

KEEP LEARNERS ON THE JOURNEY:

5 Tips for Credentialing Success

What do industry experts have to say on the ideal credentialing journey? We heard from **CXPA's Greg Melia** and **Cloud Generation's Heather McNair** on building (and sustaining) a strong learner's journey.



1. Create a credential with longevity.

It's a big little question: what is your "why"? Anyone can start a credentialing program and claim it's an indicator of quality. Anchor your credentialing program in validity, credibility, and accountability. Then value will build, with learners advancing through courses and employers using those credentials as markers for talent and expertise.

2. Build a sustainable (but adaptable) model.

A credentialing program is only as good as its relevance. Be ready to adapt as the profession (and learners) evolve. Nursing is a great example – at the height of the Covid-19 pandemic, many certifying bodies and nursing associations added digital badges and certificates to their programs to include pandemic-specific training.

3. Credit the process as much as the outcome.

Learners shouldn't be surprised by their credentialing experience. Demystifying the process removes hurdles in their preparation and journey to success. Whether learners undergo stringent prep or just manage to squeeze it in, providing personalized pathways will keep them engaged. If they succeed, give them the tools to leverage that new credential in their network. If they don't succeed (yet), highlight degrees of progress and feedback so they can dig back in with a fresh perspective.

4. Promote the credential's value (publicly).

Personal accountability is important, but promoting the credential publicly further amplifies its reach and credibility. Quick example: make sure a job board promotes listings that include qualifications and credentials. This garners peer support and creates a sounding board for more organizations and employees.

5. Protect the work you and your learners are doing.

What if a credential only included info from a single source? For a program to tout relevance, it should have consensus and represent the industry or profession at large. CXPA updates its body of knowledge via a jobs analysis study every five years – this includes dozens of volunteer researchers, authors, and peer reviewers from around the world. The study performs due diligence and ensures the field is not pulling from a single perspective.

To protect the program and your learners' work, start small: provide a verifiable directory (with visible digital badges) and provide clear and transparent information on what those badges mean.