

# **Benefits of Certification**

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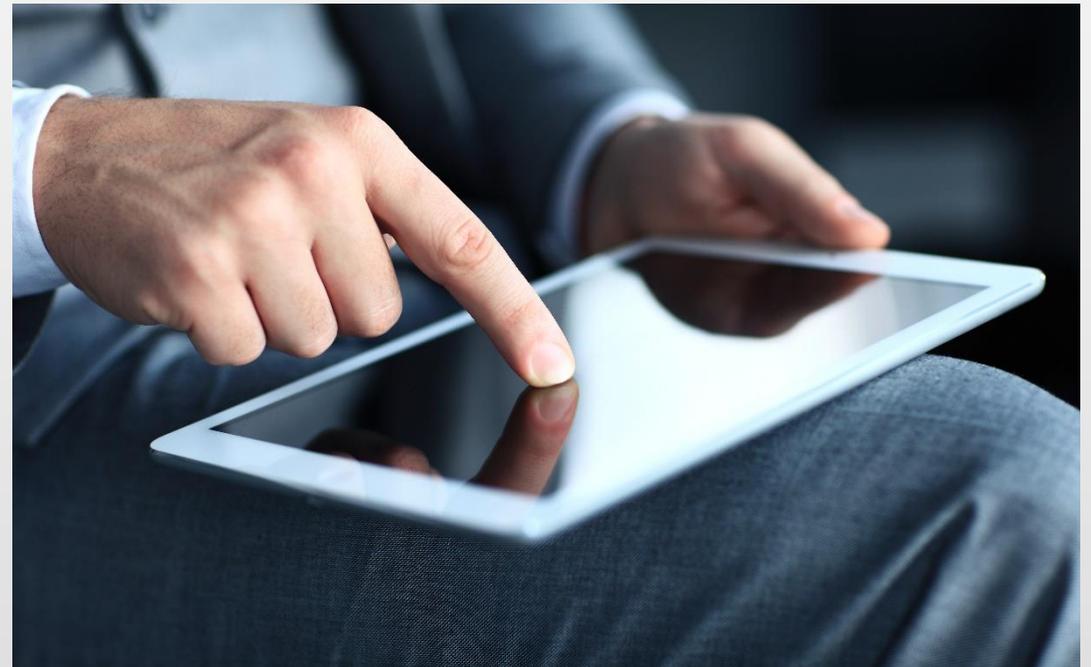
# Globalization as a Moving Force of Certification



# Why Certify?

Both companies and professionals choose certification since it provides:

- ✓ Lifelong learning and continuing education
- ✓ Global recognition of skills and knowledge
- ✓ Connection between theory and practice
- ✓ Networking opportunities
- ✓ Professional loyalty
- ✓ Professional advancement and specialization
- ✓ Increased work effectiveness and efficiency
- ✓ Competitive advantage



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# Key to Lifelong Learning

The world is changing rapidly. To keep up with it, knowledge, training and continuing education have become top priority topics for companies across borders.

- The number of professional certifications skyrocketed in the last decade
- Certifications are now available in almost every industry all around the world
- Companies reportedly spend more of their budget on training and certifications every year

Gary Becker  
Nobel Laureate and Professor of  
Economics and Sociology, University  
of Chicago

"Any company has to realize that not only is the human capital of their employees a major asset, it is also a depreciating asset that needs continuing investment"

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# Global Recognition of Skills and Knowledge



- Certifications are based on international norms and standards
- Globally developed certification schemes provide a unification of knowledge, work styles and, as a result, processes across borders
- Certified specialists are valued by the employers worldwide

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# Bridge Between Theory and Practice

Certifications are developed by boards of experts in both theory and practice.

Working on new certification schemes, they ensure deep theoretical foundation along with high practical value of the knowledge provided by the certification.



As such, certifications can be used to not only to obtain comprehensive knowledge, but also gain hands-on skills in the new field

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# Networking Opportunities

- Acquiring a certification means joining a community of certified professionals with profound skills and experience in the field
- Belonging to this community provides a chance to receive career guidance, as well as advice and support in challenging situations
- Not only professionals, but also companies benefit from a large professional network, growing in quantity and quality



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# Professional Loyalty



- Especially in volatile economic conditions, certification helps **companies** identify loyal employees, who are eager to bring benefits to the company. As a result, the company builds a strong group of core professionals that support its mission, vision and values
- By choosing certification, **professionals** demonstrate the employers their willingness to become an integral part of the company. This ensures job retention, salary raises or even promotion

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# Professional Advancement and Specialization

Certifications help professionals stay on top of their game

Most certifications have a multilevel structure allowing the participants build up their expertise or specialize in a specific area

New certifications identify areas that are becoming essential and provide a deep understanding of new processes

