



# How to Make a Wildly Successful Training Program With Digital Credentials

#BadgesDoneRight



# Today's panel



**Darren Surch**

Interskill Learning



**Jim Daniels**

Credly



**Susan Manning**

Credly

# The many purposes of credentials



Compliance



Learning



Engagement



Planning



Awards

# But don't take my word for it



54M+

Credentials Issued



2,600+

Issuers



25M+

Credential Earners



75

Earner NPS

75

Issuer NPS

Source: Credly, February 2022



# Poll!

For which purpose(s) do you think you would use digital credentials?

# Darren Surch

Interskill Learning

# What happens in one second?



5,787  
Tweets



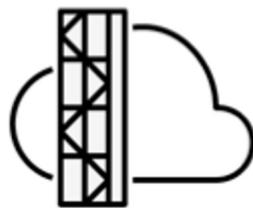
18,519  
swipes



20,000+  
Photos shared



63,000  
searches



1,157,407  
IBM Z  
transactions

# IBM Z runs the world!

## DAILY

<b>30 billion</b> encrypted transactions	<b>400 million</b> retail transactions	<b>1 million</b> hotel nights
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## ANNUALLY

<b>29 billion</b> ATM transactions	<b>87%</b> of all CC transactions	<b>90%</b> of all airline reservations
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## USED BY

<b>67%</b> of the Fortune 100	<b>70%</b> of the Fortune 500	<b>24</b> of the 25 largest GDP Countries
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## USED BY

<b>92</b> of the Top 100 Banks	<b>10</b> of the Top 10 Insurers	<b>7</b> of the Top 10 Retailers
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# interskill

The world's most delivered, most awarded, most IBM credentialed, IBM Z mainframe training.

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mainframe  
elearning  
courses

hands-on  
mainframe  
labs

mainframe  
skills  
assessments

mainframe  
expert  
videos

LMS  
reporting &  
analytics

IBM  
digital  
credentials

# IBM Credentials: Certifications, Badges and Specialties

**129%**

Increased Course Enrollments.

**226%**

Increased Course Completions.

**694%**

Increased EoC Assessments.

**3x**

Engagement level of employees!

**2x**

Workforce Retention

**Synergy:** the interaction or cooperation of two or more components to produce a combined effect greater than the sum of their separate effects



## Badges

[Change Badge](#)

CURRENT BADGE

### COBOL and IBM Enterprise COBOL for z/OS Programming

#### Description

This badge earner has higher level COBOL skills and can write code to access and manipulate tables, sort data, and can invoke sub-programs from the code. The individual has a solid understanding of object oriented COBOL, can explain how COBOL programs are created and managed in a z/OS environment, and describe how to access IMS database information using COBOL code.



#### Badge Category

Mainframe Application Programmer

[More Information](#)

Courses completed

0 / 4

Total estimated hours

13:30

16 / 16 modules remaining

▾ COBOL PROGRAMMING - ADVANCED

Not Started

▾ COBOL - IBM ENTERPRISE COBOL 6.3 FOR Z/OS

Not Started

▾ ACCESSING IMS DATABASES FROM COBOL

Not Started

ADVANCED COBOL ASSESSMENT

Not Started

[Take Assessment](#)



Mainframe  
Systems Operator  
z/OS 2.4

Level I

Professional Certificate

IBM Authorized Digital Credential

Learning Powered by:



Mainframe  
Systems Operator  
z/OS 2.4

Level II

Professional Certificate

IBM Authorized Digital Credential

Learning Powered by:



