

# Get your employer to say yes

A professional qualification is a strategic investment that requires both time and financial planning.

Securing support for your professional development can be challenging, especially when budgets are tight. That's why we've outlined a few key reasons to help you build a strong case for employer sponsorship and highlight the value of investing in a STEP qualification and studying with CLTI.

- 1. Enhanced client service delivery** – Sponsoring a STEP qualification equips employees with specialist knowledge and practical skills that directly enhance the quality of service provided to clients. This helps build trust and credibility with clients who value technical expertise, professionalism, and consistently high standards.
- 2. Stronger competitive positioning** – Supporting employees to achieve STEP qualifications helps your firm stand out in a crowded market. As an industry-recognised benchmark of excellence, STEP accreditation signals to clients and peers that your team operates at the highest professional standard—enhancing your reputation, attracting new business, and deepening trust with existing clients.
- 3. Long-term value and risk mitigation** – Investing in STEP qualifications is a proactive step that strengthens your team's technical capability and decision-making. This not only improves operational efficiency but also helps reduce risk, protect your firm's reputation, and ensure compliance with evolving industry standards.
- 4. Visible commitment to professional development** – Sponsoring STEP qualifications demonstrates your organisation's dedication to continuous learning, professional excellence, and the long-term growth of your people. It sends a clear message to clients and employees alike that you invest in building a knowledgeable, trusted, and future-ready team.
- 5. Practical, real-world impact** – STEP qualifications are designed with day-to-day application in mind, equipping employees to navigate complex, real-world scenarios with confidence and precision. This leads to more consistent, high-quality outputs and better-informed decision-making across your team.
- 6. Credibility through recognised accreditation** – STEP membership and qualifications are globally respected and independently accredited, offering assurance of quality and integrity. By supporting staff to achieve this standard, your firm benefits from the credibility and trust that come with third-party validation, reinforcing your commitment to excellence in the eyes of clients, regulators, and peers.

[View our qualifications](#)