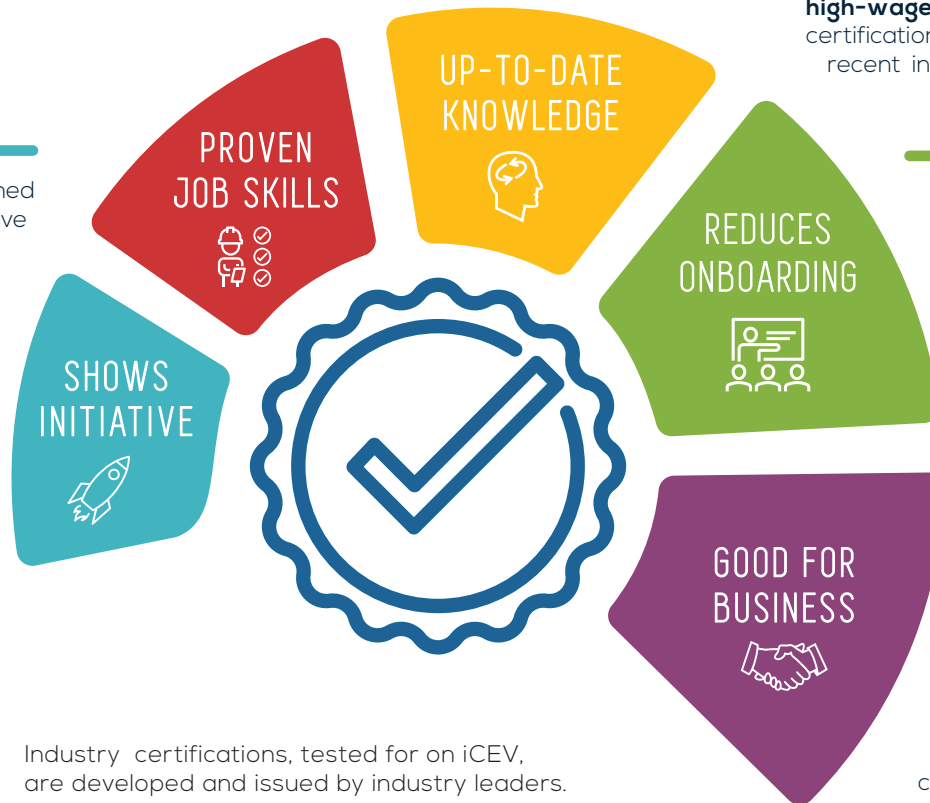


5

GREAT REASONS YOU SHOULD HIRE INDUSTRY-CERTIFIED APPLICANTS

1 Individuals who have attained an industry certification have exhibited **initiative and a desire for self-improvement**. Investing time and effort into earning a certification displays ambition and dedication to one's career. It also signals candidates possess the **drive to set and achieve goals**.

2 Industry certifications validate individuals have acquired **essential knowledge and skills** required to enter specialized occupations or industries. Candidates are assessed based on **weighted industry-valued and industry-accepted standards** and are therefore considered career-ready.



Industry certifications, tested for on iCEV, are developed and issued by industry leaders.

To learn more, visit www.icevonline.com/certification.

Industry certifications are regularly reviewed to ensure they adapt to changes in the labor market and **reflect competencies and skills aligned to current high-demand, high-wage occupations**. This ensures a certification holder is aware of the most recent industry trends and developments.

Because candidates who obtain industry certifications have proven foundational knowledge and skills, they **require less onboarding, reducing time and expenses**. Employers can be confident certified applicants are **familiar with terminology and procedures** within a specific industry.

When certifications are listed on a résumé, it makes it easier for employers to **identify high-quality, well-prepared applicants**. It also indicates candidates are committed to a specific field. Finding qualified candidates **reduces turnover and increases productivity, which saves businesses time, energy and money**.