



10 Great Reasons to Help Convince Your Boss to Send You for UX Training

Do you want to get some UX training, but you need help convincing your boss to send you? Here are 10 great reasons that will help you guide your discussion. We have covered all the top reasons why this is a great idea - all you really need to do is send them the link to this article.

1. Proven - The return on investment in good UX is huge. Across many industries, Canadian executives recognize the value created through UX training, including the decrease in their operational costs by ensuring products and services are more effective, less costly to develop, better meet user needs and generate increased satisfaction. As a result, UX Alliance certification often returns tens of thousands of dollars for just a few thousand-dollar investment.
2. Versatile - The skills gained in this training complement a number of professional backgrounds, from designers, computer programmers and engineers looking to update their skillset to public servants and social scientists looking for new ways to draft policies and model services. In short, UX Alliance certification is useful for almost anyone.
3. International - The UX Alliance certification is internationally recognized. Built and delivered by well-established UX firms around the world, UX Alliance certification reflects some of the best thinking in the industry and covers all the important stuff.
4. Practical - The UX Alliance certification sessions don't just explain specific methodologies, we get students to try them so that students know how to use them and illustrate how they have been applied using actual case studies.
5. Comprehensive - Since UX is a multidisciplinary field we offer three different levels of certification, and cover a wide range of topics (psychology, usability, interaction design, etc.).
6. Valuable - UX Alliance certification is an investment in the skills that will increase your team's value to you as an employer and will be transferable to future employers.
7. Experience - Our trainers have all been in the industry, doing UX and service design, for 15+ years each. They bring real experiences and stories to the training and base questions and discussion on what they have done.
8. Omnichannel - The UX Alliance certification underscores the importance of a good user experience across all your touchpoints, channels, and services not just your digital solutions.
9. Industry-driven - The UX Alliance and its certification was built in response to a request from really, really big firms who wanted better standards and training for the industry.
10. Engaging - We work to make the training sessions fun and interesting and students leave wanting to do and learn more.