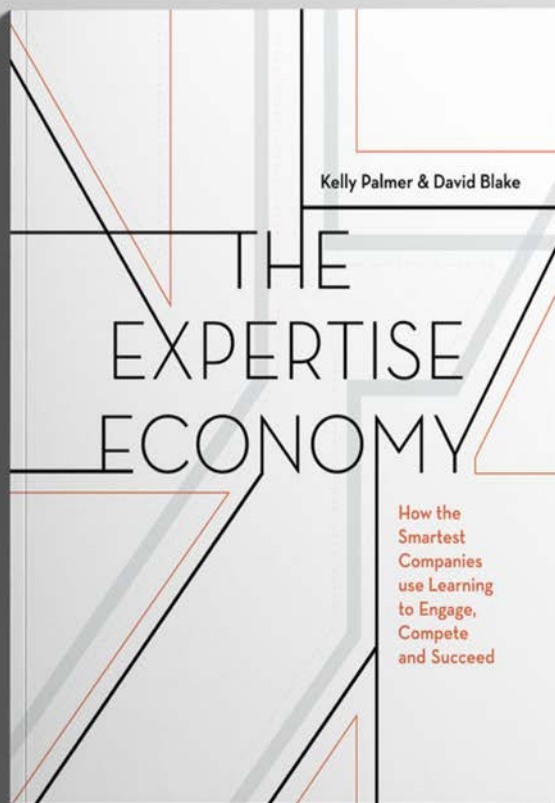


DEGREED SKILL CERTIFICATION





"Brilliant, timely and significant, this book blows the lid off the learning theories of the past!"

— Sean Covey, President,
FranklinCovey Education



“TELL ME ABOUT
YOUR EDUCATION”

“WHAT SKILLS DO
WE HAVE?”





COMPARING APPROACHES

**X**

Traditional Approach

- Fixed structure (parent/child & categories)
- Static: Hard to scale or keep up to date
- Difficult to integrate
- Vertical specific

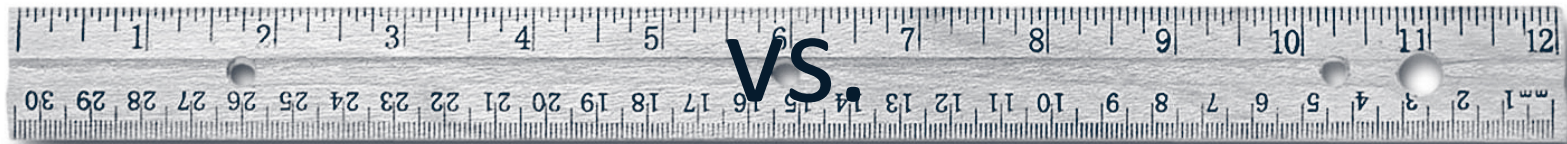
**✓**

Degreed's Approach

- Relational database – similar to Google search algorithm
- Partnership of human expertise and machine learning
- Adaptive based on:
 - Anonymized client data
 - User trends in learning, sharing, completion, searches etc
 - Trending topics



Associates, Bachelors, Masters, PhD



ABMG

PMI

Black Belt

CFA

CAN

Cisco Network Certified

Nano Degree

Badges

Bootcamps

Assessments

How Degreed Scores Skills



The 8-level framework is adapted from Lumina's open-source competency framework seeking to democratize education.

Independent practitioner

Specialized practitioner

Suited for defined activities

May lead or instruct others

Innovator, inventor, thought leader

1

Beginner

At Level 1, you have general knowledge about some aspects of the skill. You're just beginning to learn the tools associated with your skill and how to use them to complete simple, routine tasks. You work best within a structured environment with supervision, predetermined processes, and set criteria to judge output against.

2

Capable

At Level 2, you've gained a working, fundamental knowledge of your skill domain. While you know there's still plenty left to learn, you've got the basics down. You can solve basic problems and complete tasks on your own—but when a complex issue arises, you'll likely need some help.

3

Intermediate

At Level 3, you've extended your knowledge beyond fundamentals into the theory of your skill domain. You're comfortable using the tools of the trade as you continue to develop your technical skills. For the most part, you can work independently on new challenges. You know enough about your skills to be self-critical, and know the difference between good work and great work. You've also become good at setting your own goals to measure progress.

4

Effective

At Level 4, you're a skilled practitioner that uses a broad range of methods to solve problems from planning to execution. You can tackle more specialized tasks and apply your skills to complex problems that might require a new process or approach. You can work independently on complex projects, and when those projects are complete, you're able to look at your work and accurately evaluate whether it was successful.

5

Experienced

At Level 5, you have robust, and likely specialized knowledge about your skill. You have a proven track record of success, and bring a wide range of cognitive or practical skills to the table to solve new and complex problems. You can lead an initiative and see it through to the end.

6

Advanced

At Level 6, you've mastered the knowledge, theory, tools, methodology, and processes of your skill domain. Not only can you apply them successfully to pretty much any problem—large or small, simple or complex—you can also clearly communicate these concepts to others.

7

Distinguished

At Level 7, you're an innovator and your work is likely highlighted as industry best. You use tools in such a complex and experimental way that others look to you for best practices—you're the one setting the trends that others will follow. You also likely have one or two areas of expertise that are highly specialized or advanced.

8

Master

At level Level 8, your knowledge and unique vision of the field are highly sought-after. You have a grasp on what the future of your domain will hold and how it might affect people, tools, technology, processes, and the world as a whole. You are recognized as a world-class leader in your field. You and are likely developing new standards and practices, innovating beyond the majority of your peers.



