AI CERTs™

Certification
Impact Report

Insights into needs, benefits, and ROI

Introduction

Certifications in Today's Job Market

- Certifications validate expertise and enable skill enhancement.

- Bridge skill gaps to meet employers' needs.

- Boost career growth, earning potential, and job satisfaction.

Executive Summary

Key Findings

- **Higher Earnings**: Increased salary, especially in IT and AI.

- **Career Growth**: Enhanced promotions and new opportunities.

- **Confidence Boost**: Improved job satisfaction and peer recognition.

- **Employer ROI**: Augmented ROI because of reduced skills gaps and enhanced productivity.

Key Motivation

Why Do Learners Pursue Certifications?

To Reskill/ Upskill
Stay relevant in the evolving job market.

To Enhance Profile
Showcase validated skills.

To Change/Find Job
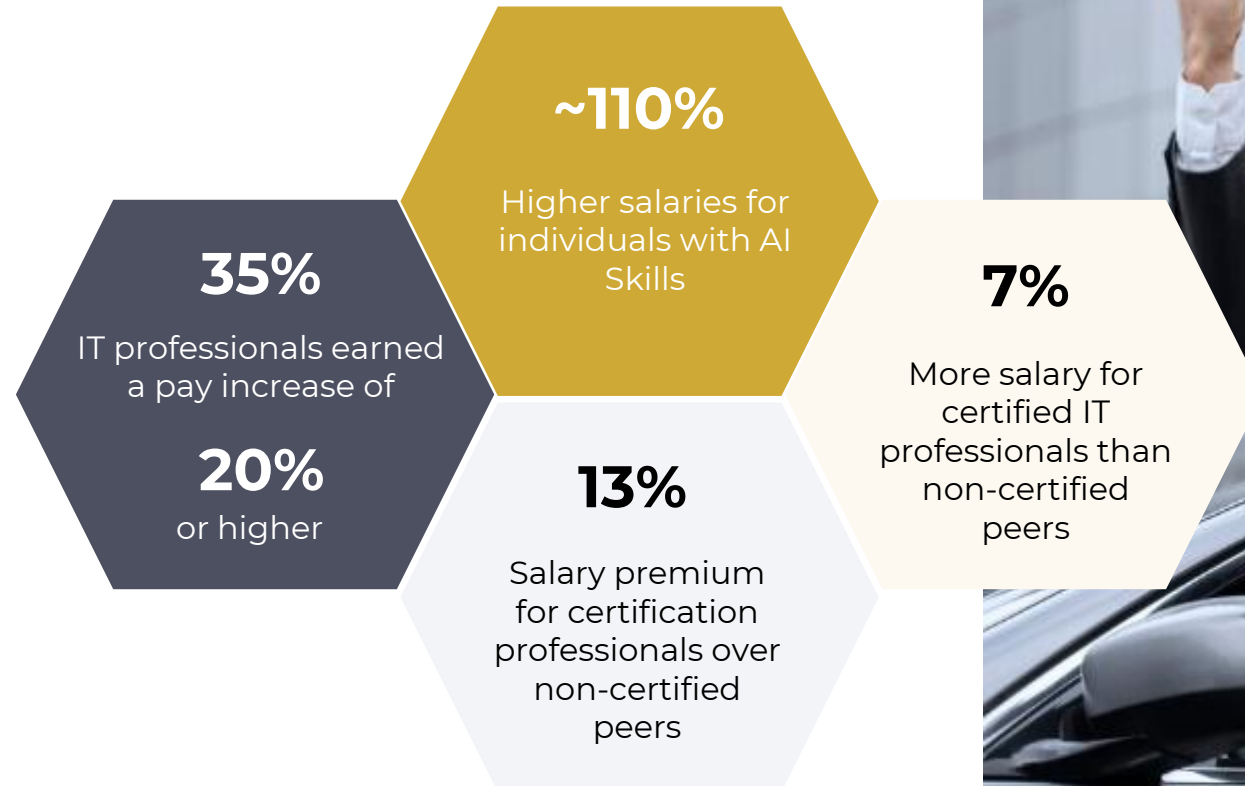Demonstrate competency in new industries.

