Credential Flywheel Checklist

**Activating the Award stage**

Add positive force by:

- Creating marketable credentials that contain helpful contextual information that communicates the credential's value
- Using branding and white label functionality so that recipients see the credential is coming from your brand
- Integrating a digital credential platform into your existing tools to enable immediate auto-issuance once a learner satisfies the completion criteria
- Building automatic email campaigns to ensure recipients don’t miss out on the opportunity to view and engage with their newly earned credentials
- Featuring your credential holder profiles in a browsable directory where they can be found and engaged with by interested third parties and recruiters

Remove friction by:

- Ensuring your credential delivery emails have a clear subject line so recipients understand what they have just received
- Removing the need to create user accounts so recipients can access their credentials without additional requirements

**Activating the Amplify stage**

Add positive force by:

- Encouraging recipients to share their credentials by including clear CTA (call-to-action) buttons within the credential email, such as ‘Share Credential’ or ‘Add Credential to LinkedIn’
- Providing clear guidance on how recipients can use their credentials within the credential email as a short paragraph or bullet point list
- Linking to more detailed instructions with step-by-step guidance and screenshots of what recipients can do with their credentials
- Identifying and engaging with your top credential influencers to boost visibility and create further engagement with your target audiences

Remove friction by:

- Eliminating barriers for recipients needing to take an action before sharing (e.g., requiring them to follow a specific account to share)
- Streamlining credential verification to help your learners with third parties (e.g., recruiters) looking to validate their skills and competencies

**Activating the Attract stage**

Add positive force by:

- Using dedicated credential pages to inform learners and interested parties about the credential's value and how they can sign up
- Including links to your website or issuer profile, the sign-up page for the target credential, and other available programs
- Motivating continuous education by linking to relevant, recommended credentials or the next step within a learning pathway
- Tracking and measuring the impact of your credential flywheel to optimize your program’s performance

Remove friction by:

- Ensuring individuals can quickly sign up for programs without clicking through several different pages