



Asking the right questions

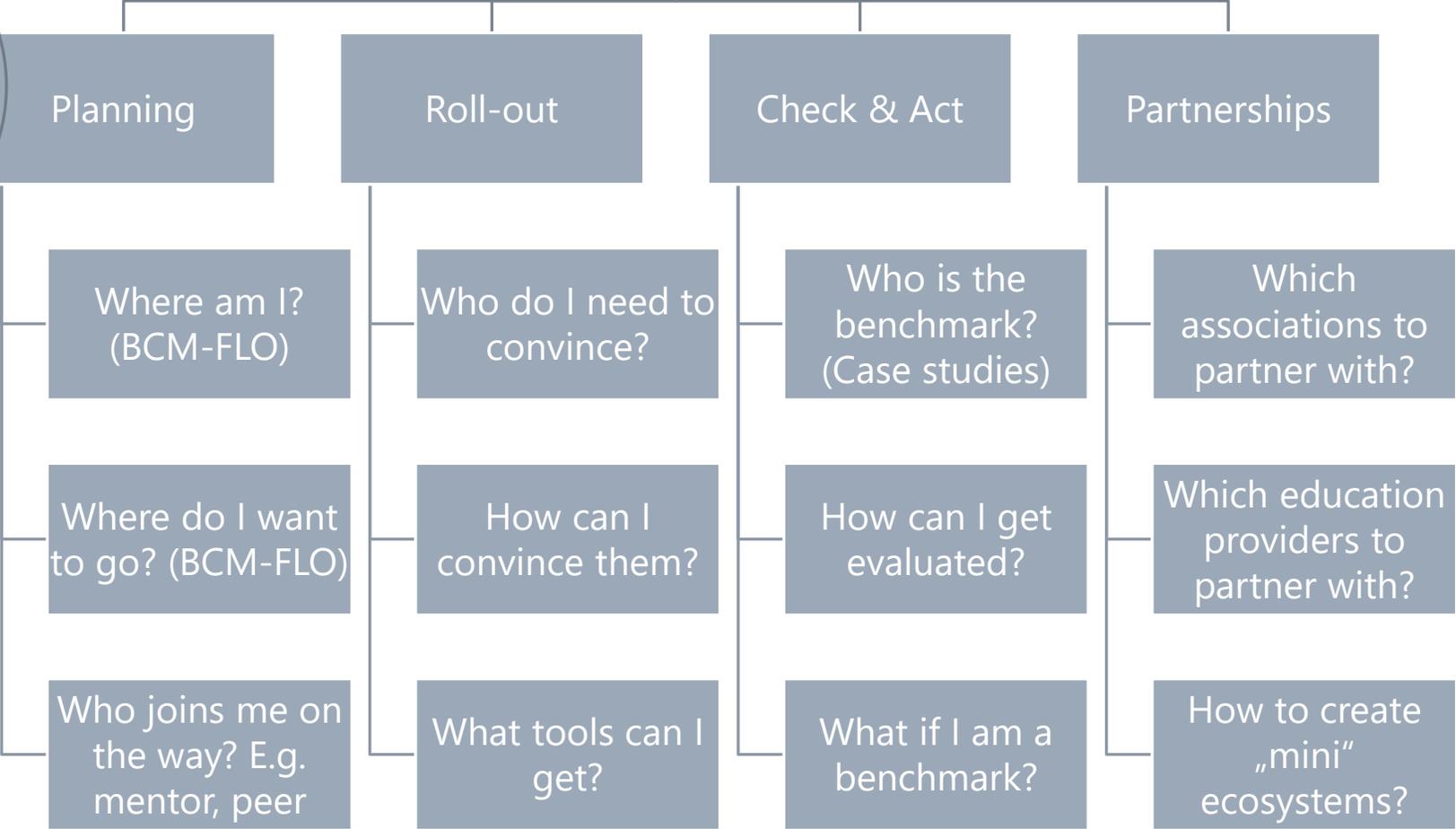
WEBMEETING OF THE WORKING GROUP ON
„ROLLING OUT A DIGITAL ACCREDITATION / BADGING /
CREDENTIALING INITIATIVE IN A LARGER ORGANIZATION“

05/01/2021

ROLF REINHARDT

Asking the right questions!

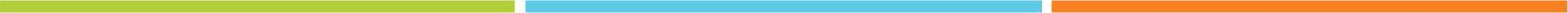
ICoBC B&C
Success Center





Key questions: Need – Authority – Timeline - Budget

1. Think beyond your personal interest / passion: think big!
2. Who are the most important stakeholders to align with internally both on decision making as well as roll-out?
3. What external stakeholders should you align with (vendors, partners, associations)?
4. What milestones can you define and when should they happen?
5. How can you justify potential costs with a positive ROI?



