

Your best credential? Certification !

In the hiring world, it is not only whom you know, but also what credentials you have. Marc Ankerman, President of Ankerman Training Solutions, (ATS) a Columbus Ohio based training and consulting firm (www.trainingsolved.com) has seen how certification assists candidates in the interviewing process and inevitably landing the jobs of their dreams.

In the training and development arena, Certification is measurement, validation, and the “meat” of good training. It is simply not enough to have exposure to learning by taking a course or seminar. It is in the ability to measure what you have learned, through testing (or certification) that indicates you have achieved competence.

It is not enough to have good stories about projects and activities you have worked on during your employment. Today’s employers want to be able to know that the training you have received is valid and comes from a reputable source.

A good example of this is the current feeling by many employers that the interview process does not provide enough qualified information. Many employers feel that they cannot just take the word of the applicant anymore, but they have to “test” to make sure the skills are real and applicable. The tests are costly and often times do not tell the full picture. Some applicants may have the skill or knowledge, but lack the ability to pass the new employers testing vehicle and do not get the job. The one exception to this however, is certification. If for example an applicant tells you that they are proficient in Microsoft Word, you are not sure if that means they can type, or maneuver through the process, or create a full document. If they are certified in the piece of software, you know their abilities and their skill level and are more assured of their competence in the skill.

Certification serves as a tool not only for the employer (in knowing the achievement level of the skill) but also for the applicant. The more certifications you have the easier it is for the hiring manager to know what you can and cannot do. It is one of the reasons ATS partnered with SmartPursuit (www.smartpursuit.com). ATS helped to create the certification process for a series of courses, which teach skills and concepts in a variety of functional areas. The key is that “certification” means that the student in this case, has been able to take the information and apply the knowledge via a testing vehicle. It is more than just sitting through the class or viewing the information. The SmartPursuit series provides credible knowledge and learning to assist in a wide variety of skills and abilities. The Certification (and in this case testing) helps provide the user with the credentials to support the experiences and learning, which they have received.

We know that a SmartPursuit Certification on a resume means that the learner has knowledge and abilities. The hiring manager can rest assure that the new employee has already been tested and certified in the areas of achievement. It saves time for the hiring managers, gives credibility for the end-user and provides a great forum for experiences the applicant can share with a prospective employer.

IN SUMMARY:

Certification is a great tool for justifying experience on your resume.

Your certification may save you from unneeded testing.

Make sure you have all your skills documented on your resume.

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