# Certification – Offering a-way for employers to assess employee readiness

Certifications have a long history in the workforce as well as academia. There are different types of certifications used for various reasons such as licensing, promotion, and goal achievement. Some certifications are internal within an organization, some are professional certifications such as a CPA, and some are product certification such as Blue Yonder products.

Certifications present an opportunity to measure an employee's knowledge and demonstration of skills. "The Gallup study shows 41 percent of Americans in their prime working years have a professional certification of some kind." (Ryder, J., 2020) Knowing the employee has demonstrated a certain level of skills required for a job and has received a certification proving proficiency provides a sense of assurance that the person is ready to work. How substantive or robust these skills are depending on the a few things; first, what is the expectation of knowledge to which skills are being demonstrated for the certification. The value of each certification can vary depending on the requirements, making it important for everyone to look at the competencies of the certifications. Second, how many certifications are there to achieve expert level? Some certification pathways have several levels, some have two levels, it depends on the how each level and each competency is being measured.

ShapeHere's an example, the CPR certification has two requirements to become certified. This certification lasts for two years. The first step to become certified is learning practical knowledge in the classroom or Online. This is including information about emergency situations, practical knowledge about the human body and demonstration of CPR skill set.
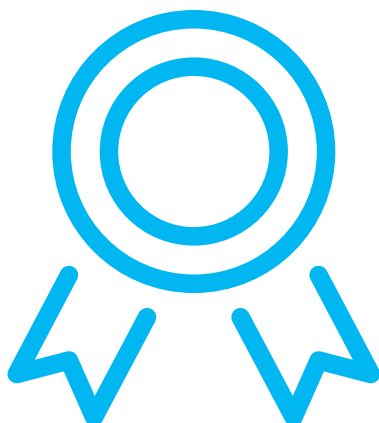
The certification part happens when the learner then demonstrates the skills they learned properly and repeating the skill set they learned correctly in a controlled and safe environment. At the end of the class, the learners are then CPR certified. For some, this means they have met the basic requirements for their job or volunteer organization. For others, this means they feel confident in an emergency they can attempt lifesaving skills. This certification has two levels to achieve the certification.

What does product certification look like in supply chain?

Product certifications provide different standards for organization and learners. When learning about a new product or learning an update, it's important to learn about the critical features and functions to operate the software. These all tie directly back to bringing value to the business.

"Certifications are more and more important to employers...you see them listed more frequently and employers are demanding them, asking for them, hiring for them. And so you know, that that optimism people are feeling is real because it is what the market is calling for, says Courtney Brown, Ph.D, vice president of strategic impact for Lumina Foundation ". (Ryder, J., 2020)

Certifications can help with this process. They provide an opportunity to level-set everyone, learned, they have practiced those set of skills and now have been tested on those skills and passed. "...certifications appear to make a difference in helping such workers feel their job is more than a means of earning money, but a career-oriented position that offers opportunities for advancement and growth". (Professional Certifications Offer Workers with No College Degree a Pathway to Good Jobs, 2020)

At Blue Yonder, we offer that opportunity through our training and certification. Our instructors provide hands-on training to learners. Each class reviews, demonstrates and provides opportunities to apply those skills sets in a live, safe product environment. At the end of the class, the learner has the opportunity to take a comprehensive certification exam that validates the knowledge learned in class. All of the above assures the employer that the learner has accomplished the required skills sets for that product by verifying the knowledge, demonstrating the skills, and certifying the learner is prepared for their job. "Seventy-six percent of those with professional certification surveyed feel they have the education or training needed for the type of job they'd like to have for the next five years." (Ryder, J., 2020)

Reference:

Ryder, J., By, -, & Ryder, J. (2020, May 22). *Gallup: Industry certifications lead to "good jobs", Lumina Foundation: Certifications are growing in importance to employers.* WorkingNation. https://workingnation.com/report-industry-certifications-lead-to-good-jobs/.

Gallup, Inc. (2020). Professional Certifications Offer Workers With No College Degree a Pathway to Good Jobs. https://www.luminafoundation.org/wp-content/uploads/2020/04/professional-certifications-offer-a-pathway-to-good-jobs.pdf.

Jennifer Cunningham, PhD
Director Of Education
Blue Yonder

Dr. Jennifer Cunningham is the Director of Education at Blue Yonder. She is experienced in instructional design, strategic design planning and leadership. With over 17 years' experience in the design and development of education, Dr. Cunningham has experience in both the academic and public sectors of education. She has been published in the Journal of Competency Based Education. She holds a Doctor of Philosophy, where she focused on Instructional Design for Online Learning.

blueyonder.com

BlueYonder