Need

- What is your organizational strategy aligned with its vision and mission – and how do badges / credentials support it? (visibility, recognition, career opportunities etc.)
- What is your #1 priority in your role (manager people & culture, CSR manager, L&D, workforce planning, lecturer, membership manager etc.) for this year or what keeps you awake at night? (attrition, employee/student/member engagement, reorganization, agility etc.) Why did you choose your job and what is your personal passion?
- How do you currently support high engagement, retention, talent flows, onboarding etc. aka how do you avoid skill gaps, low engagement, undiscovered potential?
- How important is the need for external recognition (e.g., stackable credentials leading to formal degrees) and how do you develop ties to accredited education providers / associations / institutes to align here?
- What takes most of your time currently and how could you free time e.g., to run successful a badge / credentialing project?
- Have you ever been awarded a badge or digital credential yourself or seen it in action somewhere? What were your experiences both good and bad? What would you make differently?



Authority

- ❑ Can you specify your role within your organization and its relation to recognition (of skills, participation, activities, achievements)? What authority is inherent in your current role?
- ❑ How does a decision-making process within your organization look like typically? Who is involved in taking decisions when it comes to badges and credentials? Who is signing contracts?
- ❑ Is procurement/legal involved in decision-making and if yes, under which conditions? How did past processes go? Did they include a Request for Proposal from vendors and what other materials do they need? What role is DPO, PR, Marketing etc. playing?
- ❑ Who can be your executive sponsor and what do they need to convince further stakeholders? Who are important influencers and champions in your own department and other departments?



Timeline

- Have you implemented any similar initiative in the past (e.g., eLearning, training program, capability management, competence mapping)?
- Do you have specific budget periods to bear in mind? What is your fiscal year?
- When do you want to have an 80% (50%, 10%) usage of the badges / credentials within your organization / group / network?
- Do you have accompanying projects planned and a timeline set for these (LMS, workforce planning tool, marketing / visibility etc.)?
- What can delay or speed up your envisaged timeline?



Budget

- Do you have your own budget or access to a budget from your department / company? If yes, what are the conditions for allocating budget?
- Are you measuring costs such as for attrition, employee engagement, issuing paper certificates etc.?
- Have you experiences in creating Return on Invest (ROI) cases for decision makers inside your organization?
- Can you extend a fixed budget for dynamic costs (per person, per credential etc.) and what are the conditions?
- Do you plan to allocate budget also for external recognition of your badge / credentialing program (ICoBC quality review, ISO 29993:2017 etc.)
- Is your budget linked to organizational profits or other KPIs (pulse surveys, contribution to strategic initiatives etc.)?



WHAT'S
NEXT



Feature			
Easiness of implementation and administration	Straightforward, support provided	3-6 weeks for setup. Training and support provided	Looks straightforward. Onboarding plan available. Assigned customer success manager
Easy to use by students	Straightforward	Straightforward	Straightforward
Intuitive student dashboard, can be integrated in e-campus	Yes	Yes +certificate and badge wallet	Yes on third party platform
Social media support	Yes	Yes	Yes
Metadata	Yes	Yes + evidence portfolio	Yes + talent directory
Credential ID	Yes	Yes	Yes
Online validation	Yes	Blockchain verification	
Validation on ITCILO domain	Yes	Yes. White labelling and brand customisation feature provides a seamless experience	No (Third party)
Moodle integration	Yes	Strong integration and can be linked to activities completion	Yes
Security	Multi-layer approach Design filaments, TruSeal, digital signing	Blockchain secured Mozilla open badges SSL encryption GDPR compliant	Blockchain SAML Authentication
Customization of certificates designs, logos, signatures	Yes	Yes for certificates and badges (certificate and badge designer available)	Custom badge design. Plan includes the design of 5 templates
Unlimited archive	Yes		
Printed version of credential	Can be ordered	Provides a printable pdf with printing guides	
Administration tracking reports and student records, credentials control	Yes	Yes. Analytics dashboard	Yes
Demo and presentation quality	Good	Excellent	Ok
Stacked credentials (ex. Diploma)		Yes	Yes
Provides free trial	No	Yes (20 credentials per year)	No
Cost (Most suitable pricing plan)			

© ITCILO: Part of Webinar "What are digital credentials and why does your organization need them?" held on 15th of December 2020



Guiding questions for a group discussion

- Is there any other category needed than Need, Authority, Timeline and Budget?
- Are the suggested questions suitable to determine if and how badges / credentials can be implemented?
- What are typical road blockers that need to be considered in the beginning (legal, technical etc.)?
- Do you think that ICoBC should provide comparisons of badge / credentialing providers or any other supporting material (GDPR related, technical interoperability checks etc.)?

