VALIDATE Me

How

BLOCKCHAIN

technology can be the

BOOSTER

you are looking for in corporate L&D Department

2021/22

Redefining a New World of Work

Introduction

If you are a L&D leader, you are well aware that the term "learning and development" does not even begin to cover the obligations, challenges, and impact of L&D.

In our view, L&D sits in a position that meets three of the most important aspects of any business: **people, technology and performance.** And when these three things (people, technology, and performance) come together seamlessly, we can truly prove the value of L&D.

In an ideal world, learning technologies will remain stable and efficient, our people will always be engaged and motivated to learn, and overall performance will continue to grow exponentially. Unfortunately, many learning leaders know that the truth is not so good.

You can invest in the best learning programs in the world, but if your people are not involved enough to use them, this will not add any real value to your business. Similarly, you may have developed a good reading culture - but if your **technology is outdated, this may slow down your performance.** Talking about technology, you must have heard regarding Cryptocurrency and Blockchain, but did you know that there are many use cases of Blockchain including blockchain based digital credentials which could be the potential disruptor in the L&D space.

In short, L&D leaders today face a **host of challenges.** And while issues may vary from organization to organization, the core themes are the same.

Major Challenges with L&D

- Lack of User Engagement

- Measuring Success

- Return on Investment on Learning and Development

- Completion Rates and Incentives

- Soliciting Feedback

According to the World Economic Forum, more than half of all workers worldwide will need re-skilling by 2022. Globally, **79% of employees want to focus more on L&D.** If companies do not provide skills development opportunities, their employees will be **six times more likely to leave within a year,** according to a study from MIT Sloan Management Review and Deloitte.
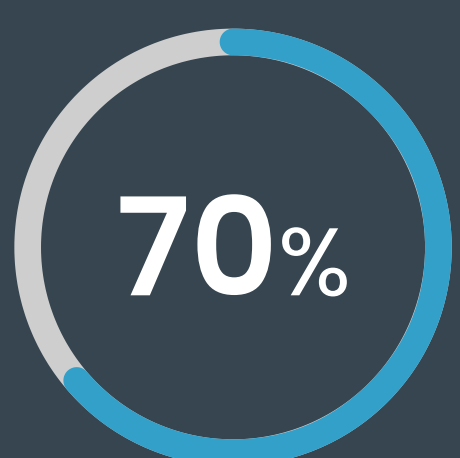
70% However, **70%** of business leaders still feel incapable of creating a **"culture of knowledge, sharing and learning that continues",** according to the **Harvard Business Review.**

Are existing corporate LMS's good enough?

While most organizations have turned to Learning Management Systems (LMS) in the past to attempt to tackle the aforementioned challenges, they eventually realize that a traditional corporate LMS is simply not an effective solution. In fact, a recent LMS trend poll conducted by Brandon Hall found that over **58%** of the companies surveyed said they were looking to replace their LMS with a corporate learning tool that would better meet their business needs and objectives.

5 bottlenecks in the corporate LMS

- Personalized learning paths based on role

- Outdated user interface and incompatibility with mobile devices

- No flexibility to deploy new courses instantly

- Lack of gamification: Leaderboards, Badges, and recognition of progress

- Insufficient reporting

Fun Fact:

According to Google, 80% of the global workforce (2.4 billion people) is made up of deskless workers.

80%

# Transitioning into a Digital paradigm - Covid Times

Since the outbreak of **COVID-19,** there has been a **huge increase in e-learning services in India, Europe and China.** Organizations use a variety of e-learning methods such as **webinars, visual conferences, hands-on teacher-led training, and podcasts.**

Managed learning service providers need to provide **automated training** to deal effectively with emergencies. However, with the emergence of many e-learning platforms that run L&D programs, there are many challenges associated with it.