Mainframe Systems  
Programmer  
z/OS 2.4

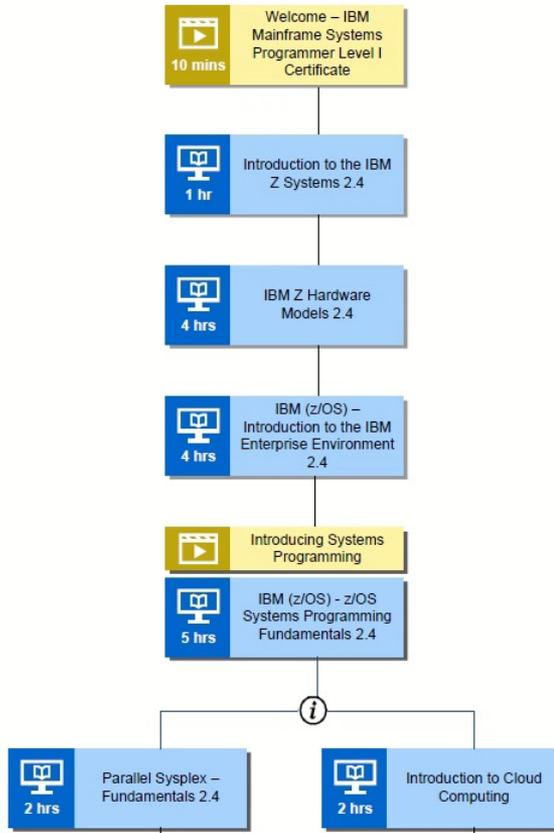
Level I

Professional Certificate

IBM Authorized Digital Credential

Learning Powered by:





## Certificate Level I Details

This certificate validates that the learner has a solid understanding of IBM Mainframe hardware and the environment in which it is installed. They can describe how and why operating systems such as z/OS, z/OS UNIX, and z/VM are used, and how data processing is performed in a z/OS system.

This person has run general batch jobs using JCL including IBM utility programs DFSORT, IDCAMS, and ICEGENER.

## Prerequisites

The student should have some basic z/OS concepts knowledge and understand general operation of the TSO/ISPF, and SDSF products.

## Job Role

A Mainframe System Programmer is responsible for managing the mainframe hardware and software installation, configuration, maintenance, customization and tuning. On completion of this study, the student should be able to:

- Describe the components of a mainframe hardware and software environment
- Explain how z/OS processes workloads
- Identify the characteristics of Data Center disk

# “How to Make a Wildly Successful Training Program With Digital Credentials”

“Building digital badges into your learning programs”

## Key success factors:

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wrapped our  
elearning  
product  
around digital  
credentialing

