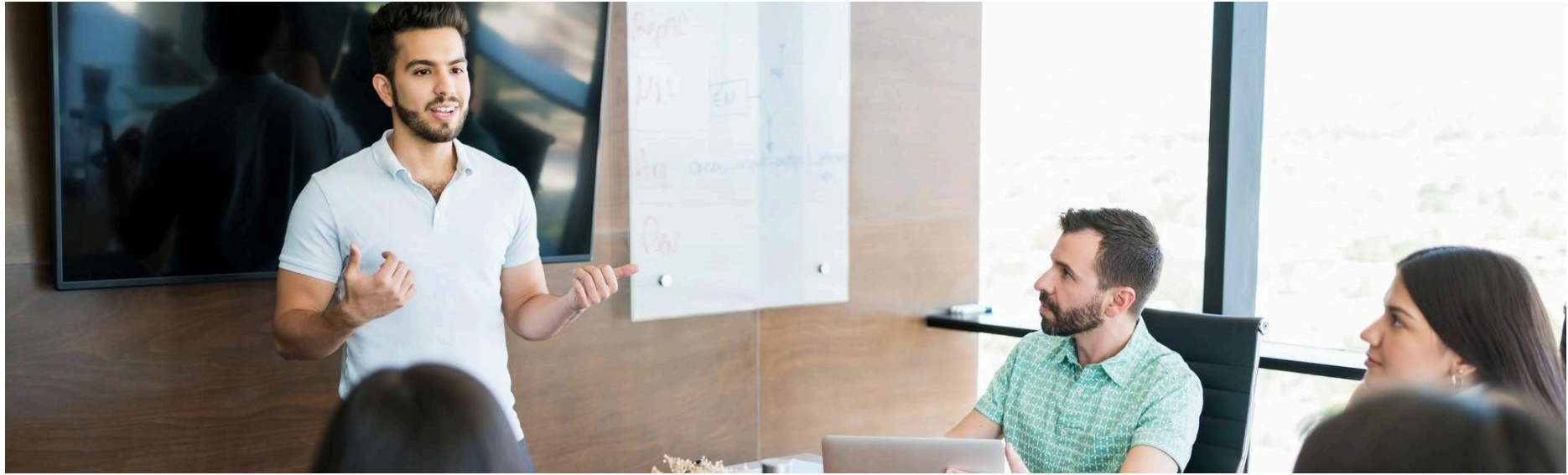


# MAD Credentials

Customer Education Services





## Common Business Problem

How do internal and external customers have confidence in knowing their employees have **validated proficiency** in MAD product skills, and how do they **view levels** of proficiency to make resourcing decisions?



# Customer Pain Points

How do I resource people with the right skills for projects?

How do I identify, promote, and retain top talent?

Did I get what I paid for with fee-based education services?

**The Solution**  
**MAD Credentials**  
*A framework paired with a platform to validate and make skills visible.*

# Business Problem

- Internal and external customers are requesting the ability to validate employees' proficiency levels through credentialing to consistently and visually represent MAD product skills.

## Why Now?

**Product and  
Customer  
Demand**



**Talent  
Management  
Capability**

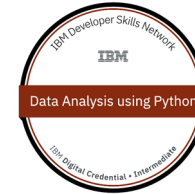


**Brand  
Marketing  
Potential**



# Examples of Credentials

- *Credential*: A qualification that proves an individual’s knowledge, skills, and achievements.



Why MAD “credentials”  
and not “certifications?”

# Types of Credentials

**Credential:** A qualification that proves an individual's knowledge, skills, and achievements.

## *Badge*

- A token issued for achievements that require less time or effort than a formal certification.

## *Certificate*

- A document that records evidence of education.

## *Certification*

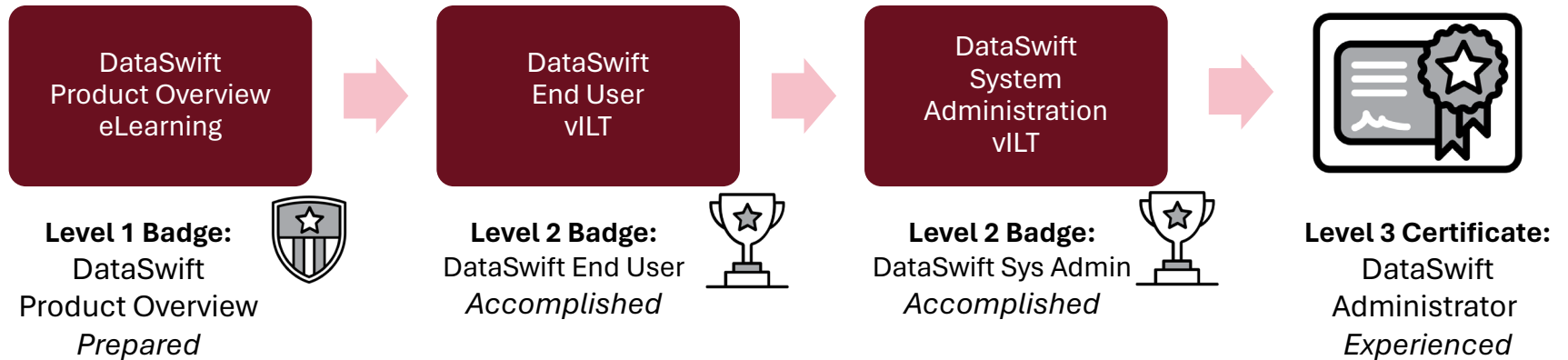
- A status that represents completion of a formal program of study with an increased level of rigor.

