoft Partner**  
Gold Learning

**Microsoft Partner**  
Silver Learning

# Value of Instructor Led Training

## LEARNING IS THE PATH TO CERTIFICATION



## Certification exams—the end goal of training

- Exams increase the effectiveness of the training
- Exams indicate success for all involved
- Exams provide measurable progress that can be used in career discussions
- Exams provide a proof of skill so organizations can assess readiness for projects



# Sources

## Slide 5

- 93% SOURCE: State of the IT Skills Gap- CompTIA (February 2012)

## Slide 7

- 86% SOURCE: CompTIA, Employer Perceptions of IT Training and Certification, Jan 2011)
- 73% SOURCE: International Technology Adoption & Workforce Issues- CompTIA (May 2013)
- 89% SOURCE: CompTIA, Employer Perceptions of IT Training and Certification, Jan 2011

## Slide 8

- 79% SOURCE: Employer Perceptions of IT Training and Certification, CompTIA (Jan 2011)
- 80% SOURCE: MarketScape, Worldwide IT Education and Training Vendor Analysis, IDC (Feb 2012)
- 75% SOURCE: MarketScape, Worldwide IT Education and Training Vendor Analysis, IDC (Feb 2012)
- 58% SOURCE: International Technology Adoption & Workforce Issues- CompTIA (May 2013)

## Slide 9

- 84% SOURCE: Employer Perceptions of IT Training and Certification, CompTIA (Jan 2011)