educated  
clients on the  
benefits of  
digital  
credentialing

credentialing  
innovation

social media  
amplification

IBM

Credly

**256%**

increase in  
annual learning  
hours  
consumed  
since 2017

**38%**

Average YoY  
growth in  
completed  
student hours

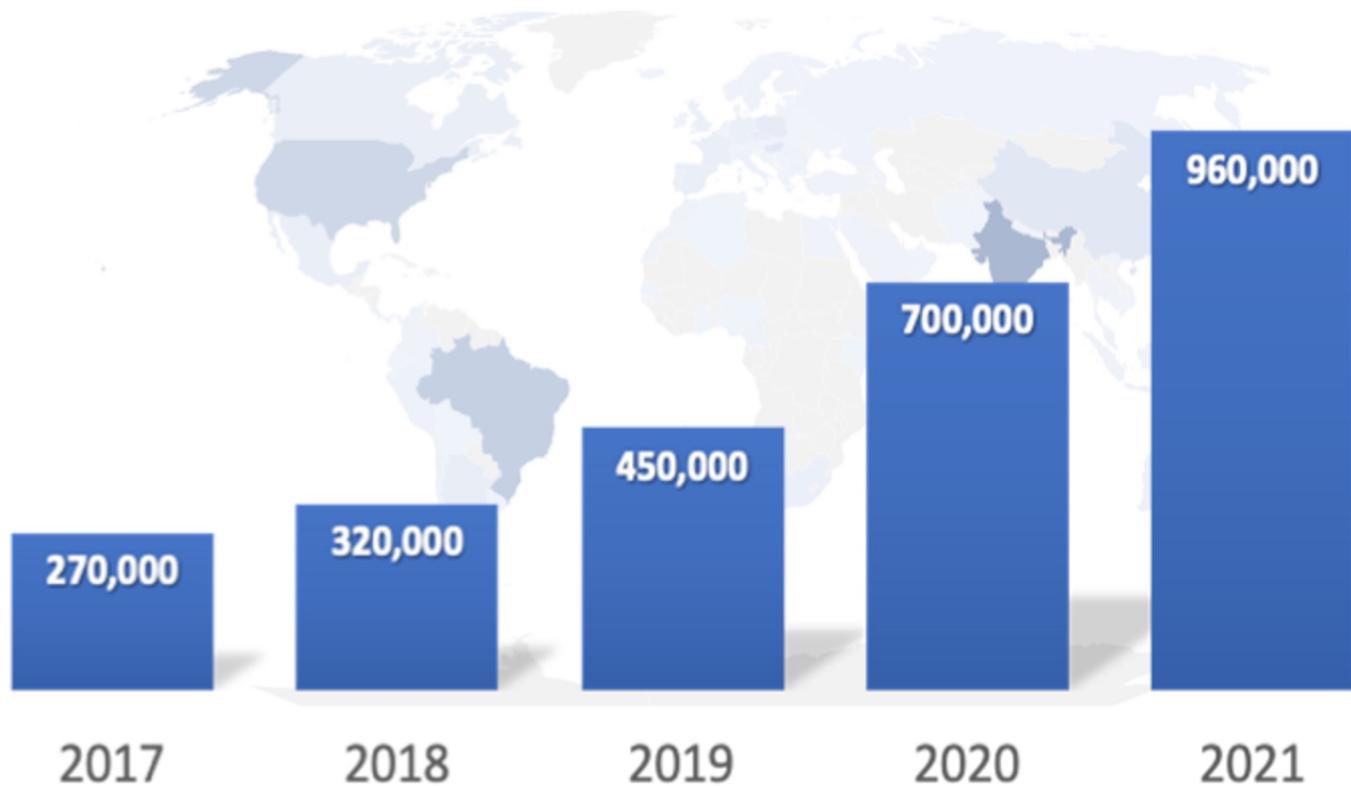
**93%**

badge  
acceptance  
rate\*



**InterSkill**

**HOURS OF TRAINING DELIVERED GLOBALLY**



\*Compared to an average of 67% across all Credly badge issuers

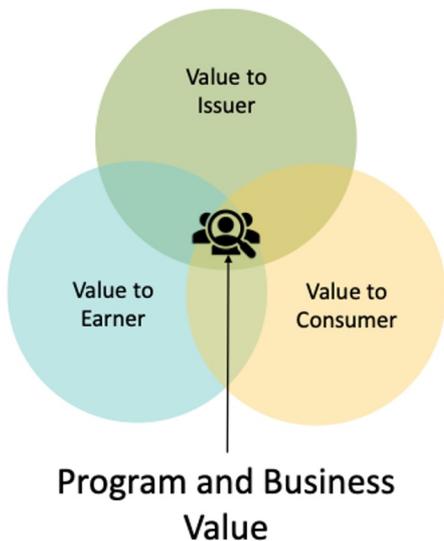
# Jim Daniels

Credly

# Establish and agree on core values around 'Why'

Digital credentialing programs should **add value to your business or organization**

- ✓ **Performance** - Think about opportunities that will be unlocked for issuers, earners, and consumers of digital badges:



- **Consistency** – skills and competencies are captured in one easy to use format regardless of how and where the learning took place
- **Single source of truth** – Rich metadata within the badges adhere to a standard that enhances awareness of organizational skills and skill gaps
- **Resource mobilization** – make more informed and faster decisions related to resource assignments
- **Consumability** – Identify compelling needs the digital badges will serve for the issuer and consumer stakeholders
- **Behavioral Changes** – Consider how digital badges could increase motivation and engagement in activities suffering from poor employee engagement
- **Career and economic mobility** opportunity is expanded for workers
- **Trust** – Enhance organizational integrity with built-in credential verification capabilities

# Give purpose to your credentialing strategy

What service is provided or **business needs** addressed

Use of digital credentials can serve a broad range of outcomes



## Reduce customer service

Motivate customers and support staff to develop skills to reduce support calls and critsits



## Solidify the client base

Build advocacy and strengthen client relationship and commitment to your organization



## Track skills at the nano level

Create a heat map of critical skills for achievements earned across the globe both internally and externally



## Build a loyal skill base

Build a vibrant and large pool of skilled resources to support your organization's needs



## Enhance expertise analytics

HR organizations can access the issuing criteria associated with each individuals' badges to infer expertise



## Promote Skills Eminence

Provide easily shared digital credentials for key organization skills and capabilities



## Crowd-source critical skills

Organizations create badges that reflect the skills most in demand for the markets in which they complete



## Membership and Rewards

Recognize employees, clients, and others publicly for advocacy, contribution, and performance



## Acquire talent

Pre-screen external candidates who have badges related to the roles and skills for which you are hiring



## Increase sales

Drive increased engagement with customers through solution downloads and trials



## Achieve career milestones

Collect evidence of demonstrated expertise in support of achievement of the next major career milestone



## Accelerate shifts in expertise

Provide direction and signal change to employees through the creation and issuance of badges

# Poll!

To what extent has your organization embraced digital learning?

# Questions and Discussion



**Darren Surch**

Interskill Learning



**Jim Daniels**

Credly



**Susan Manning**

Credly

*Credly*

Thank you!

