

The Value of Certifications

I retired in 2014 after 25 years as a director of Human Resources. During all of those years, one of the most important qualifications I expected of applicants was the college or university degree. In the hospitality industry, the type of degree didn't necessarily matter unless the position was in accounting or human resources. Otherwise, the backgrounds included the gamut of degree programs. The most important was that the applicant had the stick-to-it-ness to complete the degree.

Times have changed. I've talked to transitioning military who have multiple degrees, including masters and PhDs, who are told that they are not qualified because they don't have the required certification. I can't emphasize the impact that the certification has on the marketability of a candidate. Note that this is a business decision by the prospective employer. The certifications provide a specific depth of knowledge that the employer needs for the success of the business.

Whether through the Career Skills Program or the Career Bridge or Onward to Opportunity or any of the other certification programs offered, the transitioning member has many choices. It is up to you to find the one that best assists you. Review your transition strategic plan and direct your path to the correct certification program that will provide you with the expertise needed to make you competitive. Remember that you are competing with internal and external candidates for the desired job. It's up to you to take the initiative.

Best of luck in your career search.

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