

INTERNAL CERTIFICATION PROGRAM

Internal Certification Programs are a combination of internal bank training programs and specific CFTEA courses and seminars, as determined by bank training departments. Employees work toward these bank-designed programs to attain recognition and recommended skills within their organizations.

Internal certification programs provide human resource and business benefits for any company including:

- Increased staff retention and decreased turnover *educated and informed employees are more satisfied with their position, performance and company management*
- Improved sales and customer service *educated and knowledgeable staff provide better customer service and increased sales*
- Increased employee motivation *employees are motivated to meet learning goals due to incentives and a clear-cut educational direction provided by management*

Internal certification programs provide human resource and business benefits for the employee including:

- Opportunity to participate in professional growth and meet individual goals
- Educational goals are clearly defined
- Path for promotion is clearly defined
- Motivation due to bank interest in his/her educational growth

Developing Your Bank's Internal Certification Program

CFTEA can work with you to help create your bank's Internal Certification Program. Your own internal training programs, CFTEA classes and training programs and any other programs you would like to add to the requirements are brought together in one (or more) certificate programs specifically for your organization's employees. CFTEA programs include various training formats – self study, online self-paced programs, instructor-led online programs and live classes. CFTEA will help with the announcement of the certificate program(s) with brochures and mailings and attend meetings with materials for students to look at, transcripts to evaluate and CFTEA promotional trinkets.

When all of the required programs are completed and an employee is eligible to receive a certificate, that certificate will be awarded by CFTEA along with your financial institution and the certificate will be added to the employee's CFTEA transcript.

Here are some steps to take to get started:

- Step 1:** Provide your bank's existing internal training requirements and goals to CFTEA for assessment and evaluation or do your own evaluation
- Step 2:** Meet with CFTEA to discuss corporate education goals and hear recommendations for expanding your program with CFTEA courses and seminars.
- Step 3:** Establish an employee incentive system for the Program. Examples of Program completion incentives include:
- Monetary compensation
 - Grade level increase
 - Personal holiday
 - Certificate of Completion
 - Savings Bond
 - Gift Certificate
 - Bank logo items
- Step 4:** Formally announce the program to employees.
- Step 5:** Schedule an Education Day at your Bank where CFTEA promotes the program with flyers, textbook examples, individual transcript evaluations, etc.