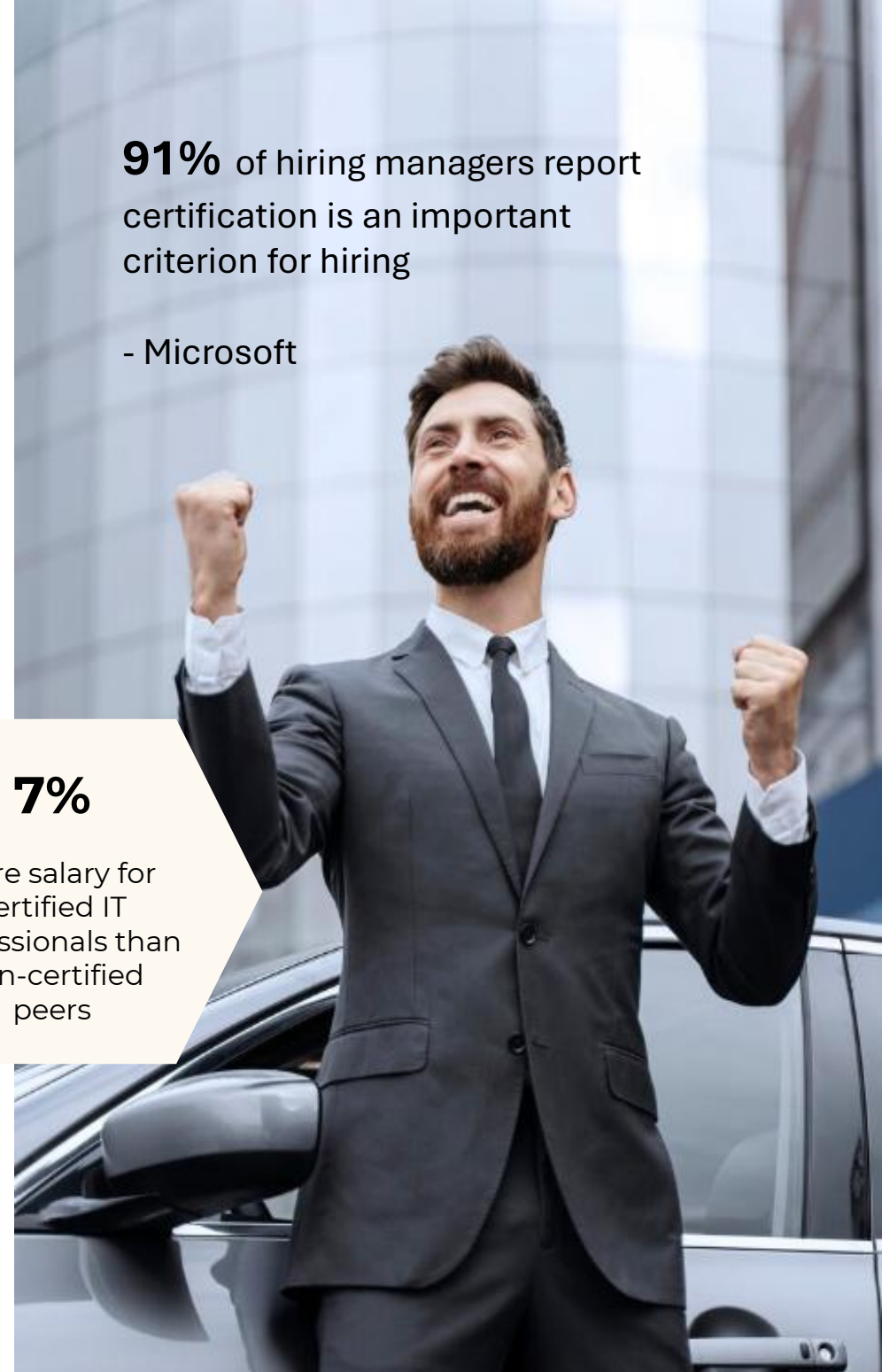**To Advance In Career**
Meet job requirements and secure promotions.

