What’s the real value of certification?

Global responses from staff at 195 leading organisations

Prime industry sectors

- IT: 14%
- Education: 14%
- Business services: 10%
- Government: 9%
- Financial services: 8%

Where are they located?

- UK: 33%
- Western Europe: 8%
- USA/Canada: 3%
- Australia/NZ: 2%
- Africa: 1%

As a firm, we are pushing the value of certification more and selling the benefits of working at an industry standard level. This is of a benefit to our clients and at an individual level for career development and progression.

HR Director, UK

48% of companies report an increase in training in the past year.

Shift towards training largely due to...

- Change of business priorities: 39%
- Culture: 29%
- Digitalisation of the business: 21%

Organisations place greater importance on training than training and certification.

Increasing the number of certified employees has an impact on...

- Staff retention: 65%
- Staff morale: 66%
- Staff career development: 63%
- Business reputation: 51%

Organisations predict an increase in...

- Online training: 84%
- Certified employees: 48%
- External training: 35%

Do you want to know what employees think of certification?

Read our value of certification for employees at PearsonVUE.com/voc

Sources: Pearson VUE and LPI. Insight into how employers perceive the Value of Certification

UK - 83%
Western Europe - 8%
USA/Canada - 2.5%
Australia/NZ - 2%
Africa - 1.5%

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HR Director, UK