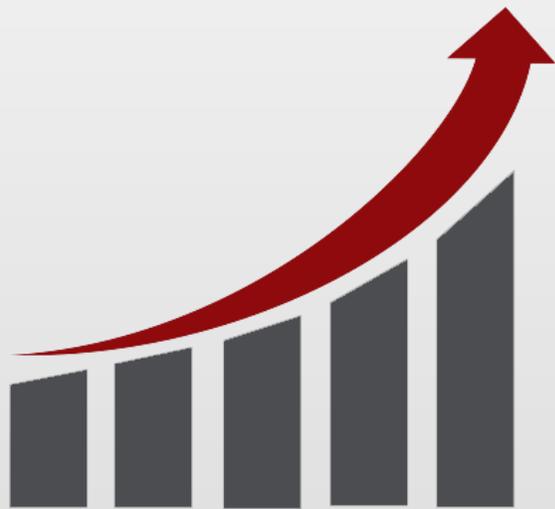
Certified professionals develop and deepen their skills and knowledge in accordance to emerging trends of their industry and have higher chances to be promoted

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# Increased Work Effectiveness and Efficiency

Both employees and employers see certification as a way to increase personal and organizational performance

Along with acquiring a certification, professionals learn about new methods and tools aiming at improving their processes and eliminate the unnecessary practices that might hamper work efficiency



According to 2018 IT Skills and Salary Report, out of IT professionals who prepared for certification exams in the past year:

- 70% noticed an improvement in their work effectiveness
- 40% report increased speed of their work performance
- 38% claim their expertise became more valuable within the company
- 30% reportedly implemented system efficiencies

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# Competitive Advantage

## For Companies

- ✓ Exceptional expertise, skills and knowledge of certified professionals
- ✓ Optimized processes and increased efficiency
- ✓ Credibility in the eyes of stakeholders, customers and partners

## For Professionals

- ✓ Better job prospects due to employers' focus on certified workforce
- ✓ Differentiation among the competitors on the job market
- ✓ Professional credibility
- ✓ Polished and practice-oriented skills and knowledge

"An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage"

**Jack Welch**

Former CEO of General Electrics

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# Benefits of Certification in the IT Field

2018 IT Skills and Salary Report highlights that:



90% of IT professionals believe that certifications lead to a more effective staff



64% of IT professionals are either presently engaged in training for a certification or plan to this year

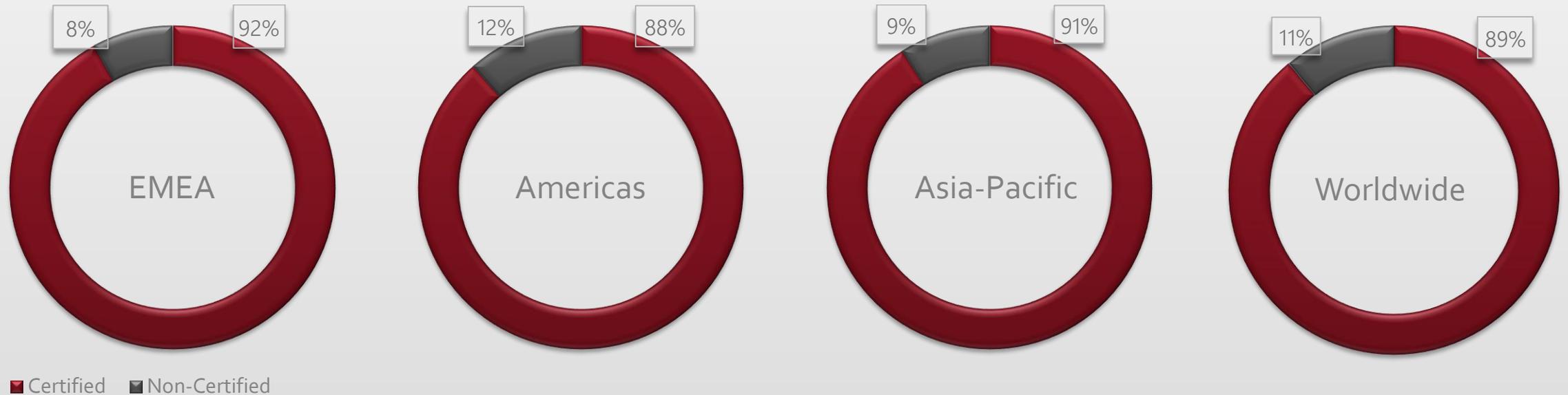


Certified IT professionals in the U.S. and Canada make 22% more than the non-certified ones

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# Benefits of Certification in the IT Field

IT professionals realize the value of certifications and keep up with the industry's requirements. In 2018, 89% of IT professionals around the globe have at least one certification, compared to 86% in 2017

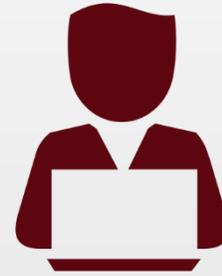


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# Certification Brings Benefits for All



Companies invest into training and certification to optimize their processes and achieve better results



Professionals consider certification as a mean to become more qualified and experienced in their field



Training and certification bodies satisfy the demand for certified professionals and benefit from it

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# Get Certified With GASQ



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