It is now safe to say that many organizations have adapted to the post-epidemic world in their own way. Amid these challenges, L&D teams have been at the forefront of implementing new approaches to hosting and training of **remote systems, improving employee productivity in a virtual environment, and finding new ways to support a mixed work environment.**

How does Blockchain based Digital Credentials help in tackling the problems?
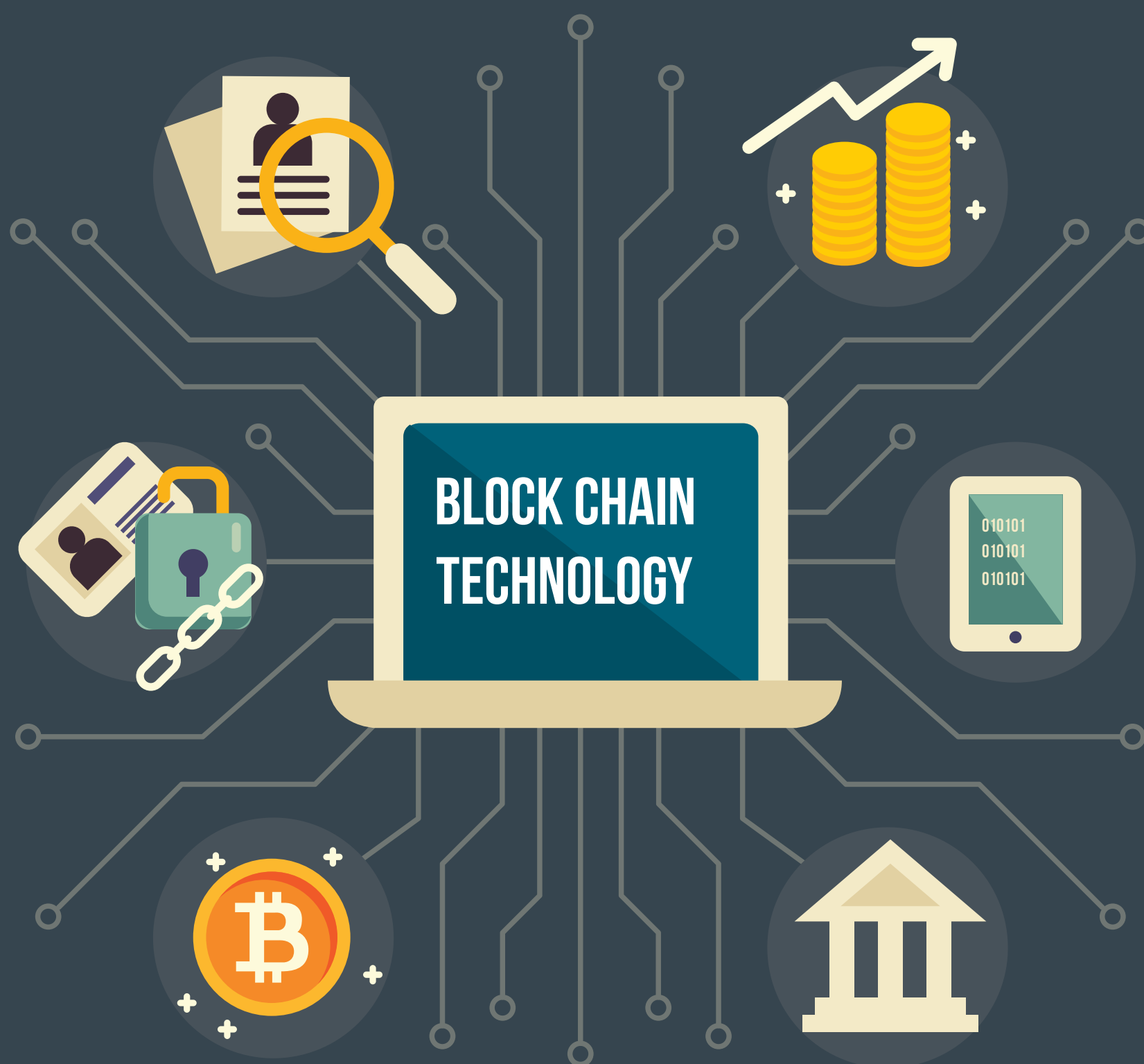
Blockchain technology is changing the way businesses operate. With built-in blockchain solutions, it is important to understand how these new technologies differ and how they work compared to previous technologies. Blockchain's ability to provide "**trusted data from reliable sources**", undermines traditional methods of issuing portable certificates and awards to address the problem of duplication, creating independence and transparency while facilitating new ways for multiple groups (employers and employees) to work together.