What's in It for Learners?

Financial Benefits

91% of hiring managers report certification is an important criterion for hiring

- Microsoft

35%
IT professionals earned a pay increase of
20%
or higher

~110%
Higher salaries for individuals with AI Skills

13%
Salary premium for certification professionals over non-certified peers

7%
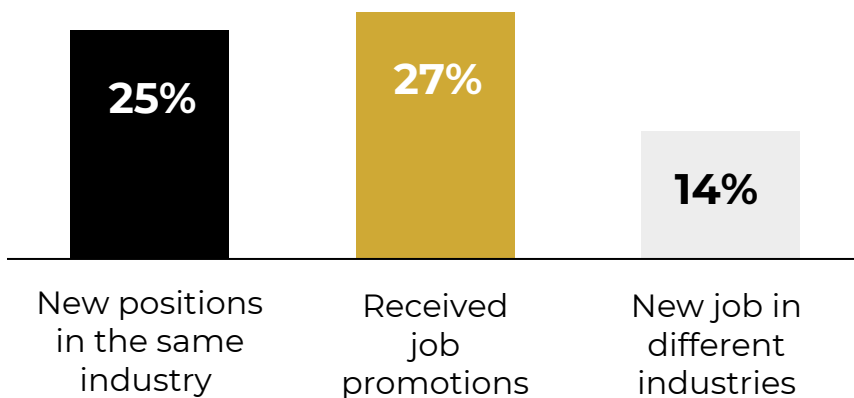More salary for certified IT professionals than non-certified peers

What's in It for Learners?

Improved Job Opportunities

- Certifications open doors to new roles.

- Equip learners with in-demand skills for better opportunities.

- Help transition easily across industries.

25%
New positions in the same industry

27%
Received job promotions

14%
New job in different industries

What's in It for Learners?
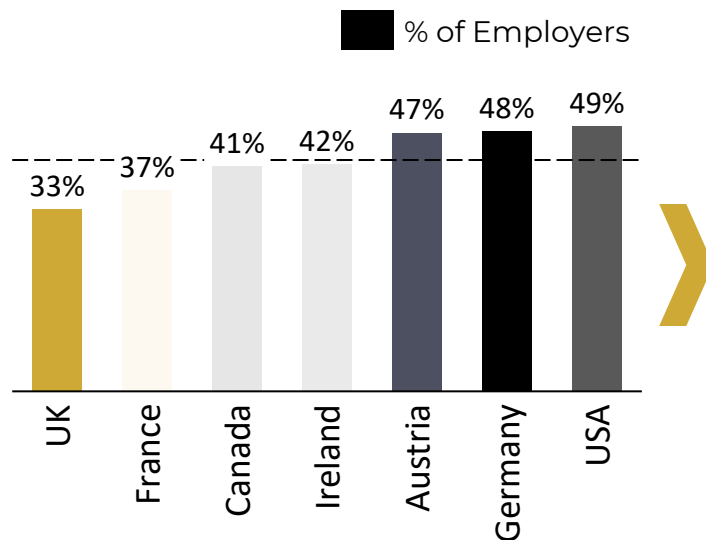
Other Intrinsic Benefits

- Higher Confidence
- Increased Job Satisfaction
- Access to Resources
- Industry Recognition
- Respect from Peers

What's in It for Employers?

