



CHECKLIST

Do You Have a Winning Certification Program? Ask Yourself These 5 Critical Questions

In a recent Training Industry Benchmark Report, a quarter of those surveyed said increased competition was one of the biggest challenges to running a successful training business.

It's not hard to see why. In 2022, the global training industry was valued at \$163.58 billion and is expected to reach \$487.3 billion by 2030.

So how do you counter the constant influx of rivals and stand out? With numerous providers offering training, why should a learner choose you?

We've compiled this checklist – a self-evaluation tool to help you ensure your program meets learners' needs, stays relevant, and offers them a positive and enriching learning experience.

Question 1: Is Your Program Aligned with Learners' Needs?

Today's learners value professional training to achieve workplace success. Research shows that **74% of workers** are eager to learn new skills or retrain to remain employed. So, you need to ensure your programs meet learner needs. Consider the following:

- » Have you identified the specific skills and competencies learners need to succeed in their careers?

- » Does your program address industry demand and skill-gap requirements?
- » Have you conducted surveys or engaged with potential learners to understand their preferences and pain points?

Question 2: Does Your Program Offer Flexibility and Accessibility?

From soft skills and technical training to on-the-job learning and compliance training, modern learners have changed how they learn. A recent survey found that **58%** of employees like to study or train at their own pace, while the most **preferred way of learning** (70%) is online, self-paced courses, followed by hybrid learning opportunities (62%). So, make sure to ask yourself:

- » Do you offer flexible learning options such as self-paced online modules, blended learning, or modular courses?
- » Can participants access the program from anywhere and at any time?

- » Have you considered the needs of learners with busy schedules and limited time?

Question 3: Are Digital Credentials Integrated into Your Program?

Today's learners want a tangible and shareable representation of their competencies and skills. Data-rich digital credentials provide this as they contain verifiable data that confirms what, where, and how someone earned that credential. And with the right platform, management, and integration, it's easy for you to create, issue and share digital credentials with your learners. To assess your preparation for digital credentials, consider these crucial questions:

- » Are traditional paper certificates and credentials effectively capturing and representing the skills and achievements of your learners?
- » Have you noticed a growing demand for more flexible, accessible, and shareable methods of showcasing skills and certifications by your learners?
- » Would you like to simplify your processes and save time and money by issuing digital certificates instead of traditional ones? [[Check out for ROI Calculator to see how much money and time you can save by switching to digital credentials](#)]
- » Are you interested in leveraging data and analytics to gain insights into how learners utilize your certification?

Question 4: Does Your Program Focus on Continuous Improvement?

Continuous improvement ensures your programs stay relevant, are effective, adapt to emerging technologies and meet learners' evolving needs. It also provides a competitive edge and helps foster long-term success:

- » Do you regularly evaluate and update your program to stay relevant in a dynamic industry?
- » Are you monitoring industry trends, emerging technologies, and changing skill requirements to inform program updates?
- » Have you implemented data-driven decision-making using analytics to enhance program effectiveness?

Question 5: Does Your Program Foster a Positive Learning Experience?

A positive learning experience enhances learner engagement, retention, and overall satisfaction, leading to better learning outcomes - and ultimately reflects positively on your reputation as a certification provider of choice.

- » Are learners engaged through interactive learning activities, networking opportunities, or guest speakers?
- » Have you provided clear program information, including duration, study requirements, and assessment methods, to instill confidence in learners' decisions to enroll?
- » Does the program encourage a sense of community and support among learners?

Digital Credentials are Key to Success

Acclaim is the world's largest and most-connected digital credentialing network, with 3,500+ certification, assessment, and training providers and employers issuing their credentials. It allows you to create, manage, and monitor all aspects of your credentialing, certificate, or badge program, offering the most comprehensive features to design and issue badges.

Feature	Benefit
Rich Metadata	Acclaim's digital credentials contain metadata that showcases the content, context, and requirements needed to earn the credential. This helps to establish credibility for the learner.
Actionable Analytics	Allows you to access real-time insights and data to optimize programs, measure success and boost return on investment.
Certificate Customization	You have full control over creating digital certificates to customize the branding, content and design better to reflect the significance of your learner's accomplishments.
Social Sharing	Acclaim allows badge earners to showcase their learning achievements on platforms like LinkedIn, Facebook, Twitter, mobile wallet, Upwork, ZipRecruiter and more. Enabling the social sharing of digital credentials can also foster a sense of pride and community among learners.



Want to learn more?

In an increasingly competitive training market, a winning certification program requires constant evaluation and adaptation to meet learners' needs. By addressing these critical questions, you can foster a positive learning experience, utilize digital credentials effectively, and focus on continuous improvement to stay ahead.

Schedule a demo now and discover how Acclaim can help you develop a winning program.