Quick Delivery

Avoid the frustration and delay of snail mail. Digital delivery is fast and free, regardless of one's location.

No Resending

One of the 200 paper certificates is prone to human error and needs to be re-printed and re-sent. With digital you can update and revoke certificates by the click of a button.

Referrals and Brand Exposure

Generate multiple views for every certificate you dispatch and get referrals. Digital certificates are sharable, providing long term marketing value for your brand.

Save Time

Most customers see more than 90% of their time-saving when transitioning from paper to digital certificates.

Avoid wasting time making, printing, and sending certificates, managing support requests from recipients of certificates and veryfying the authenticity of paper certificates.

Reduce Certificate Costs

Technology, high quality printing and reliable email delivery are expensive. Digital migration organizations generally reduce the cost of direct certification by more than 70%.

Costs from amendment, re-authorization, lost email, etc. are greatly reduced from paper to digital.

Referrals and Brand Marketing

Submitting paper certificates does not allow you to track product exposure. Traditional certificates are hung on the wall and their exposure is limited.

Digital certificates can be shared on Facebook, Twitter, added to LinkedIn profiles and linked to your website.

Customers increase traffic to their systems by up to 15 times by issuing digital certificates.
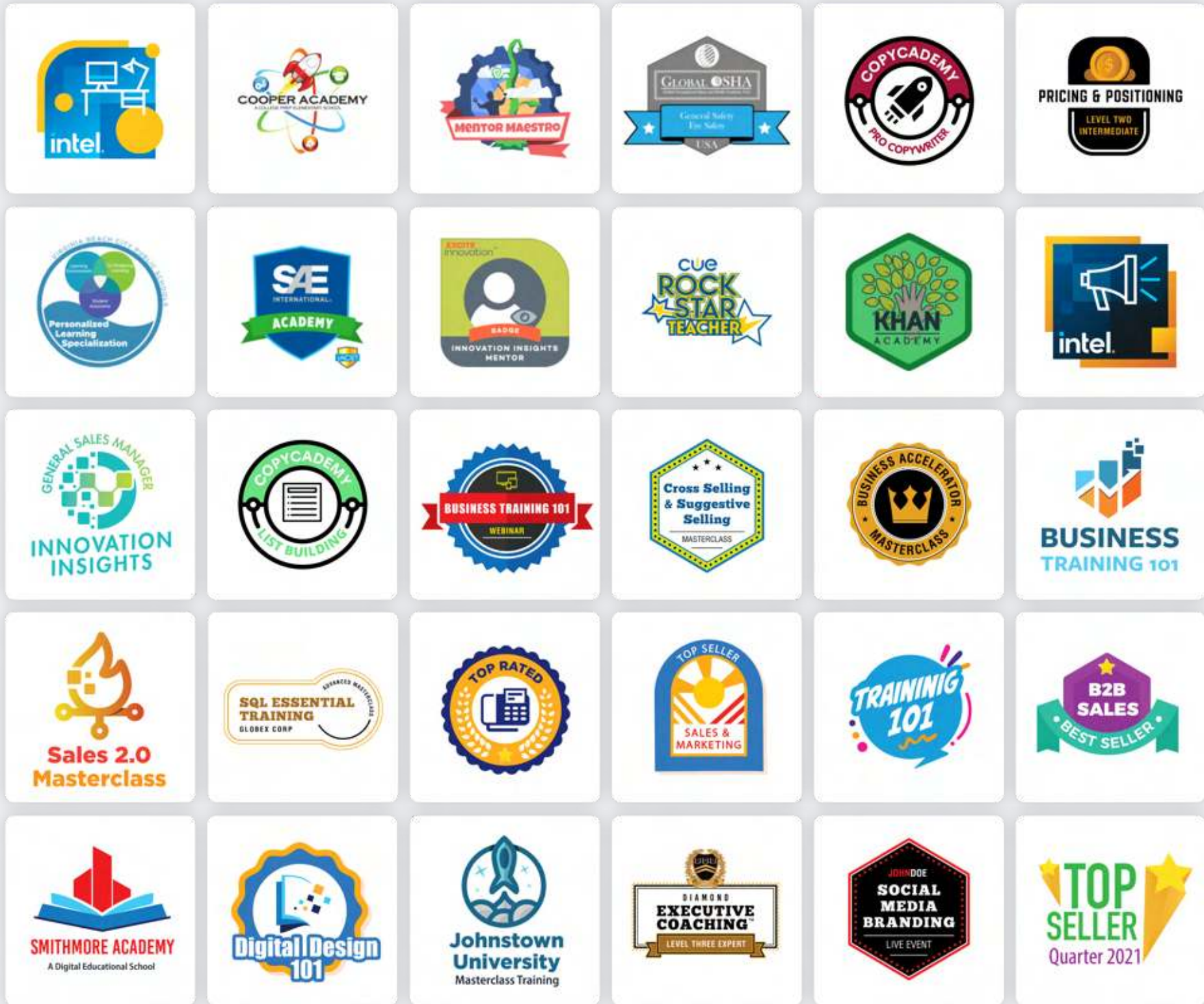
A real-life example
Success Story
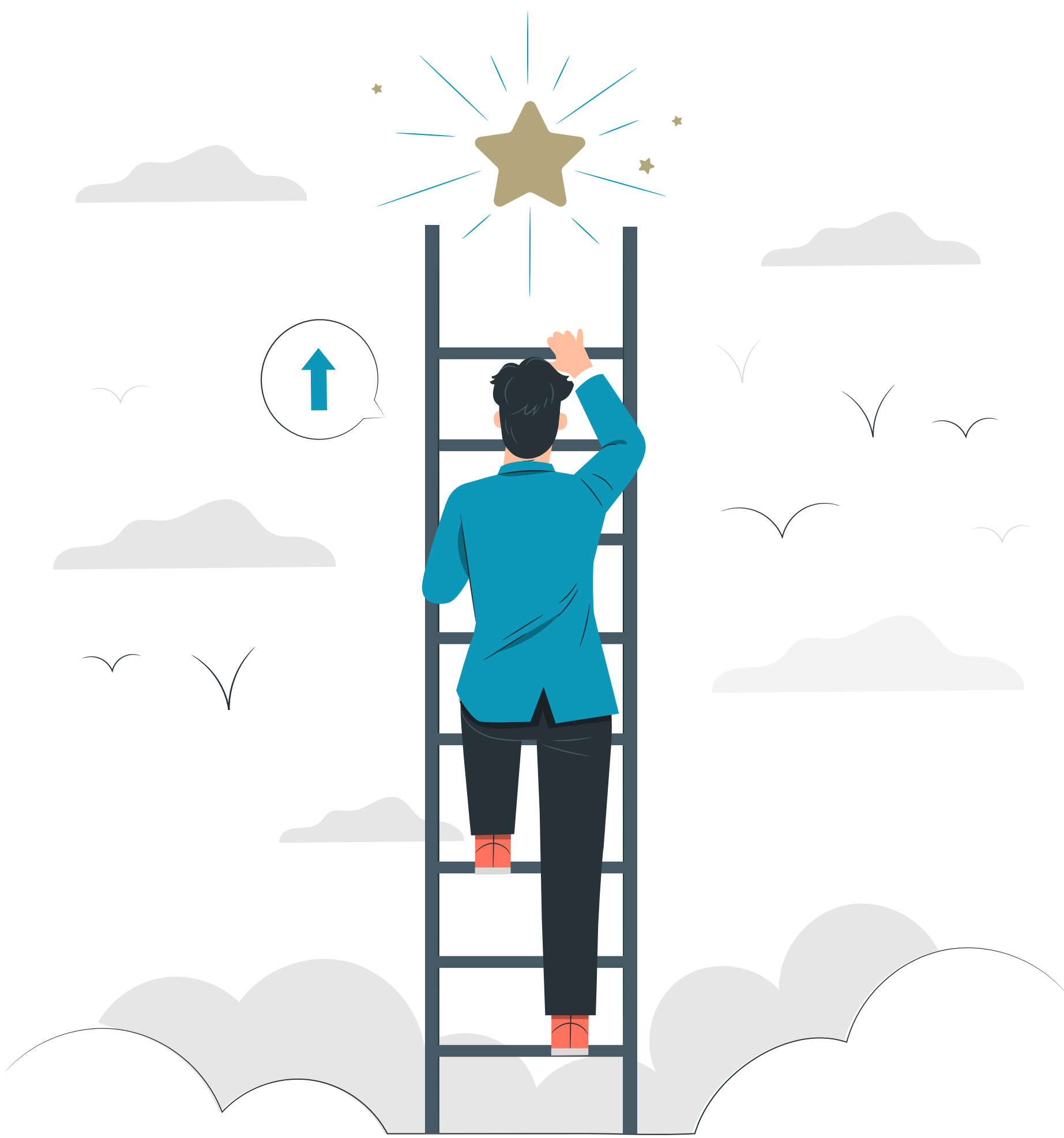
IBM

