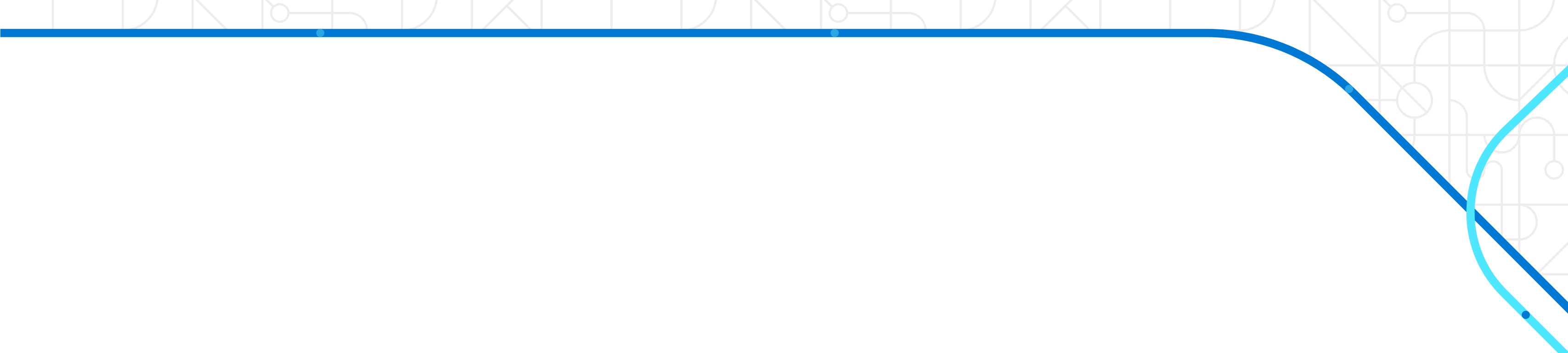




MICROSOFT LEARN

10 reasons to earn a Microsoft Certification



In your career as a technology professional you've witnessed changes coming in waves, touching first one part of your work, and then another and then everything. It's relentless. And in order to stay competitive in the industry, your employers and clients rely on you to stay ahead of the tech curve. Maybe they look to you when they evaluate a move to the cloud, or maybe they bring you a problem and point to an existing tech stack for solutions you may or may not be able to create. Whatever the scenario, you can be sure that the skills you bring to the table are critical on many levels. Achieving tech intensity—the ability to use existing tech capabilities to create new capabilities—comes back to you and your powerful team of tech pros. And since the success of any organization depends on whether or not tech intensity is achieved, training and certifications seem pretty important all the time, but especially right now.

Who you learn from matters

Many companies offer training and certifications, which can make choosing the right one confusing. Technology analysts recommend choosing a certification program from “a significant provider of IT infrastructure,” or a certification program that is an “industry standard.”¹ When it comes to the solutions that businesses use, Microsoft is a significant provider.² Microsoft training and certifications prepare you for the roles that employers are looking to fill. Let's take a look at just ten things you get from Microsoft Certifications.

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- 1 IDC white paper, sponsored by Microsoft, [“Business Value of Digital Transformation and the Contribution of a Growth Mindset in IT,”](#) May 2020.
 - 2 Microsoft, [“Earnings Release FY19 Q4,”](#) Microsoft, 2019.

10 THINGS YOU GET FROM HOLDING MICROSOFT CERTIFICATIONS

1. Recognition from an industry leader

Businesses rely on Microsoft technologies and services to keep mission-critical applications and processes up and running. In fact, companies use more than twice as many solutions from Microsoft than from the nearest competitor.² There's a high demand for professionals skilled in Microsoft technologies and a Microsoft Certification validates your ability to perform in a modern digital business.

2. A solid foundation

Microsoft has created three types of certifications, each one to validate different aspects of how you use technology to solve business problems. Fundamentals certifications build and validate your understanding of technologies that businesses use. The combination of conceptual principles and applied learning lay the foundation for the deeper, role-based learning paths and certifications offered by Microsoft. There's a reason Microsoft Certifications are among the most popular certifications held by technical professionals globally.³ They start with building the foundational skills professionals need, then provide an avenue to deeper technical skills required to perform industry roles and are kept up-to-date based on market and industry demands.

3. The job you've always wanted

Over half of IT decision-makers believe the main benefits of certified individuals is their ability to help close organizational skills gap seen in an everchanging technology environment.⁴ Adding a Microsoft Certification to your resume can make you stand out and give you the edge you need to get your next job. Nineteen percent of technical professionals say certification helped them land a new job.⁵ With a Microsoft Certification you validate your skills and ability, and showcase your energy and commitment to embrace learning new technologies.

