

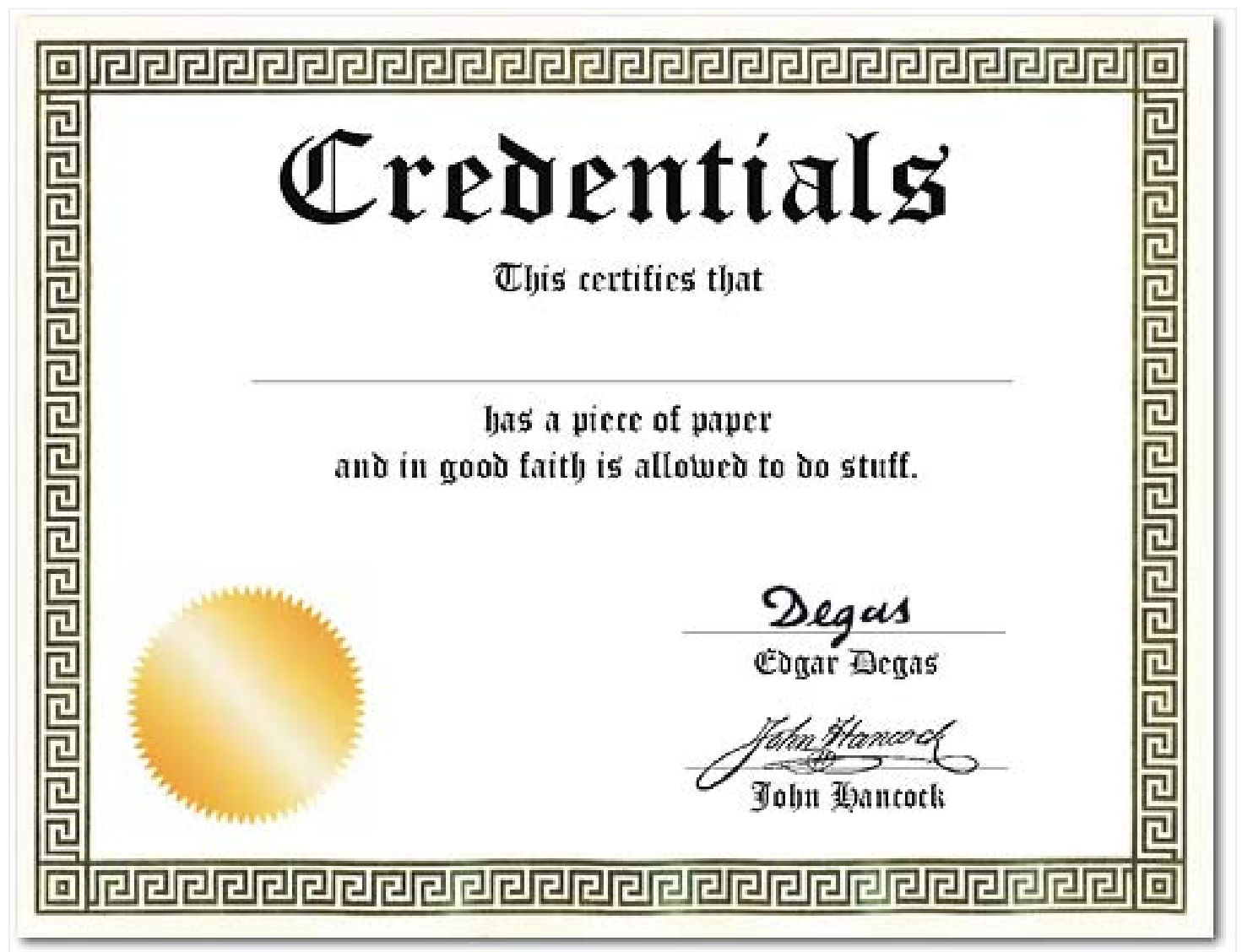
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Certification

Most workers today are getting support from their employer to grow their skill set, according to recent research from staffing firm Robert Half. A majority of CFOs interviewed (72 percent) said their company covers some or all of the cost for staff to obt

Aug. 02, 2016



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general or industry-specific certification is one way to do so,” said Paul McDonald, senior executive director at Robert Half. “Employers often support ongoing development because they benefit from well-educated, highly skilled professionals who are current with trends and able to apply what they’ve learned to business needs.”

McDonald added, “If you are hesitant to ask your company to cover certification costs, do your research and outline the advantages of the training. Since you’re not the only beneficiary, consider which one will give you and your company the best return on investment when deciding between a few certifications.”

View an [infographic](#) of the survey findings.

CFOs were asked, “How, if at all, does your company support its employees in their efforts to receive professional certifications?” Their responses:

Full support – the company pays all educational costs	33%
Partial support – the company pays some educational costs	39%
No support at all	<u>29%</u>
	101%*
*Responses do not equal 100 percent due to rounding.	

CFOs were also asked, “How, if at all, does your company support its employees in their efforts to maintain professional certifications?” Their responses:

Full support – the company pays all educational costs	38%
Partial support – the company pays some educational costs	38%

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investment than others.

2. **Cite immediate benefits.** Show examples of how the **certification** will help improve productivity, bring additional revenue or allow you to take on additional responsibilities.
3. **Prepare for the future.** Explain to your manager how your training will develop you for leadership positions. Most CFOs realize the importance of succession planning, and they're looking for rising stars who may be able to fill the pipeline.
4. **Share the wealth.** Let your boss know that an investment in your education can **strengthen the entire organization**. Offer to share the information learned or mentor colleagues to extend the value of your added expertise.
5. **Divide the cost.** If your manager denies your request, don't give up. Are you willing to cover part of the fees for your professional certification? If not, revisit the conversation in a few months if you sense your boss may be more open to it in the future.

Firm Management

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