Employers' Pain Point: Skill Gap

Share of employers saying lacking AI skills is a barrier to adopting AI (2023)

■ % of Employers

Country	%
UK	33%
France	37%
Canada	41%
Ireland	42%
Austria	47%
Germany	48%
USA	49%

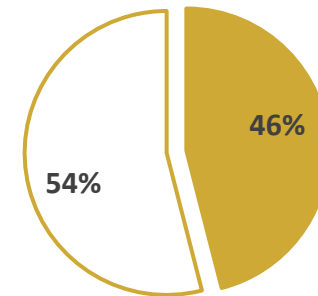**42%** of employers cite AI skills shortage as a barrier

What's in It for Employers?

Employers Address Skill Gaps By Investing In L&D

80% of employers say they will not decrease L&D efforts

■ North America □ ROW

46%

54%

$395.2 Bn
Global Investment in L&D

Investments of leading companies in employee skills

amazon
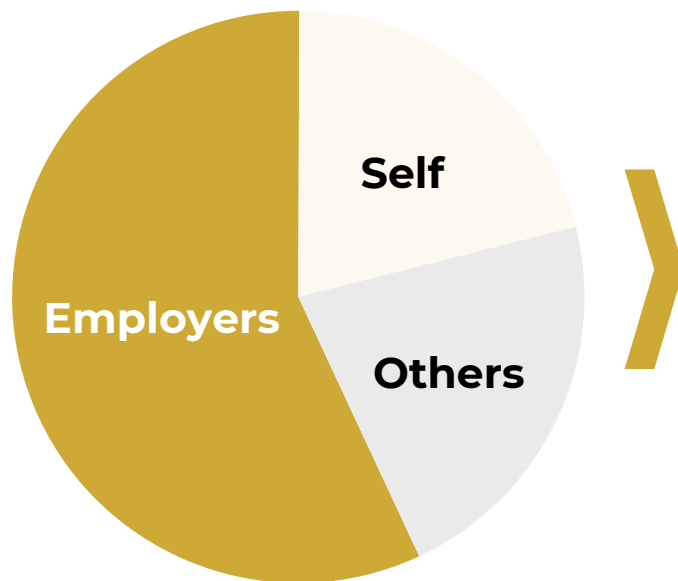**$1.2 Bn** (2024)

Google
$100 Mn (2022)

🍎
$50 Mn (2022)

What's in It for Employers?

Who Pays for The Certification?

More than **50%** of employers funded the training expenses for the certifications

What's in It for Employers?

ROI for Employers

Improves Bottom line

$20,000 — Non-Certified professional

$10,000 — Additional Value

$30,000 — Certified Professional

Reduces Attrition

45% of workers are more likely to stay in their role if they receive training

94% of employees say they won't quit if they get development opportunities
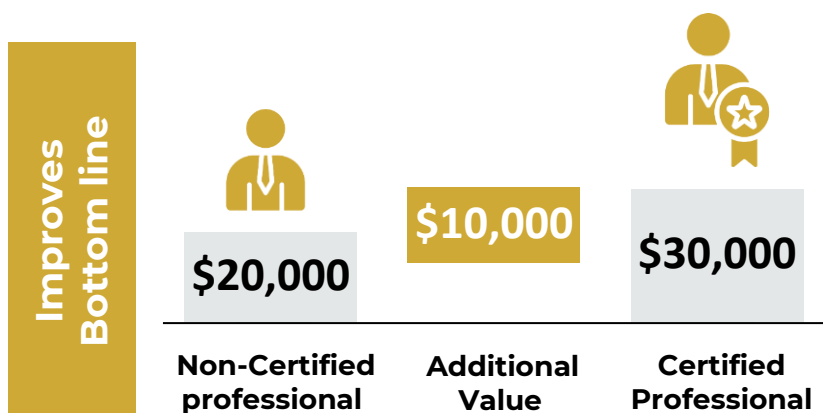
What's in It for Employers?

