

Certificate Quick Guide

The importance of certificates

Giving a certificate to an employee can boost motivation, recognise achievement, positively reinforce the employee's participation and validate the training. An additional benefit is marketing. Certification will not only encourage the learner to pursue other training but will also advertise to others that certificates can evidence personal growth to share with employers.

Things to consider

When using certificates, you have a number of options for when to offer them. Certificates might be awarded in the following situations:

- Completion of a single course
- Completion of a specific learning path
- Completion of set credits – e.g. completing 5 courses
- Upon request – where the staff member can request a certificate

These vary across organisations and no one option is the right option. You will need to think about the following when deciding when to offer them:

- Value – What value are you placing on the certificates you offer and what will offer more credence to the certificate?
- Resourcing – what capacity do you have to produce these certificates. This will be the biggest factor to consider as it will need to be something that you can maintain.
- Organisational goals – are you tying the certification to a particular goal/strategy in your organisation
- Compliance and orientation courses – are you going to offer them for completion of compliance and orientate on courses or differentiate between the types of courses?

The importance of signatures

Consider who will sign the certificate on behalf of the organization. Remember the more senior the position the more value this adds to the recipient.

Making it part of your marketing

Certificates can be part of a larger marketing strategy. As well as sending a certificate to the employee, think about adding a section to your newsletter that highlights those that have received certificates. This will draw attention to the employee's accomplishment and also highlight for others what they could gain through completing a course.

Email Marketing Template

When sending these emails think about your target group. Perhaps pick a thematic area each month or week that will allow you to target your certification programmes.

Dear [Name]

Are you a new manager or looking to move up into a management position?

The New Manager series will offer you the foundation to become a more effective manager. You will get a better understanding of management theory as well as practical tools and advice you can use straight away.

The curriculum develops knowledge and skills useful to a position of influence, even if you are not in a formal management role. You will have a better understanding of the latest principles, strategic concepts and philosophies.

In the New Manager Foundation programme, you will cover the following

- Managing Through Meaningful Conversations
- Balancing the dual roles of people manager and technical expert
- Delegation
- Becoming a manager/coach
- Performance Management for NGOs and CBOs
- Understanding and Preventing Discrimination and Harassment Prevention Training
- Assessment - New Manager

Once you have completed all the learning modules you will receive a certificate for your foundation level. Completing the foundation level also makes you eligible for the next stage Certificate; Advanced New Manager

If you would like to access this exciting certificate programme, please log on to www.yourladdress.org or contact me directly.

Many thanks

[YOUR NAME]

Certificate Award Email Template

Subject: You have completed a course - Congratulations!

Dear **[Staff Name]**

Congratulations on your course completion!

You are part of a diverse and growing community of learners who are investing in yourselves through professional development.

By expanding your skills and knowledge, you are helping to expand **[Organization Name]** capacity to achieve our mission and goals.

We hope that you found the **[Course Name]** valuable and encourage you to continue in your learning journey.

To mark this completion please find attached your course certificate.

From the whole Learning Team at **[Organisation Name]** congratulations!

Certificate Template

[Click here for an editable version of these certificates](#)



