



How Employers Use Digital Credentials to Make Workforce Decisions

#leveragecredentialdata



Today's panel



Caryn Buddie

IBM



Joe Cannata

Kinaxis



Susan Manning

Credly

About today's (youthful) workforce



89% of millennials think it's important to be "constantly learning" at their job



Gen Z and millennials now make up 46% of the full-time U.S. workforce



If pay and purpose don't align on the job, millennials are 4x more likely to intend to leave their job than Boomers, and 11x more than Gen X.

Implementation of employee recognition technology resulted in:

- 48% increased employee engagement
- 36% increased customer satisfaction
- 34% increased productivity
- 26% increased employee retention
- 20% increased revenue



Questions to address



- How do you track employee development?
Where's the data?



- What decisions are you currently making based on employee achievement?



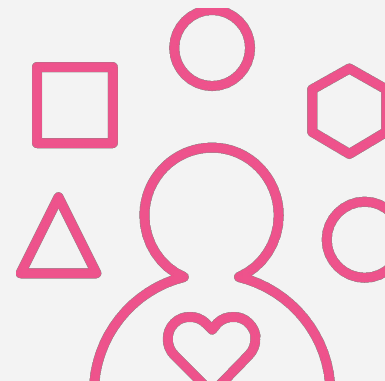
- How are you surfacing and predicting what's next in terms of L&D or future initiatives?

Caryn Buddie

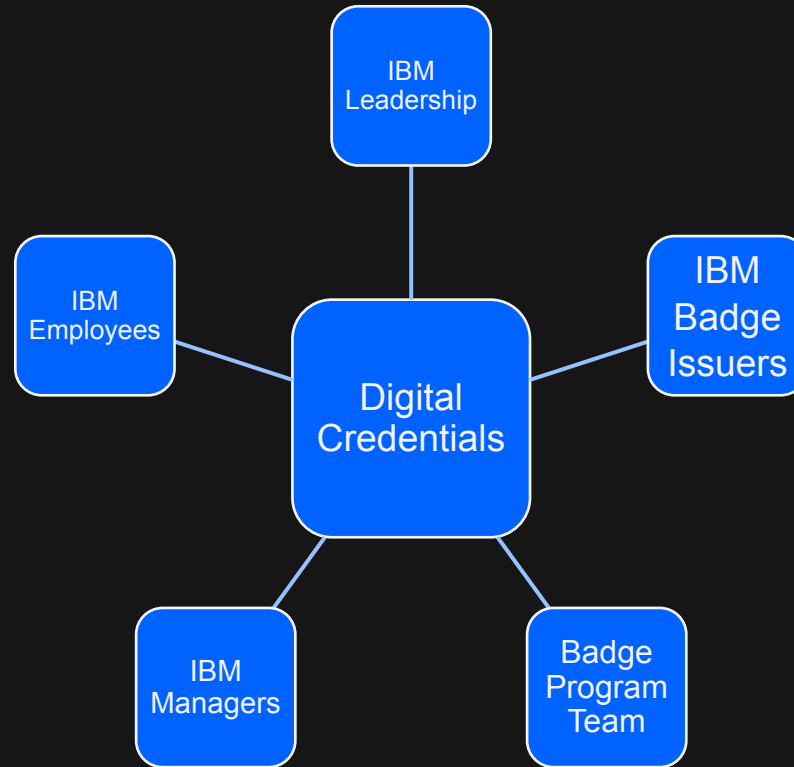
IBM

IBM Workforce- Making Decisions with Digital Credentials

Caryn Buddie
IBM Digital Credentials HR Offering Manager



+ IBMers use digital credentials for decisions - **Big & Small** at various levels of the organization



International Business Machines (IBM)

- + Multinational Hybrid Cloud & AI Technology Company
- + Major research organization leading the way in areas like Quantum
- + Over 110 years old
- + Global employees and serving global clients with Billions in revenue.





The IBM Digital Badge Program launched in 2016 as a way to signal to employees the skills most valued by IBM & the Market.

The program enhances IBM's ability to **develop and deepen strategic skills** across our workforce as well as **build careers and employee eminence**.

Scale & Structure

2,800

Badge Offerings

92%

Claim Rate

+4M

Badges Earned

NPS +77

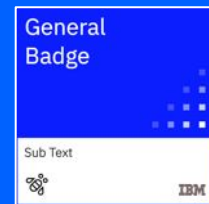
Employee Survey
Response



Skill
Development



Profession
Certification



General

IBMers use digital credentials to...