Increased Productivity

81% of candidates produce higher-quality work

72% are more efficient

77% are better able to innovate

92% believe that workplace training impacts job engagement positively

Certification Dynamics

Learning Preferences of Candidates

1 **Self-Paced**

2 **Blended (Online+ Classroom)**

3 **Classroom**

Flexibility	68% of employees prefer to learn at work
Accessibility	40% of Fortune 500 companies use Learning Management Systems to stay competitive
Cost-Effectiveness	Companies save 50-70% on training costs with e-learning
Higher Knowledge Retention	eLearning can enhance retention rates from 25% to 60%
Industry Relevance	74% of employers report that eLearning helps keep their employees updated with industry changes

Certification Dynamics

Hidden Benefits of Multiple Certifications

Multiple   **Single**

68%

of the IT certification earners have multiple certifications
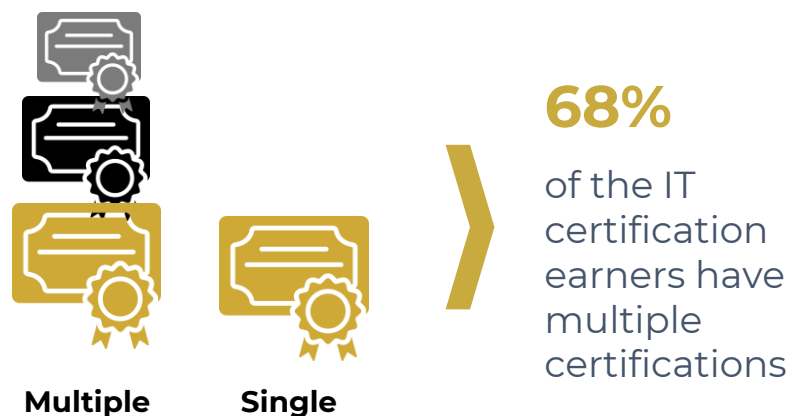
In North America, someone with six or more certifications earns **$13,000** more than someone with one certification

AI Certification

The Next Big Thing

AI Certification

The importance of AI Certification

- High Demand for AI Professionals: Across the industries & sector

- Diverse Career Opportunities: Data science, machine learning, AI engineering, robotics and AI research.

- Lucrative Salaries: High salaries and excellent job security

- Future-Proof Career: The biggest advantage because of continuous innovation in AI

Challenges to AI Implementation

Challenges faced by Industry

- **Talent shortage**: 75% of companies surveyed are facing severe talent shortage. [1]

- **Assessment challenges**: The field is rapidly evolving, requiring a complex mix of technical skills, critical thinking, and problem-solving abilities.

- **Reskill / Upskill challenges**: Lack of reliable and expert mentors and institutes.

- **Use case challenges**: Defining use cases and measuring ROI.

- **Integration challenges:** Integrating AI with existing system and processes

Job Market in AI

The booming AI opportunities

78 million jobs by 2030
AI to create 78 million net jobs [2]

Opportunities in all domains
The most active ones in AI are finance, healthcare, law, manufacturing, real estate.

