ACCREDIBLE CREDENTIAL FRAMEWORK

Activity

02

Assess Credential Change Impact

Description: Use of a diagnostic tool to assess the nature of the customers use of credentials and their entry point to the framework

Inputs: Credential Operating Model, "To Be" Technical Environment

Outputs: Change Plan

Overview: When implementing major change into an organization, it's prudent to review the scope of the change and assess its likely impact. If the impact is significant, then an action plan needs to be developed and recorded in a Change Plan for implementation during the project. *Of course, in many situations when the impact is assessed, it can be contained as part of "business as usual."*

The Impact of Implementing a Credential Program

One simple way of carrying out an impact assessment is to focus on four of the key components that make up an organization: Technology, Organization, Process, and Market. After gaining an appreciation of the Credential Operating Model and the "To Be" Technical Environment, focus on the impact of implementing the credential program. Here are the main components to consider:

► **Technology**

A Credential Platform will be added to the technical environment. This will probably be integrated with key operational systems such as the Learning Management System (LMS), Human Resources Management System (HRMS), internet sites (internal and external), email systems, and more. The technology assessment is completed in the "Assess Technical Impact" activity and is a useful input to this activity.

► **Organization**

The impact of a Credential Program on an organization is driven by the size of the organization and the ambition level of the program. One key element to consider is Governance. This might require a program sponsor, governance board, or organizational representation.

Another consideration relates to how credential guidance and design expertise is provided - it could be through a Centre of Excellence or devolved to the units. Then, there's the question of support—credential schemes require some operational support—who will provide support? Each of these changes may need roles and responsibilities for determining who will create, amend, and carry out support duties.

Accredible

► **Process**

There are processes associated with the governance, design, issuing, and support of various credential schemes. Earning and awarding credentials is rarely done in isolation—some sort of activity, whether it's learning, assessment, or something else, is completed in an operational system (LMS, HRMS, etc.) that triggers a request for a credential. These processes and their interactions with operational systems need designing, amending, and implementing.

► **Market**

Credentials are an important additional capability for the marketing team and it's important that credential designs are consistent across various initiatives and aligned with brand guidelines. Credentials are also a good opportunity "to bring learners into your world"—landing pages and other marketing assets should be designed and deployed.

A credential program will have other impacts that should be considered, but the items above are a good place to start the discussion.

Once the impact has been assessed, actions need to be identified and agreed upon. These actions are documented in a **Change Plan**, which is used to guide the implementation team.