



# Building an Employee Recognition Program with Digital Credentials

#employeerecognition



# Today's Panel



**Charles A Donnell**

PVH Corp.



**Sarah Mitchell**

PVH Corp.



**Trevor Mcnichol**

BMO



**Susan Manning**

Credly

# Employees

#employeerecognition



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

# Recognition



BMO

BMO  Bank of Montreal

BMO  Harris Bank

## BMO IFL



## Why Badging for BMO?

- **CLO support for new technology**
- **Drive engagement for learners**
- **Earn credentials for upskilling**
- **Position our brand externally**





## What and How?

### Implementation

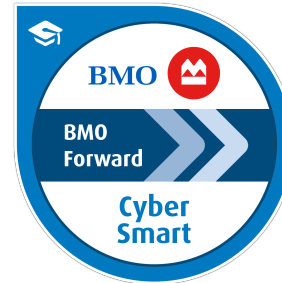
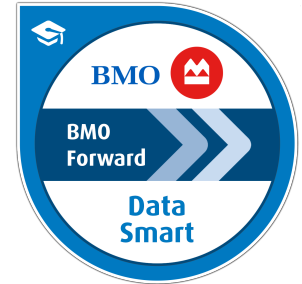
- **Socializing Badging**
- **Guidelines**
- **Manual process**
- **Relaxing the rules**
- **Expanding the target audience**
- **Recognise achievement or involvement**



## Degreed Platform

### Custom programs with transferrable skills:

- **Cyber Security**
- **Data Analytics**
- **Cloud Computing**
- **Artificial Intelligence**

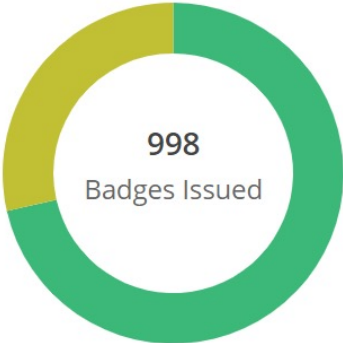


## Achievement and Involvement

Badges for employee involvement in extracurricular or achievements:

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





Accepted	713	71%
Pending	285	29%
Rejected	—	—

## Shared to:

LinkedIn Profile	55%
LinkedIn Newsfeed	38%

## Integration (2 days ago)

- Degreed (BMOU)



PVH Corp

# 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 agree or strongly agree that PVH U is RELEVANT to their individual growth, learning, and development needs.



PVH University

# The Way We Work Has Changed

## Turning Obstacles Into Opportunities




2018 – 2019

- Heavily relied on IN-PERSON training
  - ~ 20 people per session
- No robust digital learning platform

2020 – 2021

- Launched Global Learning Platform
  - Made learning easily ACCESSIBLE and LEARNER-DRIVEN
- Quickly pivoted to a 100% virtual classroom experience
- Increased reach to ~ 28,000 associates across the globe
- Inclusive of a DIVERSE global workforce (e.g., Corporate vs. Retail, etc.)
- Course enrollments and engagement INCREASED in 2020!





“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

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How will we recognize our associates?

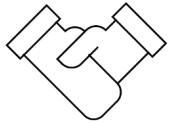
# PVH U's Answer

## Digital Badging

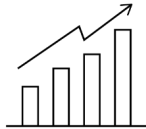
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**THROUGH DIGITAL BADGING,  
ASSOCIATES ARE ABLE TO:**

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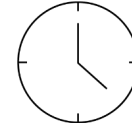
COMMUNICATE  
ACHIVEMENTS



