



Motivate your employees to earn AWS Certifications

In collaboration with



Struggling to keep employees engaged?

You're not alone. According to the LinkedIn Workplace Learning Report, 36% of Learning and Development (L&D) professionals state increasing employee engagement in learning is a top three challenge.¹ Fortunately, there are some proven methods you can use to incentivize teams and encourage a culture of continuous learning.

The value of AWS Certifications for AWS Partners

81%

of customers care that partner staff are AWS Certified²

56%

of partners have boosted customer retention rates²

92%

of partners report improved employee job satisfaction³

What is standing in the way?

Typically, there are two factors that prevent teams from undergoing training:

1. Many employees mistakenly believe that earning certifications will be too challenging, boring, or time-consuming.
2. Some partners are concerned about losing staff once they become certified since AWS Certifications are highly sought-after.

However, it doesn't have to be that way.



The 4 top ways to incentivize your team

Motivating your team to earn AWS Certifications extends beyond monetary incentives. AWS Partners are encouraging their employees through these innovative approaches.



1. Branding and gamification

Training doesn't have to be a chore. 83% of employees say they feel more motivated when they receive gamified training.⁴

Consider branding your training program and offering prizes for employees who earn certifications.



2. Employee recognition

Did you know that people are 56% less likely to look for another job opportunity if their employer prioritizes recognition?⁵

Provide employees with a place to share their achievements and get leadership involved in celebrating them.



3. Mentorship and peer learning

Mentorship and peer learning is a great way for colleagues to encourage each other throughout the training process.

Think about setting up a mentorship program or building a community of learners who can share knowledge.



4. Flexibility

Employees cite a lack of time as the main barrier to training. As such, learning often falls to the bottom of the priority list.

Carve out some dedicated time for your team to focus on training and give them the opportunity to choose their courses.



“AO's gamified certification approach, combined with support and recognition, fosters an environment that enables employees to grow and excel in their careers.”

Nitin Vartak
Chief Technology Officer at Alpha Omega

AWS Partner-exclusive live exam prep

Whether getting started as an AWS Certified Cloud Practitioner or focusing on a specialty certification, the AWS Partner Certification Readiness (APCR) program offers flexible training options to help learners confidently prepare for exam day. All APCR programs include your choice of on-demand or live virtual sessions held by AWS experts that offer step-by-step exam prep and space for Q&A.

[View APCR Programs](#)

Discover how other AWS Partners motivated their teams to earn certifications

[Read blog post](#)



¹ LinkedIn Learning, [2020 Workplace Learning Report](#), 2020.

² Enterprise Strategy Group, [Understanding the Value of AWS Training and Certification to AWS Partner Organizations](#), Sep. 2021.

³ Enterprise Strategy Group, [The Value of AWS Training to AWS Customer Organizations](#), 2022.

⁴ TalentLMS, [The 2019 Gamification at Work Survey](#), 2019.

⁵ Workhuman, [Unleashing the Human Element at Work: Transforming Workplaces Through Recognition](#), 2022.

