

Badging and Credentialing: The Universal Language of the Future

A SHIFT IN UPSKILLING AND RESKILLING IS IMPERATIVE TO MATCH THE LABOR DEMAND OF THE COMING ERA.

Almost

50%

of jobs will become obsolete by 2030, according to futurists' predictions.

DRIVING FACTORS FOR LEARNING IN ORGANIZATIONS:

- Achieving business goals
- Improving employee engagement & retention
- New skill development

DRIVING FACTORS FOR LEARNING AMONG STUDENTS:

- Greater agency & self-paced learning
- Verifiable competencies for quick hiring
- Cost-effective & efficient career progression

A UNIVERSAL LANGUAGE CAN HELP BOTH ORGANIZATIONS AND JOB-SEEKERS. WHAT DOES THAT LOOK LIKE?

COMPANIES PARTNERING WITH INSTITUTIONS CAN:



CREATE

a dedicated funnel of new employees

OFFER

skills mapped to business needs

REDUCE

on-boarding time & on-the-job training

ENABLE

lifelong upskilling & reskilling

HOW IS A UNIVERSAL LANGUAGE BUILT?

Badging & Credentialing

ALLOWS ORGANIZATIONS TO:

- Recruit employees with leadership potential
- Create structured 1-on-1 training opportunities
- Enhance learning & engagement
- Align curriculum to workforce outcomes
- Show ROI of training
- Advance overall skills-based education & career pathing
- Plan, innovate and scale as education evolves
- Support non-traditional learners in flexible ways

ALLOWS LEARNERS TO:

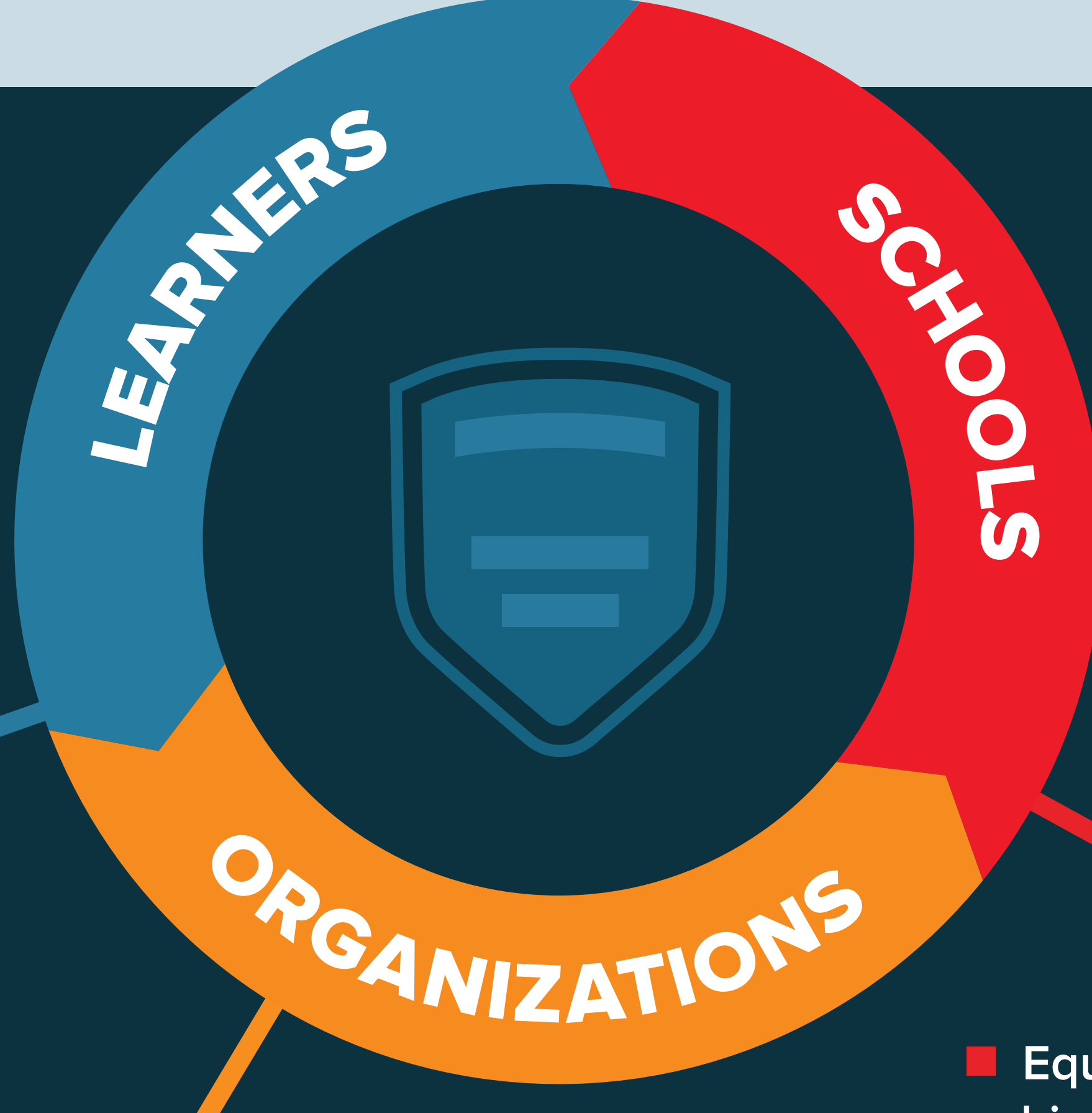
- Master and stack various skills
- Confidently showcase a portfolio of skills
- Rid themselves of imposter syndrome
- Build real-world competencies
- See their unique learning path and pace
- Track progress
- See the performance of others
- Understand next steps

WHICH IS BEST FOR YOUR ORGANIZATION?

BADGING VS CREDENTIALING

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| <ul style="list-style-type: none"> ■ Serves as a great introduction for institutions ■ Integrates a definable component that can align with courses ■ Incentivizes program completion by automatically issuing badges ■ Inspires learners through social media incorporation | <ul style="list-style-type: none"> ■ Offers a next step for badge offerings ■ Provides more orchestration & management of badges ■ Defines and tracks how, where and at what cadence credentials are implemented across programs ■ Links badges with job market data and visualizes career options |
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CREATE A CYCLICAL CULTURE OF LEARNING WITH BADGING & CREDENTIALING



- Core driver of accomplishment & competency
- Personalized approach to learning
- Ownership of development
- Motivation, meaning, inclusivity, competition & social belonging

- Overall skills, knowledge & performance enhancement
- Mindset shift to lifelong learning
- Encourages learning with instant results
- Makes learning an organizational priority
- Strengthens the correlation between learning, performance and one's value to the organization

- Equitable, open access to high-quality information
- Personalized learning journeys
- Verifiable proof of student achievements
- Investment in coursework
- Digital achievement repository to share wherever



What's next?

Online training courses rank highest among the types of technology companies are planning to implement to build a culture of learning. Read the full report to learn more about badging & credentialing for skills building.

READ THE FULL REPORT:

Building Transferable Skills for the Workplace of Tomorrow.