How it works ▾



?

Strategic Planning — Skill Certification

1.3 Choose 3 Skill Behaviors



Strategic Planning

Skill Certification Overview

1

Application

Provide us with information about your skill level.



Identity Verification



Accept Honor Code

3

Choose 3 Skill Behaviors

4

First Skill Behavior

5

Second Skill Behavior

6

Third Skill Behavior

7

List Endorsers

8

Review Application

9

Legal & Submit



To represent your skill, please provide three examples of ways that you apply your skill. We call these skill behaviors. Skill behaviors should start with "I can...", for example, "I can manage a budget." You should select skill behaviors for which you can:

- Give a detailed example of a time you did this
- Ask someone who worked with you to endorse you
- Link or upload evidence for if possible

Together your skill behaviors should describe the depth and breadth of your expertise in this skill.

If you get stuck, consider how you would answer the question of someone who asked, "what do I need to know how to do to be good at this skill?"

[See the evaluation criteria >](#)

[Show examples of skill behaviors >](#)

Strategic Planning — Skill Certification

1.3 Choose 3 Skill Behaviors

- 2

Review Peers
Review others that have applied to become certified.
- 3

Check Status
Time to kick back and relax. We're reviewing your application.
- 4

Receive Results
View, download, or share your certificate.

1. What is your first skill behavior?

I can...

2. What is your second skill behavior?

I can...

3. What is your third skill behavior?

I can...

< Back

Save & Next >

Business Management

Skill Certification Overview

1 Application

Provide us with information about your skill level.

- ☒ Identity Verification
- ☒ Accept Honor Code
- ☒ Choose 3 Skill Behaviors
- ☒ First Skill Behavior
- ☒ Second Skill Behavior
- ☒ **Third Skill Behavior**
- ☐ List Endorsers
- ☐ Review Application
- ☐ Legal & Submit

2 Review Peers

Review others that have applied

Examples of skill behaviors



Caitlin Probst

Applied for Social Media Marketing

"I can create product launches and ad campaigns on multiple social channels that translate to direct sales and positive ROI"

Describe a time you used this skill behavior



Embrace the Space Campaign Image
Embrace.jpg

A running shoe brand had a very specific benefit to their product - we wanted to create and launch a campaign on social channels (Facebook, Twitter, and Instagram specifically) that clearly showed that benefit, attracted fans, and increased sales. I worked with the brand designers and copywriter to create the #EmbraceTheSpace campaign. The purpose was to draw attention to the shoe's foot-shaped toebox feature, and encourage people to 'embrace the space' of their sport (trailrunning, outdoor hiking, road running, etc). I used organic reach, our ambassador team, and paid ads to spread this campaign. Because we understood our fan base, the messaging really connected with our community and the campaign grew.



1.4 Who can endorse you for this skill?

1

Your Application

Provide us with information about your skill level.



Add first Skill Behavior



Add second Skill Behavior



Add third Skill Behavior



List Endorsers



Review & Submit

2

Review Peers

Review 10 Peers that have applied to become certified.

3

Application Reviewed

Time to kick back and relax. We're reviewing your application

4

Receive Results

Boom! You receive your results, Make sure to organize a party.



In this step, you'll select 3 people who can endorse you for your skill in [skill_name]. The people you select should have first hand experience and knowledge of your skill, like someone you have worked alongside as you've used it.

1. Who is your first endorser?

Choose people who you can trust to respond to a request to endorse you. You may want to give them a heads up that you've selected them to vouch for you.

What is her or his name?

Where does this person work, and in what position?

What is her or his email address?



2.5 Which candidate is better, G or H?



Your Application

Provide us with information about your skill level.

2

Review Peers

Review 10 Peers that have applied to become certified.



1st Peer Comparisson



2nd Peer Comparisson



3rd Peer Comparisson



4th Peer Comparisson



5th Peer Comparisson



6th Peer Comparisson



7th Peer Comparisson



8th Peer Comparisson



9th Peer Comparisson



10th Peer Comparisson

3

Aplication Reviewed

Time to kick back and relax. We're reviewing your application

4

Receive Results

Candidate G

Candidate H

Summary

1. I can design responsive interfaces
2. I can create a style guide
3. I can align things on the grid

Detail

1. I can design responsive interfaces

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Donec sed odio dui. Donec id elit non mi porta gravida at eget metus. Maecenas sed diam eget risus varius blandit sit amet non magna.

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Etiam porta sem malesuada magna mollis euismod. Nulla vitae elit libero, a pharetra augue.

Donec id elit non mi porta gravida at eget metus. Aenean lacinia



degreed SKILL CERTIFICATION

SOCIAL MEDIA MARKETING



DEGREED CERTIFIES THAT
Jonathan Munk
is **Level 7** (DISTINGUISHED) IN
Social Media Marketing
CERTIFIED ON 25 MAY 2017

7


DAVID BLANE
PRESIDENT
DEGREED


KELLY PALMER
CHIEF LEARNING OFFICER
DEGREED

ENDORSED BY
Max Joda
James Atkin
Caitlin Probst

 [degreed.com/verify](#) 2012 2Y31 D04T

 [Download Certificate](#)

Share on



Level 7: Distinguished

As a Level 7, you're an innovator and your work is likely highlighted as industry best. You use tools in such a complex and experimental way that others look to you for best practices—you're the one setting the trends that others will follow. You also likely have one or two areas of expertise that are highly specialized or advanced.