is one vendor that offers digital badges both internally and externally.

For example, it uses digital badges to recognize its own workers' achievements and those of participants in its training programs. The tech giant announced in August 2020 that it had awarded 3 million digital badges since 2015.

IBM had given about half of that amount to its own employees and the other half to people outside the company, estimated David Leaser, senior executive of strategic growth initiatives at IBM's training and skills program.

Digital badges dovetail with modern workforce requirements, Leaser said. In the current workplace, employees must often quickly learn new skills in response to rapidly changing technologies and market demands.

In addition, digital badges can give certain potential employees a leg up.

New-collar workers, or those who continually develop technical and soft skills through opportunities outside conventional college degree programs, have benefited from IBM's digital badges, Leaser said "This is where I think badges have shown real value," Leaser said. "Our [traditional] education system isn't equipped to meet [the] demands of [the] modern workforce and the rapid pace of change. It requires a different way to build and then recognize new skills.

Data Points

The Accenture Research states that Blockchain technology has the potential to reduce L&D infrastructure costs by an average of 30 percent

The key concern of L&D practitioners is in responding to the changes in business needs, improving access to learning, providing information to employees at the time of need, and facilitating newer ways to promote continuous learning. In order to achieve these goals, L&D practitioners should develop tools that enable easy and flexible access to content that can promote reflection as well as motivate employees to share their knowledge with others.

A recent research report by CIPD on the future of technology in learning indicates that nearly 20% of learning & development budgets today are dedicated to technology enablement. Nearly 26% of all employee training is today aided by technology, either during the training design cycle or training delivery. Such state of affairs suggests how technology is already playing a key role in the learning and development space.

Solution - ValidateMe.Online

Your Employees – Engaged

Create different learning and game-led learning methods using micro credentials that take learners to levels to earn badges, which keeps them very engaged completing training.

Provide professional development with digital credentials that can be embedded in email signatures, shared on social media, and added to LinkedIn profiles.

Your Skills Gaps – Closed

Find out in detail what skills and competencies your employees have, identify skills development opportunities, and identify ways to reposition or hire talent to better meet your business needs and growth goals.

Your Trainings – Amp'ed up

Create quickly and bring new digital credentials your training portfolio grows. Easily measure your training plan without increasing the cost of managing credentials.

Your Growth – Tracked

Use the Validate Me solid statistics module to track and analyze verification data, helping you monitor course enrollment, overall student engagement, and completion rates.

