



# 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

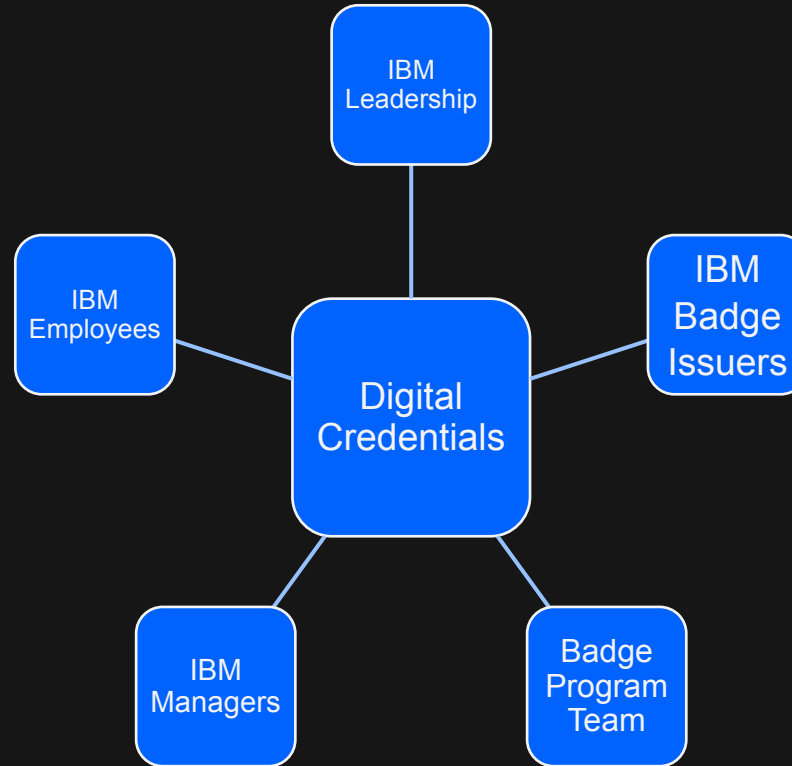
# IBM Workforce- Making Decisions with Digital Credentials

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

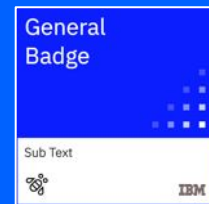
Employee Survey  
Response



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 ...**

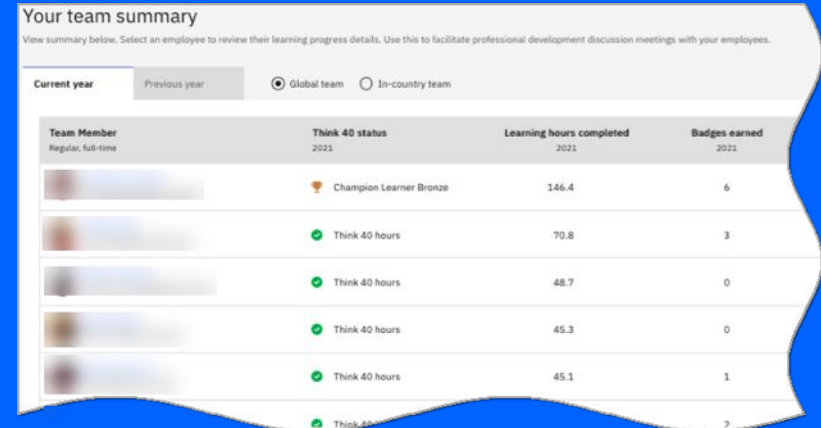
IBM uses tools internal reporting and various platforms to allow various personas to look at badge data in the view they need:

- **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

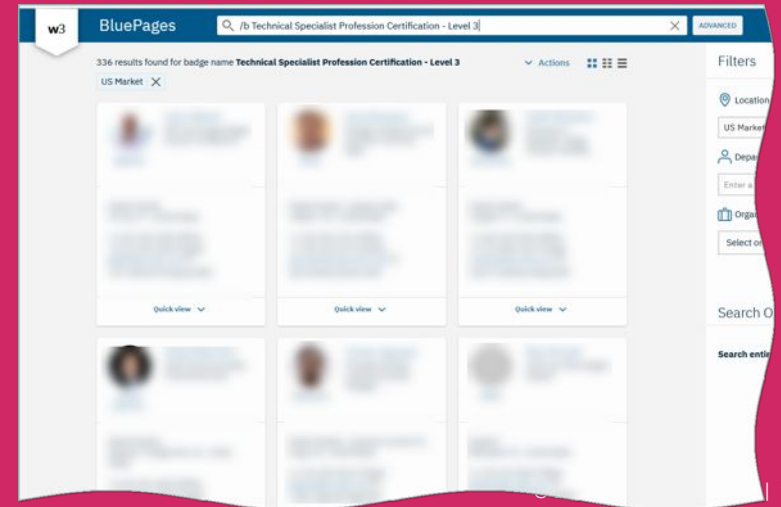
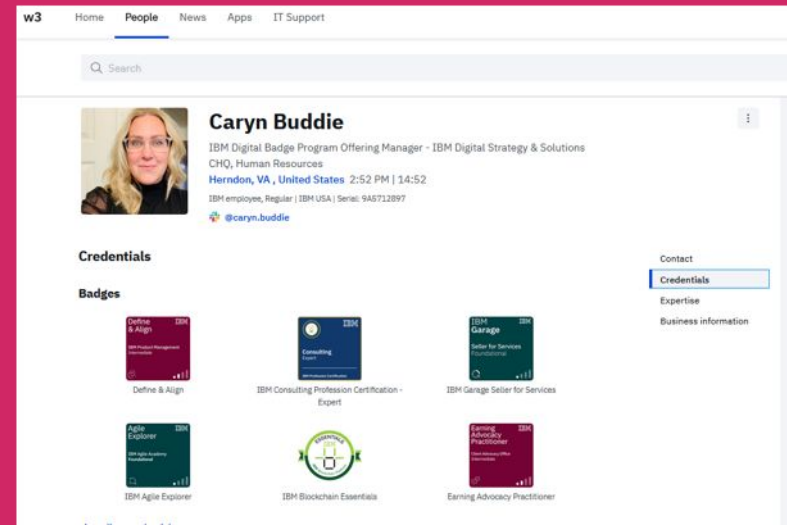
IBMers use digital credentials to...

## Example #3:

### Employee eminence

Showcasing credentials inside IBM

- Meeting Prep
- Finding a subject matter expert



# 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.

The screenshot shows the 'Your Guides at IBM' web application. At the top, there are tabs for 'Mentor Recommendations' and 'Scheduled Sessions'. A search bar contains the word 'Agile'. Below the search bar, it says 'Showing 20 of 2760 results'. On the left, there is a 'Filter search results' section with a 'Certification' dropdown menu. Under 'Certification', there are two checkboxes: 'Blue Core Coach Badge' and 'Blue Core Mentor Badge'. The main content area displays two search results. 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, 21<sup>st</sup> 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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# Discussion



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Thank you!

