

Impact of Trainings and Certifications on Individuals and Organizations

Swapnil Kale, PMP Certified

Organization: QMS Academy, India

PHD Scholar of JJTU University, Rajasthan

Qualification: BEIT Engineer, MBA in Project Management

Abstract: Classroom Trainings, Coaching, On the Job Training, Online trainings are multiple ways by which training and learning can be imparted to individuals. My focus of the study is to understand the impact and benefits of Training and Certifications on individuals. Classroom trainings and certifications have played a vital role in IT and ITES industries to enrich the skills and capabilities of the individuals. On the Job Trainings on the other hand, have been very effective to polish the skills of the resources. This training and certifications if imparted in a right fashion can increase Organizational performance. It has proved that there has been significant affect on Organizational Performance and Individuals. Training and Certifications helps understand the gaps in the day to day work, helps identify how to fill the gaps, plan of action for filling the gaps and helps deliver the best as per the plan. Training and Certifications have significant positive impact on Organizational Performance

Keywords: Training and Development, Training and Certifications, Certifications, Benefits of Training and Certifications, On the Job Training, Organizational Performance.

INTRODUCTION:

Training plays a distinct role in achieving organizational goals, keeping in mind the interest and growth of the workforce. In recent times, Training and Certification plays a vital role in increasing the effectiveness and efficiency of individuals and thereby it helps improve overall performance of the individuals, thereby benefiting the organizations to achieve their goals. The performance of the employees depends on various factors like the job satisfaction, workforce culture, work ethics, work assigned to him/her, organizational culture, business and political environment and many other factors but the most important factor is Training and Certifications, as it helps enhancing the capabilities of employees. Training and Certifications not only builds confidence among the employees but it also builds confidence in the customers that they have been associated with good vendors. Training and Certifications helps build individual image and it can be used by organizations to prove their employee's capabilities and credentials.

Training and Certifications helps individuals in following ways:

- Gather knowledge
- Helps building an approach to solve problems
- Helps strategize projects and daily work
- Helps build confidence among themselves
- Helps build credentials and image in front of the customers
- Helps individuals to be up-to-date with latest trends in the market
- Changes the perspective of individuals to tackle issues, concerns, etc
- Increases capabilities of individuals
- Increases core competencies of workforce
- Increases managerial skills: Even though Training and Certifications is a huge cost for the organization, it is always worth spending on the employee training and certifications as this increases the productivity and reduces cost. Which means that, investment in training is worth as it saves overall cost.

Training and Certifications helps organization in the following ways:

- Gain customer confidence: In today's competitive world, all customers would like to have a vendor and the consultants who are qualified and knowledgeable. Training and Certification helps in gaining trust and confidence of the customers.
- Optimizes Return on investment: Training and Certification is an expensive affair for the organization but it is definitely worth to invest the amount as this will in turn reduce the cost for the organization and gain more profits.
- Helps gaining employee trust: It is a normal human tendency, when organization spends on the employees, even they wish to be more loyal towards the organization. Also, it helps employees to gain trust on the organization.
- Helps employee retention: Training and Certification creates a bridge between the organization and employees which in turn retains the employees for a longer duration.
- Reduces attrition rate: More investment in the Training and Certification will demotivates employees to leave their term of work and be loyal. It is generally seen that Training and Certification binds the employees for minimum a period of 2 years from the date of Training and Certification.
- Increases organizational effectiveness and efficiency: Training creates good resources and thereby making them more productive and useful. This increases the organization effectiveness and efficiency. Generally, organizations talk more about performance of the organization and employees rather acting upon it. It is always wise to take necessary action

and plan for it, so that it overall increases the efficiency and effectiveness of the organization.

RECOMMENDATIONS

Based on the research and interviews conducted while this research, I would strongly recommend that each and every organization across the globe, let that be an IT or Non-IT, should have Training and certification program as it encourages learning and growth across the organization. This in turns creates positive environment. I have also observed while this study that, identifying which Training and Certification is necessary for which kind of profile is very important. Mapping the profiles with the skills and competencies is a project into itself. A wrong selection of Training and Certification might lead to simply waste of time, money and efforts. It might also further lead to demotivation.