Your Credentials – Branded

Provide fully customizable digital badges / credentials, and provide your employees with complete, comprehensive reading information, from course registration to data delivery and sharing.

Your Data – Protected

Enjoy certificates of fraud protected by bank-level encryption and blockchain technology to protect your organization's type, data, and reputation.
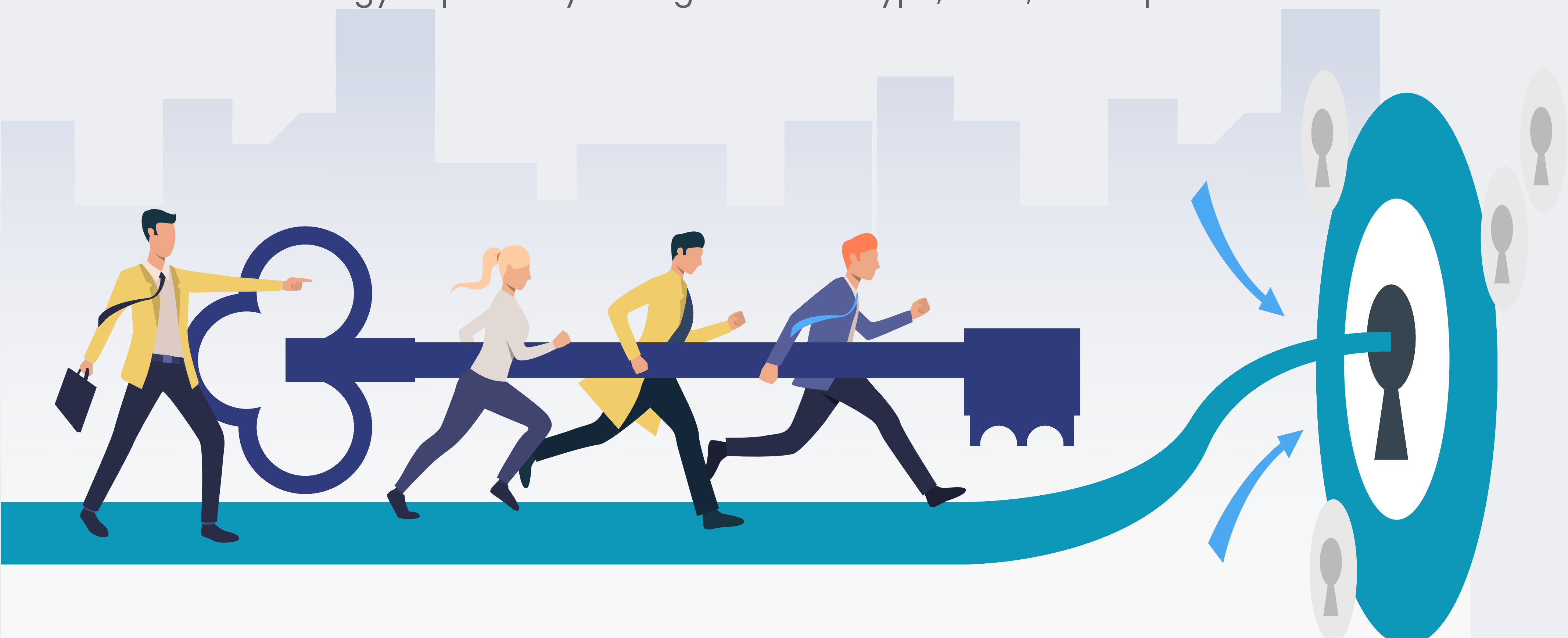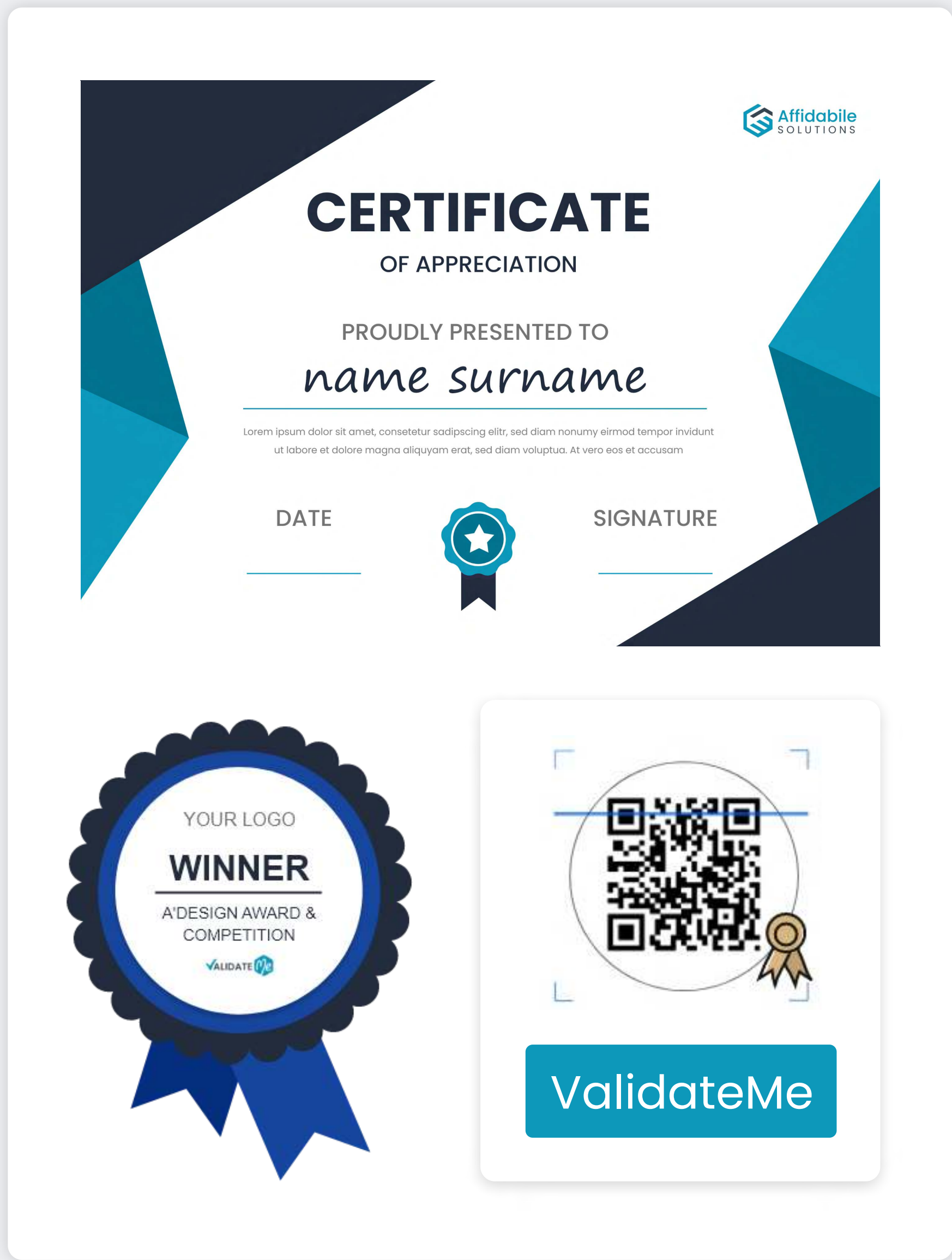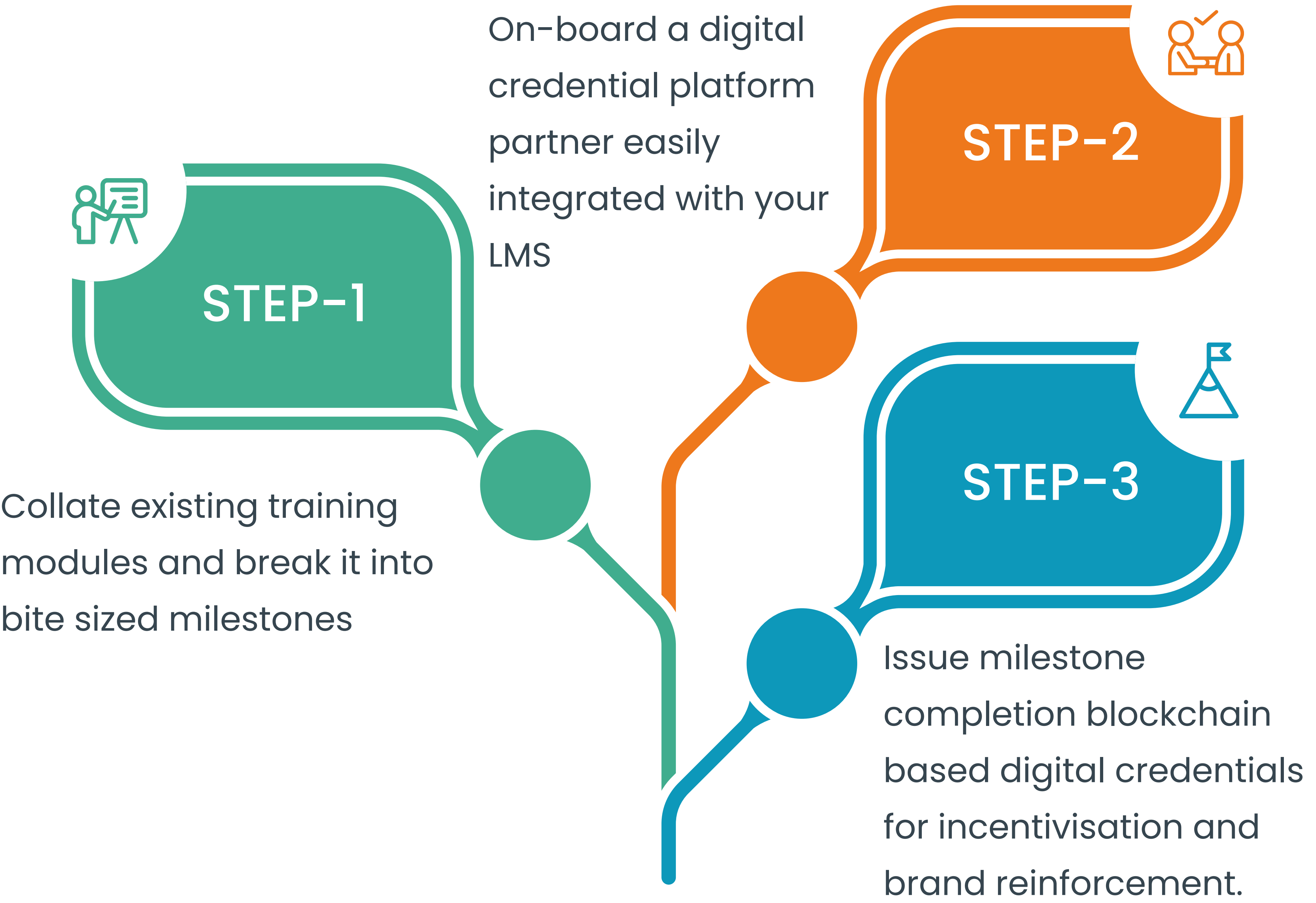
100%

ValidateMe issues verifiable certificate and badges giving your

- ✓ Achievements
- ✓ Standardization
- ✓ Validity

CERTIFICATE
OF APPRECIATION

PROUDLY PRESENTED TO

name surname

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam

DATE   SIGNATURE

YOUR LOGO
WINNER
A'DESIGN AWARD &
COMPETITION

ValidateMe

Affidabile
SOLUTIONS

Actionable Steps for a smooth transition in the digital credential based L&D module -

STEP-1

Collate existing training modules and break it into bite sized milestones

On-board a digital credential platform partner easily integrated with your LMS

STEP-2

STEP-3

Issue milestone completion blockchain based digital credentials for incentivisation and brand reinforcement.

Thank You

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