# Our Credentials Framework

Collections of Credential	Audience	What It Represents	How to Earn Credential	Visual Design
<b>[Course Name] Prepared</b>	Internal/External	Level 1 – Completion of overview/introduction course	Course completion, passes L2 assessment, for vILT trainer confirms attendance	Circle Badge (berry)
<b>[Course Name] Accomplished</b>	Internal/External	Level 2 – Completion of core course: End User, Sys Admin, etc.	Course completion, passes L2 assessment, for vILT trainer confirms attendance	Shield Badge (blue)
<b>[Product Name] Experienced</b>	Internal/External	Level 3: Deeper understanding of a product	Completes all courses in a product learning path (external – MAD U) or learning plan (internal – Degreed), passes exam	Certificate (green)
<b>[Product Name] Verified</b>	Internal/External	Level 4: User took every course for a product/role	Completes entire curriculum in the Course Catalog or Degreed for a product/role, passes exam	Certificate (plum)
<b>[Skill Name] Skilled</b>	Internal	Employees’ product skill proficiency using defined skills in Degreed	Marked as having that product skill in Degreed (to a 4/7 proficiency level)	Trophy Badge (plum)
<b>[Partner Role] Qualified</b>	Partners	Partners’ qualifications to perform role duties such as build, sell, deliver, etc.	Completed a series of learning experiences in Partner Portal	Certificate (berry)

# DataSwift Product Example

**Learning Path:** DataSwift Administrators





# RACI

**Responsible** - People who do the work. They are directly responsible for successfully completing a project task.

**Accountable** - An individual who is the "owner" of the work. They approve or sign off when the task is complete.

**Consulted** - People with unique insights who need to give input before the work can be done. They are kept in the loop.

**Informed** - People who need to be kept in the loop, but who do not contribute directly to the project tasks.

**CES Goal Team** – Instructional Designers  
**CES Leadership** – CES Manager  
**CES Infrastructure** – Learning Tech Team  
**L&D Leadership** – L&D Senior Manager  
**Product Management** – Product Owners  
**Pilot Product Stakeholders** – TBD, based on product selected for the pilot  
**MAD Enablement** – Enablement Managers  
**Legal**  
**Marketing**  
**Procurement**

Tasks	CES Goal Team	CES Leadership	CES Infrastructure	L&D Leadership	Product Management	Pilot Product Stakeholders	MAD Enablement	Legal	Marketing	
MAD Credentials Framework	R	A	R	C	C	C	I	C	C	I
Vendor Discussions/Demos	R	A	R	C	I		C	I	I	C
Pilot	R	A	R	C	I		C	C	I	I
Pilot Evaluations/ Recommendations	R	A	R	C	C	I	I	I	I	I

# Data and Evaluation

- Objectives and KPIs – *how will we measure success?*

Establish MAD's brand reputation in the product credentialing market

*-Clicks, shares, referrals*

Provide verified and portable credentials both internally and externally

*-Feedback, enrollments*

Promote and increase registrations in CES training offerings

*-Completions, revenue*

Increase knowledge and expertise of MAD products and platforms

*-Credentials issued*

Integrate learning platforms and credentialing tools seamlessly

*-Pilot metrics*

Validate skill proficiency

*-Skills tagged, assessments*

# MAD Credentials:

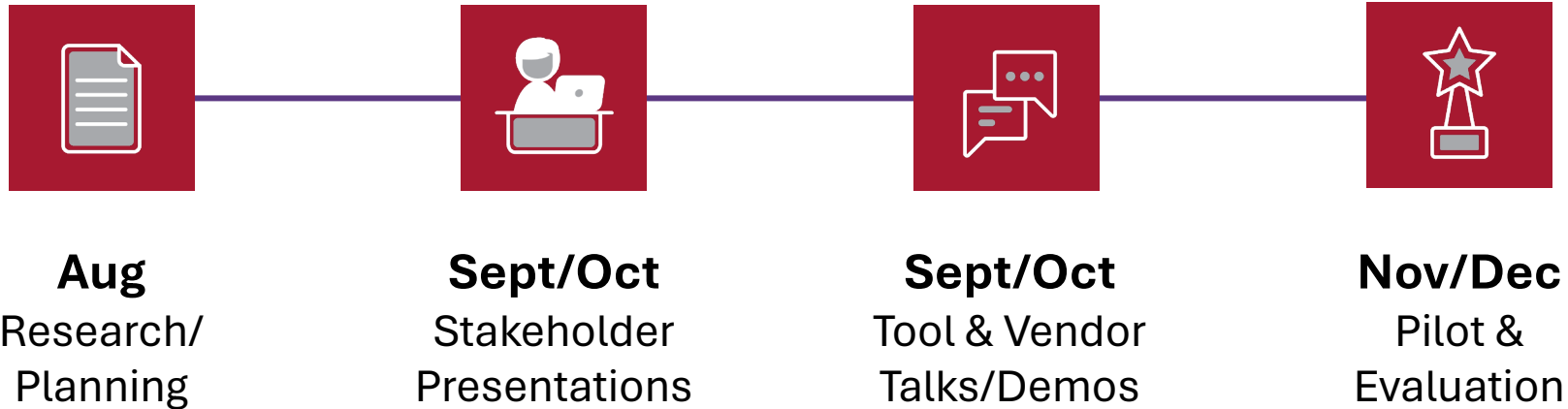
A *framework* paired with a *platform* to validate and make skills visible.



## What do we lose if we don't have a platform?

- 1 Security, Verification, Metadata
- 2 Social Media Sharing and Portability; External Brand Perception and Credibility
- 3 Data Analytics Dashboard
- 4 Control: Design, Issue, and Edit
- 5 Limited to MAD U Cornerstone Users

# Pilot Timeline



# We want to hear from you!

- 1 How can we best serve you?
- 2 How could a credentialing program impact your team?
- 3 Have your customers requested this?
- 4 How will customers respond to this offering?
- 5 Do you have any other feedback?

