Credly

CHECKLIST

Are You Ready for Digital Credentials?

Digital credentials are a great way to boost employee retention and engagement. Implementing a credentialing program at your organization can also save money, increase brand awareness, and make it easier to hire the most qualified employees for the job. So, how and where do you begin? We've compiled advice from some of Credly's most successful customers on what you need to know before you start issuing digital credentials. Are you ready?

☐ Check with Internal Stakeholders

Who needs to be on board to design, create, and issue digital credentials? Cross-department coordination and planning are crucial in ensuring a successful digital credentialing program.

"*Establish your internal resources and who will be responsible for each aspect of your program*," says Credly Customer Success Manager Krystal Lamoureux. "*You need to know who your decision-makers are and who will execute the day-to-day tasks to get the program launched.*"

☐ Identify the Skills Your Organization Wants to Recognize with Digital Credentials

Be clear about what credentials you want to offer your workforce, and how they will benefit your organization. Are you already offering training and development courses and want digital credentials to enhance that program, or is your organization starting from scratch?

☐ Create a Timeline and Stick to It

Set a launch date to guide the program. Setting a timeline for designing the digital badges, writing metadata to support the credentials, and identifying qualifying earners, should sync with your company's goals and have a finite launch date.

☐ Market the Value of Digital Credentials to Your Organization

Making sure that everyone in your organization knows the value of digital credentials is crucial to the success of your program. Hosting in-person workshops and sharing updates in company communications are great ways to start sharing the benefits. Credly's Customer Success team can help you create a marketing launch campaign to spread the word, ensuring that the program benefits earners and the issuing organization alike.

"*Qualifications are important, but digital proof is imperative.*" says Credly's Head of Pearson Employee Apprenticeships Anne Ashworth.