Building an Employee Recognition Program with Digital Credentials

#employeeerecognition
Today’s Panel

Charles A Donnell
PVH Corp.

Sarah Mitchell
PVH Corp.

Trevor Mcnichol
BMO

Susan Manning
Credly

#employeeerecognition
Without question the most important business asset.

Loyalty has changed dramatically in the past 20 years.

Want to contribute and grow in a position.
Recognition programs allow you to ...

- Enhance opportunities for employees
- Make better decisions about talent
- Reduce expensive turnover

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Recognition

#employeerecognition
Why Badging for BMO?

• CLO support for new technology
• Drive engagement for learners
• Earn credentials for upskilling
• Position our brand externally
Badging @BMO

What and How?

Implementation

• Socializing Badging
• Guidelines
• Manual process
• Relaxing the rules
• Expanding the target audience
• Recognise achievement or involvement
Degreed Platform

Custom programs with transferrable skills:

• Cyber Security
• Data Analytics
• Cloud Computing
• Artificial Intelligence
Achievement and Involvement

Badges for employee involvement in extracurricular or achievements:

- Research and development team
- Being BMO Annual Award
- BMO Pride Ally
- Student Internship Program
Badging @BMO

Shared to:

LinkedIn Profile 55%
LinkedIn Newsfeed 38%

998 Badges Issued

- Accepted: 713 (71%)
- Pending: 285 (29%)
- Rejected: —
Integration (2 days ago)

• Degreed (BMOU)
PVH University

About Us

**WHO WE ARE**

PVH UNIVERSITY (PVH U), the internal corporate university run by the Global Talent Development team. The PVH U learning platform creates a seamless online learning experience for associates, which includes an EXTENSIVE catalog of courses, videos, and other learning resources accessible anytime, anywhere, and from any device.

**OUR PURPOSE**

PVH U empowers associates across the enterprise to DESIGN THEIR FUTURES and enables them to build core competencies through engaging and impactful learning content and experiences.

**OUR IMPACT***

- 94% of associates agree or strongly agree that PVH U is a VALUABLE resource.
- 93% of associates agree or strongly agree that PVH U offers CREDIBLE learning resources.
- 91% of associates agrees or strongly agree that PVH U is RELEVANT to their individual growth, learning, and development needs.

* North America statistics
## The Way We Work Has Changed

### Turning Obstacles Into Opportunities

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<th>2018 – 2019</th>
<th>2020 – 2021</th>
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<tr>
<td>o Heavily relied on IN-PERSON training</td>
<td>o Launched Global Learning Platform</td>
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<td>o ~ 20 people per session</td>
<td>o Made learning easily ACCESSIBLE and LEARNER-DRIVEN</td>
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<td>o No robust digital learning platform</td>
<td>o Quickly pivoted to a 100% virtual classroom experience</td>
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<td>o Increased reach to ~ 28,000 associates across the globe</td>
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<td>o Inclusive of a DIVERSE global workforce (e.g., Corporate vs. Retail, etc.)</td>
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<td>o Course enrollments and engagement INCREASED in 2020!</td>
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“The pandemic made change a necessity, and in response the team focused on being as proactive as possible. They worked to understand associate learning needs and deliver solutions that were both PRAGMATIC and INNOVATIVE in a human-centered way.”

CHRISTI DOWNES
EVP, GLOBAL TALENT MGMT & DEV
ONE QUESTION REMAINED

How will we recognize our associates?
PVH U’s Answer

Digital Badging

THROUGH DIGITAL BADGING, ASSOCIATES ARE ABLE TO:

- Communicate achievements
- Exemplify unique skills & knowledge
- Showcase qualifications *Internally & externally!
- Reflect investment to develop
- Promote & amplify personal brand
Digital Badging at PVH
Building Badges Together

1. Associate has an IDEA for a digital badge
2. Associate/team reads through the Digital Badging FAQ DOC
3. Associate schedules an INTRO CALL with the PVH University team
4. Associate DESIGNS & CUSTOMIZES their digital badge
5. Associate solidifies their digital badge EARNING CRITERIA
6. Associate creates their badge on the CREDLY PLATFORM
High Standards
Creating Credible Badges

In order to create credible Digital Badges, PVH emphasizes the importance of creating a CLEAR & STRATEGIC VISION. We ask associates to identify the:

1. WHY behind awarding a digital credential (e.g., knowledge, skill, application)
2. PROJECT and key information the credential will convey
3. VALUE to the earners
4. VALUE to the organization
5. LEARNING ASSESSMENT
6. BADGE SPONSORS
Our Success
Only the Beginning!

Since our launch in October 2020, PVH:

- Released 5 digital badges in only 6 MONTHS
- Reached associates in over 20 COUNTRIES
- Issued 4,057 badges
  * As of 4/26/2021
- Have nearly 20 IDEAS for 2021 badges
Associate Testimonials

Impacting the PVH Culture

With the landscape of Inclusion & Diversity today, it’s important now more than ever to educate ourselves on what those two words truly mean to us and the corporation we work for.

Jennifer Kim
Retail Development & Marketing Specialist, Heritage Brands
Obtaining the Virtual Collaboration Badge was a very positive learning experience for me. Not only would I have a feeling of accomplishment, I would also gain greater insight to the tools offered.

Diane Krzysiak
Tech Specialist II, IT, Tommy Hilfiger
OUR #1 TIP

Marketing is KEY
Comms & Marketing
Tips from PVH

Having a strong Communication & Marketing plan will have a HUGE IMPACT on the success of your digital badging initiative!

- Create EXCITEMENT around the launch
- Celebrate your MILESTONES
- Announce NEW badges
- Tap into different MODALITIES (e.g., email, internal apps, etc.)
Questions and Discussion

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Thank you