Worldwide opportunities
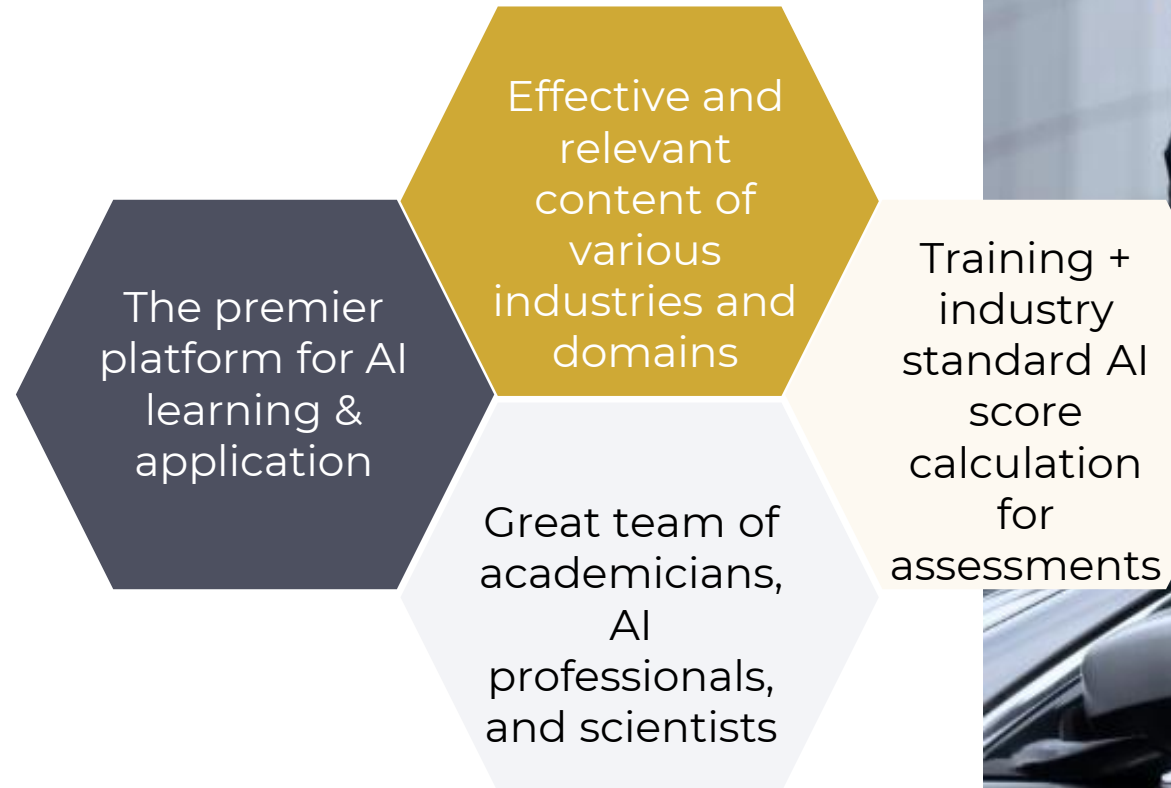USA, China, UK, India leading in AI opportunities

Range of jobs
Data science, Machine learning, IoT, Blockchain, Neural network

AI CERTs Courses & AI Score

Why courses by AI CERT

AI Score is a comprehensive framework to assess AI expertise and suitability of individuals.

It is based on multiple parameters

The premier platform for AI learning & application

Effective and relevant content of various industries and domains

Great team of academicians, AI professionals, and scientists

Training + industry standard AI score calculation for assessments

Get Certified by AI CERTs

Build your career with certification by AI CERTs

- Industry relevant certifications open new opportunities.

- Equip professionals and fresh graduates with high in demand skills.

- Domain specific and domain agnostic, we have it all.

- AI Score to assess your skills and recommend right courses

- A team of highly accomplished AI professionals and trainers

So, what are you waiting for?

AI CERTs™

Conclusion

Key Findings

- Certifications drive career and organizational growth.

- Certifications are vital for staying competitive in evolving markets.

- Investing in certifications is a win-win for individuals and employers.

Explore our certifications at

www.aicerts.io

References

[1]	UST AI Report: 93% of large companies view AI as essential to success, but more than three-quarters face a severe talent shortage. (2024b, August 20). UST. https://www.ust.com/en/who-we-are/ust-newsroom/ust-ai-report-93-percent-of-large-companies-view-ai-as-essential-to-success-but-more-than-three-quarters-face-a-severe-talent-shortage
[2]	Edwards, B., & Edwards, B. (2025, January 10). AI could create 78 million more jobs than it eliminates by 2030—report. Ars Technica. https://arstechnica.com/ai/2025/01/ai-could-create-78-million-more-jobs-than-it-eliminates-by-2030-report/