Credentials: The Currency of the Modern Labor Market

June 8, 2022

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Vision
We envision a world where every person can achieve their full potential based on verified skills.

Mission
We help organizations make better decisions based on trusted information about what people know and can do.
Why This Matters Now More than Ever

There's a rapidly growing focus on the need for real-time, trusted data about skills and access to qualified talent at scale

Skills
For jobs that power the modern economy

Trust
Real-time trusted info about talent to drive human capital decision-making at scale

Equity
Social justice and equity is an imperative
If Your Employees Aren't Learning, You're at Risk of Losing Them

One key factor in the recent barrage of resignations? Lack of training and skill development.

How rethinking upskilling can help head off the Great Resignation

Your employees want to learn and grow, says this edtech founder, but for many businesses, training programs are outdated. That may be one reason top talent is heading for the doors.

The 'Great Resignation' Is Really the 'Great Discontent'

BY VIPULA GANDHI AND JENNIFER ROBISON

Workers, in Demand, Have a New Demand of Their Own: A Career Path

More low-wage employees want opportunities to grow. Big companies are making more promises to help them.
400%

Increase in customers issuing digital credentials to their employees on Credly over last two years
The Movement is Real: A Skills-based Approach to Talent
**SKILLS:**
Skills are the “currency” of the modern labor market

**CREDENTIALS:**
Verified skills are represented by credentials – which come in different “denominations” and are used for human capital “transactions”.

**TRUST:**
Credentials are backed by assessments and “the full faith and credit” of organizations. In digital form, credentials are portable & trusted.
Digital credentials as workforce currency

✔ Trusted Sources

✔ Skill Transparency

✔ Connect to Jobs

✔ New Credentials

Google IT Support Professional Certificate
Issued by Coursera

Those who earn the Google IT Support Professional Certificate have completed courses developed by Google, that include hands-on, practice-based assessments and prepare them for entry-level roles in IT support. They are competent in foundational skills including troubleshooting and customer service, networking, operating systems, system administration, and security.

Skills

- Computer Networking
- Customer Service
- IT Infrastructure Services
- IT Support
- Operating Systems
- Security
- System Administration
- Troubleshooting

Earning Criteria

- Successfully complete the 5-course Google IT Support Professional Certificate available on Coursera.org.

Endorsements

American Council on Education CREDIT
This credential has been successfully evaluated by the American Council on Education for college credit and workplace competencies. It is worth 2 college credits, for a total of 12 college credits. For more information about ACE evaluations, visit www.acenet.edu.
Credly Connects People → Opportunities Based on Verified Skills

- Individual Earns a Credential
- Credential Issued on Credly
- Earner Curates Credly Profile
- Opportunities Presented to Earner based on Skills

- Certification
- Assessment
- Course
- Learning Experience
- Other Achievements

Current Employer
Future Employer
Learning and Assessments
The Credly Network

The world’s most recognized brands recognize their people on Credly

Associations
- ISACA
- PMI
- AACE
- APICS
- AICPA
- CompTIA
- ONCC
- BCEN
- AHIMA
- City & Guilds

Businesses
- Microsoft
- IBM
- PVH
- Snowflake
- Intel
- P&G
- Siemens
- Google
- Cisco
- SAP
- AWS
- Facebook Blueprint
- Adobe
- Autodesk
- Unity

Training & Education
- Harvard Business Publishing Education
- GED Testing Services
- The Linux Foundation
- Pragmatic Institute
- edX
- Northeastern University
- The Dale Carnegie
- Coursera
- Miami Dade College
- Hunter College
- City College
- Florida Atlantic University
- May Business School
- Wharton University of Pennsylvania
Credly’s Solutions

**Credly Acclaim**
Certification providers create, manage and monitor digital credentialing programs that drive earners to build verified skills and competencies.

**Credly Workforce**
Employers leverage Credly network data to engage employees and identify learning and career opportunities for talent.

**Credly Talent Match**
Talent acquisition teams and recruiters find top talent for open roles based on verified skills.
Verified skill and credential data drives effective workforce planning
Foster Meaningful Learner & Institutional Outcomes

Demonstrate employer partnerships
- Prove labor market relevance
- Improve trust in program outcomes

Connect earners with opportunities
- Create meaningful pathways
- Improve learner retention

Increase completion rates
- Increase enrollment
- Increase completions

Build brand identity
- Align with the future of work
- Increase trust in your institution
- Reduce credential misrepresentation
Big Opportunities for Higher Education

Skill-based Credentials
- Credential as You Go
- Professional certificates
- Embed or connect to valued industry certifications

Employer Pathways & Partnerships
- Co-branded / co-created offerings with industry leaders
- Employer partnerships for talent pipeline development
- Employer endorsements

Shorter Paths for Adult Learners
- Credit for Prior Learning
- New enrollment pathways
- Example: Prior Learning Network (ACE & Credly)
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