



Our 5 phased model for badge program design establishes a proven approach and *rapidly* delivers measurable results



1. Setting a solid foundation

Gain an understanding of credentialing terminology, digital badge anatomy, how to identify credentialing opportunities, and how to identify where digital badging can add value to your business.



2. Getting buy-in and managing change

Become familiar with key use cases for badging along with business justification, planning for sustainability, and gaining organizational buy-in.



3. Badge program structure

Dive under the hood to learn what it takes to establish an effective operations and governance strategy for your digital badging program, including essential roles and responsibilities.



4. Implementation and setup

Learn how to set up your badging system, how to effectively support your stakeholders, introducing branding into your badges, data privacy considerations, and credentialing framework strategies.



5. Setting the stage for success

Learn how to establish measurements of success essential for a thriving digital badging program along with strategies for messaging, ensuring alignment to L&D initiatives, and taking your program live.



"The Digital Badge Academy Master Class is a must-have for anyone involved in the creation and running of a digital badging program. The information provided is essential for launching a new program. I avoided several pitfalls and saved a significant amount of time with the knowledge I gained. Highly recommended!"

— Bo Sherman
Principal Online Marketing Specialist
MathWorks

Five important benefits

- ✓ Provides direct access to experts who have developed hundreds of successful, scalable badge programs
- ✓ Accelerates your program launch, saving time, money and frustration
- ✓ Lowers your project risk by using proven methods to get buy-in and deliver a successful program
- ✓ Shortens time to value, delivering real benefits and results for your organization
- ✓ Provides a cost-effective way to develop internal expertise fast