4. Higher earnings

Want a bigger paycheck? About 35 percent of technical professionals say getting certified led to salary or wage increases, and 26 percent report job promotions.⁵ And certified IT professionals get promoted more than 50% faster than non-certified IT professionals.⁶ Tech certifications increase the rate of promotions and over time, this adds up to big dividends for your career.

3 Global Knowledge, ["2019 IT Skills and Salary Report, Salary and Certification,"](#) 2019.

4 Global Knowledge. ["2019 IT Skills and Salary Report, IT Decision-Maker Insights,"](#) 2019.

5 Pearson VUE, ["2018 Value of IT Certification,"](#) 2018.

6 Mar 2020 – IDC Survey Spotlight – Doc #US46090620 Do IT Certifications Increase Promotion Opportunities?

5. Highly desirable new skills

Research shows that IT professionals who have achieved a relevant technical certification are more likely to believe that dedication, hard work, and willingness to use new tools can lead them to technology competency. And this is what's called having a "growth mindset." Technical professionals with a growth mindset put energy into learning and using new skills that can benefit their employers and fill crucial skills gaps. Ninety-one percent of certified technical professionals believe that the effort employees put into acquiring new skills strongly contributes to their success. Technical professionals who are certified are consistently more likely to believe they can learn difficult skills.⁷ This approach gives you resiliency and value in a rapidly-evolving market.

6. A new career path, if you want one

If you want to, take your career in a new and specific direction with Microsoft Certifications on your resume. Role-based certifications give you a professional edge by providing globally recognized, industry-endorsed evidence of skills mastery, demonstrating abilities and willingness to embrace new technologies in a digital world. For example, Microsoft Certifications can be your ticket to the growing cloud market. Microsoft Azure accounts for 17 percent of the worldwide cloud market and is growing fast.⁸ With role-based certifications from Microsoft, more attractive and exciting careers are open to you.

7 IDC whitepaper, sponsored by Microsoft ["Business Value of Digital Transformation and the Contribution of a Growth Mindset in IT,"](#) May 2020.

8 Kinsta, ["Cloud Market Share – A Look at the Cloud Ecosystem in 2020,"](#) June 2020.

7. Earn credibility in the cloud era

Cloud computing skills are in high demand. Sixty percent of organizations planned to invest in cloud computing in 2019. That's up 20 percent from the previous year. Fifty-eight percent of IT departments worldwide say Microsoft Azure is a key driver of increased cloud investment.⁹ Earning a Microsoft Certification helps position you to be a part of that growth opportunity.

8. The endless admiration of your employer

Having a certification can help you stand out. Ninety-three percent of business decision-makers around the world say that certified employees add more value than the cost of certification. Certified staff can close skills gaps and are better at meeting client needs, and are more productive and get projects done faster than their peers who aren't certified.¹⁰ Earning certifications shows you are willing to put in the extra effort to build and validate your skills.

9 Global Knowledge, ["2019 IT Skills and Salary Report," Looking Forward,"](#) 2019.

10 Global Knowledge, ["2019 IT Skills and Salary Report," IT Decision Maker Insights,"](#) 2019.

9. Confidence and excitement about your career

Certifications can help you feel more confident, excited, and happy about your work. Sixty-seven percent of technical professionals say certification builds confidence. Forty-one percent are happier with their jobs. Forty percent say it helped them earn respect. And 35 percent say certification made them more excited and optimistic about their career.¹¹ Earning a Microsoft Certification is an investment in yourself and your career.

10. "I told you so" from your colleagues

Your peers who have put in the work to earn certifications believe the effort is worthwhile. Certified individuals have seen the benefits in their own lives and careers. More than 90 percent of certified technical professionals say they would recommend certification to a friend or colleague looking to advance their career in a tech-related field.¹¹

¹¹ Pearson VUE, ["2018 Value of IT Certification,"](#) 2018.

The best part of Microsoft Certifications? Microsoft Learn and role-based training

Microsoft training does more than just build technical skills. It prepares you for roles employers need to fill. Microsoft training and certifications includes problem-solving and critical thinking, as well as technical specializations, hands-on experience and practice requirements, which help you skill up for in-demand jobs. Content and assessments are kept up-to-date to meet industry demands to help you stay current. Microsoft training also helps you learn in the style that best fits your needs:

- Self-paced learning with free, interactive, hands-on, browser-based learning paths that are accessible online at any time.
- Training events that provide a combination of presentations demonstrations, discussions, and hands-on workshops.
- In-depth, customizable, instructor-led training taught by Microsoft Certified Trainers, delivered virtually or in person.

Get started today to boost your career and position yourself for growth in the long run. Visit www.microsoft.com/learn to learn more about the exciting opportunities ahead for you with Microsoft.

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