I would also recommend that, there has to be some Key Performance Indicators (KPI's) to measure impact of the Training and Certification on the individual. There can be multiple ways to measure this. Few of them can be:

- Average handling time pre and post Training
- Attitude towards the work, of the individual after the Training and Certification
- Attitude towards the client, of the individual after the Training and Certification
- Reduction of material, cost, etc post training
- Implementation of tools and techniques, Templates post training

These KPI's will help to understand and plan for future trainings and action.

CONCLUSION:

This shows that training increases the efficiency and the effectiveness of the organization. Generally, people talk about good performance and optimum results but we should actually focus more on how can we achieve optimum results rather than just expecting it form the resources. Thus, it is very clear that Training and Certification acts as a catalyst to improve performance. Thus, the significance of my study will help organizations to plan for their workforce on how to increase the performance by imparting appropriate Training and Certification. Training and Certification positively impacts organizational excellence.

REFERENCES AND BIBLIOGRAPHY:

1. Stone R J. (2002), Human Resource Management 2nd Edition, Jhon Wiley & Sons 2002.
2. FakharUIAfaq, Anwar Khan (2008), "Case of Pearl Continental hotels in Pakistan, Relationship of training with Employees' Performance in Hoteling Industry".
3. Richard Chang Associates, INC., "Measuring the impact of training, demonstrate the measureable results and return on investment."
4. Iftikhar Ahmad and SirajudDin, Gomal Medical College and Gomal University, D.I.Khan, Pakistan (2009), "EVALUATING TRAINING AND DEVELOPMENT"
5. Chris Amisano, (2010), How contributor "Relationship between training and employee performance".
6. Robert T. Rosti Jr, Frank Shipper, (1998), "A study of the impact of training in a management development program based on 360 feedbacks".
7. Workforce.com, (May 22, 2006), "Special report: Training and Development). Roger Kaufman-Florida State University Donald Nickels, M.A., (2009), Michael Armstrong. 2000. "Understanding training".
8. Human Resource Management Practice. 8th Edition. Kogan page limited, London. pp:543
9. Mark A. Griffin. Andrew Neal. 2000. "Perceptions of Safety at Work: A Framework for Linking Safety Climate to Safety Performance, Knowledge, and Motivation". Journal of Occupational Health Psychology Vol. 5(3), pp:347-358
10. Phillip Seamen .Anita Eves. 2005. "The management of food safety—the role of food hygiene training in the UK service sector". International journal of hospitality management Vol. 25(2), pp: 278-296
11. Thomas N. Garavan. 1997. "Interpersonal skills training for quality service interactions" Industrial and Commercial Training Vol. 29 (3) ,pp:70–77
12. Carlos A. Primo Braga. 1995. "The Impact of the Internationalization of Services on Developing Countries". Article based on a World Bank report, Global Economic Prospects and the Developing Countries Washington. Retrieved from http://www.worldbank.org/fandd/english/0396/article_s/070396.htm
13. Ginsberg, L. 1997. "Training for the long haul". Computer Shopper. Vol: 17, p: 4
14. Tsaur, S.H., Lin, Y.C. 2004. "Promoting service quality in tourist hotels: the role of HRM practices and service behavior", Tourism Management, Vol. 25 pp.471-
15. Flynn, B.B., Schroeder, R.G., Sakakibara, S. 1995. "The impact of quality management practices on performance and competitive advantage", Decision Sciences, Vol. 26 pp.659-91

16. Tom Baum. Frances Devine. 2007. "Skills and training in the hotel sector: The Case of front office employment in Northern Ireland". *Tourism and Hospitality Research* Vol: 7, pp: 269–280
17. Shepard, Jon Robert W. Greene. 2003. "Sociology and You". Ohio Glencoe McGraw-Hill.