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Example #1:

Badges allow us to know more about the skills across the IBM workforce - **trends, gaps, targets ...**

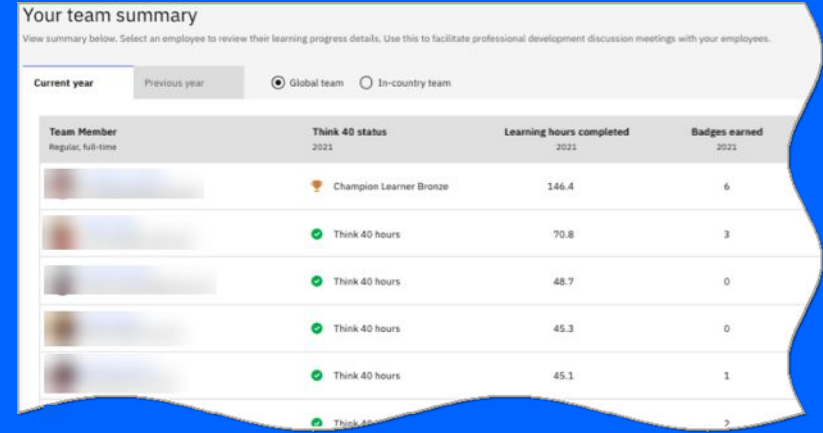
IBM uses tools internal reporting and various platforms to allow various personas to look at badge data in the view they need:

- **Leadership** – consumption trends on skill depth and program impact to enterprise.
- **Badge Program Team**: Insights on Performance, Engagement, Attrition, and Sales
- **Issuers** – badge program adoption & status
- **Managers** – how their team doing against individual/team skills goals.

Trends & Consumption reporting



Manager & Employee reporting



IBMers use digital credentials to...

Example #2:

External Credentials

IBM partnered with Credly to provide a method for our employees to grant permission and share their non-IBM Credentials with IBM. (Credly Connect)

25K

4
weeks

Improved Skill Eminence for Employees

Larger data set to feed our HR Inference model

More accurate picture of skills across the enterprise

IBMers use digital credentials to...

Example #3:

Employee eminence

Showcasing credentials inside IBM

- Meeting Prep
- Finding a subject matter expert

The screenshot shows the W3 employee profile for Caryn Buddie. At the top, there are navigation links: Home, People, News, Apps, and IT Support. Below the navigation is a search bar. The profile header includes a profile picture, the name "Caryn Buddie", and her title: "IBM Digital Badge Program Offering Manager - IBM Digital Strategy & Solutions CHQ, Human Resources". It also shows her location: "Herndon, VA, United States" and the time: "2:52 PM | 14:52". Below the header, there are two main sections: "Credentials" and "Badges". The "Badges" section displays six digital badges: "Define & Align", "IBM Consulting Profession Certification - Expert", "IBM Garage Setter for Services", "IBM Agile Explorer", "IBM Blockchain Essentials", and "Earning Advocacy Practitioner". On the right side of the profile, there are tabs for "Contact", "Credentials", "Expertise", and "Business information".

The screenshot shows a BluePages search results page. The search bar at the top contains the query: "/b Technical Specialist Profession Certification - Level 3". The results show 336 results found for the badge name "Technical Specialist Profession Certification - Level 3". The results are displayed in a grid of cards, each with a profile picture and a "Quick view" button. On the right side, there are filters for "Location" (US Market) and "Department".

IBMers use digital credentials to...

Example #4:

IBM values and invests in Coaching and Mentoring skills with a badge offering and platform to build the culture of mentoring & coaching.

Your Guides at IBM is IBM's solution for finding a Coach or Mentor - Connecting experienced IBMers with those are ready to help reach goals.

- Search by Skill
- Filter for those who are certified Coaches

Badges for Aspiring Coaches and Mentors



Blue Core Mentor
The badge earner is recognized by IBM for developing and cultivating a Mentoring relationship with at least 3 mentees.



Blue Core Coach
Awarded in honor of certification for professional one-on-one business coaching services for IBMers.

A screenshot of the 'Your Guides at IBM' web application. The search bar contains 'Agile' and shows 20 of 2760 results. The results list includes a 'Blue Core Mentor' badge holder and a 'Blue Core Coach' badge holder. The first result is for 'IBM Systems Technical Vitality Development Manager...' with a 'Next available session' on 'Thu, Sep 30, 2021 2:30 PM'. The second result is for 'Agile Coach - MBA Global Business Services | Mexico City, Mexico' with a 'Next available session' on 'Thu, Sep 30, 2021 4:00 PM'. Both results include a 'View profile' link and a 'Book Session' button.



Joe Cannata

Kinaxis



Why We Implemented Digital Credentials

Phase I - Evolve traditional PDF certificates into live verifiable data

- Put us in line or ahead of our competition
 - Competition for more customers
 - Competition for top talent
- Celebrate candidate successes
 - Let candidates highlight their skills
 - Tap their ego and competitive nature
- Validate we are a progressive, 21st century company
- Elevate brand awareness; review Credly analytics

Why We Implemented Digital Credentials

Phase II - Use digital badges to celebrate employees and highlight job candidates

- Look beyond just the certification program
- Encourage a culture of self-improvement
 - The more skilled employees will get bigger project assignments
- Promote badges and/or certifications as skill milestones
 - Special skills get rewarded with badges
- Differentiate job candidates
 - Certifications are “nice to haves” in our job postings
 - Certified candidates gain an advantage over others though



We Learned Much During Implementation

- With a SaaS product, our skill names presented issues
 - “Author”, “Authoring Workbooks”, “System Administration”
 - “Editing Data”, “Forms”, “Collaboration”, “Charts”
- Highly specialized skills didn’t offer accurate insights

Skills



Skills



Find Joe at

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- **Twitter**

@joecannata

- **LinkedIn**

<https://www.linkedin.com/in/joe-cannata-sms-894898b/>

Discussion



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Thank you!