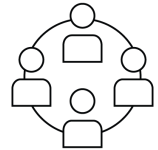
EXEMPLIFY UNIQUE  
SKILLS & KNOWLEDGE



SHOWCASE  
QUALIFICATIONS  
*\*Internally & externally!*



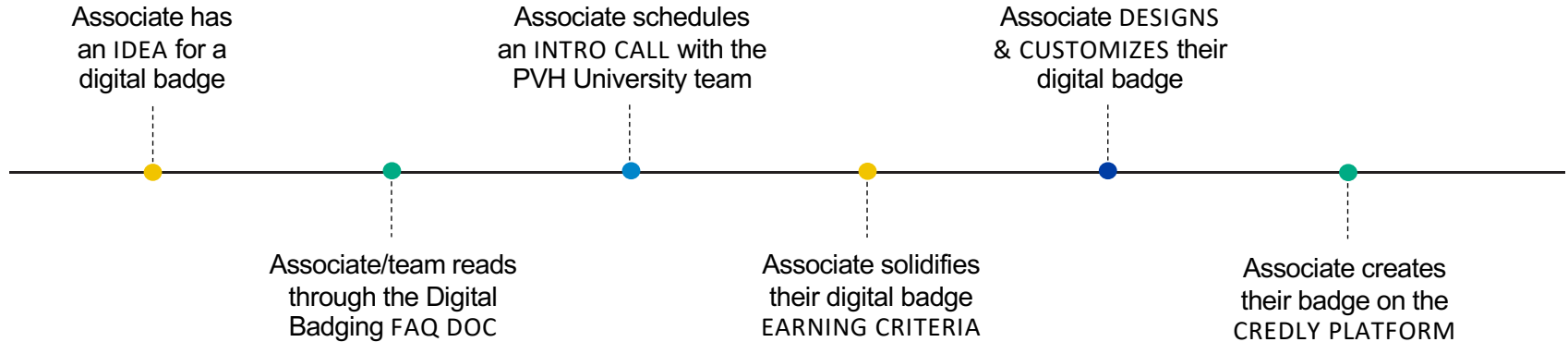
REFLECT INVESTMENT TO  
DEVELOP



PROMOTE & AMPLIFY  
PERSONAL BRAND

# Digital Badging at PVH

## Building Badges Together



# 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 earner
4. VALUE to the organization
5. LEARNING ASSESSMENT
6. BADGE SPONSORS

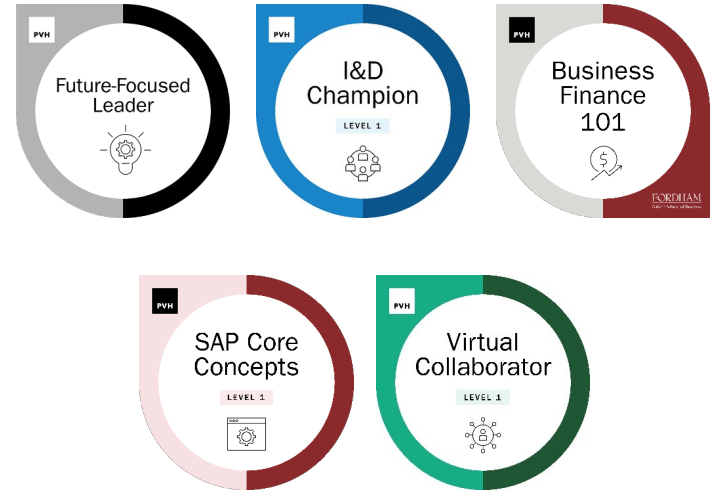
*quality*  
QUANTITY

# 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



# Associate Testimonials

## Impacting the PVH Culture

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

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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.)

**Featured**

### Elevate Your Learning with Digital Badging Powered by PVH U

PVH University has launched a new initiative for associates to help you earn and share your learning achievement: Digital...




by PVH Insider  
posted October 28, 2020


36 likes 4 comments

**Featured**

### Let's Celebrate: Over 1,000 Digital Badges Earned!



PVH U launched digital badging in October 2020. Today we celebrate over 1,000 badges earned by associates! Stay...



by PVH Insider  
posted January 26, 2021

57 likes 2 comments



### NEW BADGE!

#### BUSINESS FINANCE 101: FINANCE FOR THE NON-FINANCIAL PROFESSIONAL

PVH U partnered with **Fordham University** to create a new badge!

**PLEASE NOTE:** by enrolling in this badge, you are committing to the following requirements:

- Attending two (live) 90-minute sessions
- Completing the course assignments
- Passing a learning assessment

*\* Seats are offered on a first come, first serve basis.*

Click [here](#) to review the detailed requirements and enroll!

# Questions and Discussion



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Thank you