



HOW TO TURN THE
Great Resignation
INTO A
*Great Credentialing
Opportunity*



Jeff Cobb



Celisa Steele

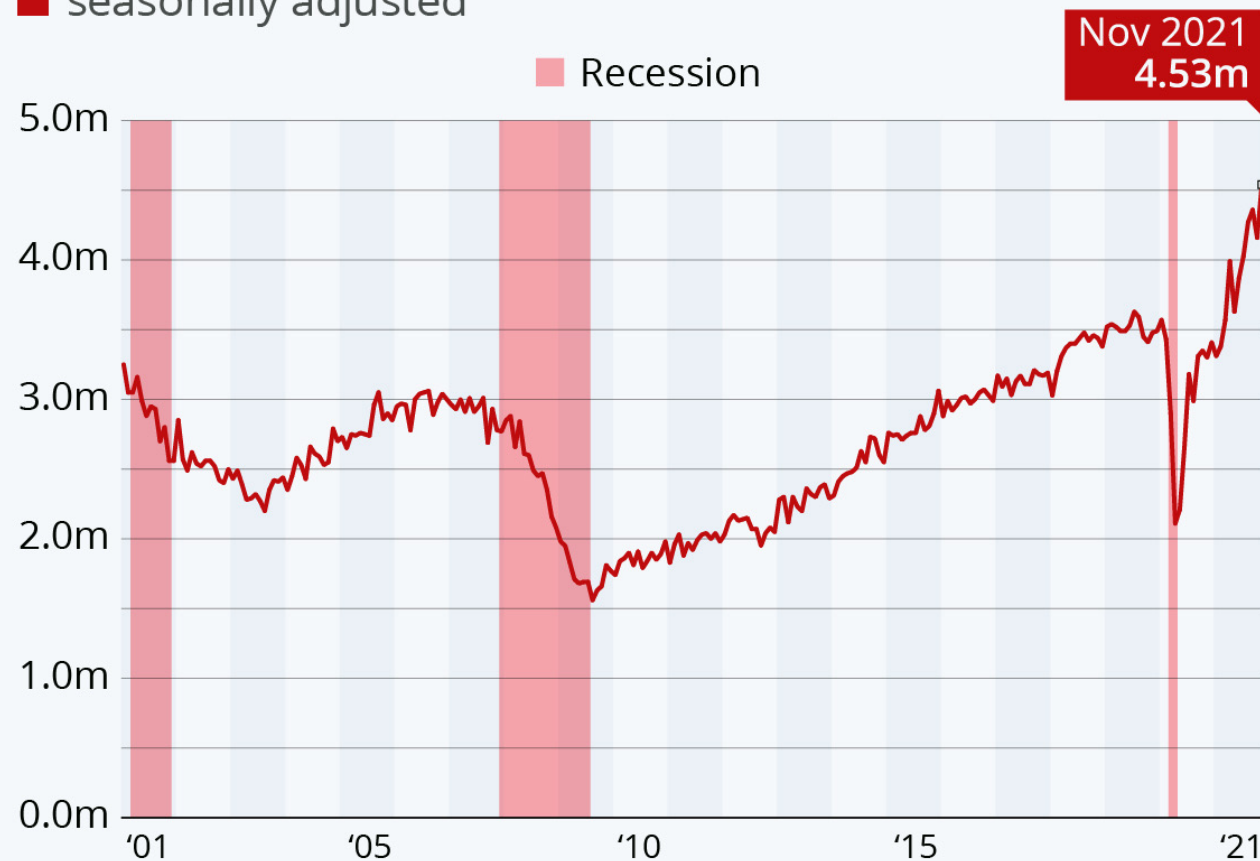


Ashish Rangnekar



The Great Resignation

Number of people quitting their jobs in the United States, seasonally adjusted



Source: U.S. Bureau of Labor Statistics







Fear of COVID-19



No childcare



Time with family



New career goals



Low wages



Long commute



Inflexible hours



Values changed

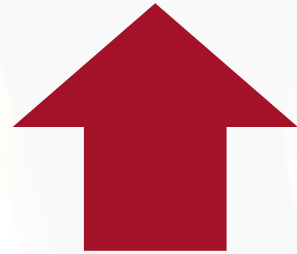
agenda

- background on Leading Learning and Tagoras
- about BenchPrep
- credentialing terminology
- 3 ways to grow with credentials
- your questions and comments

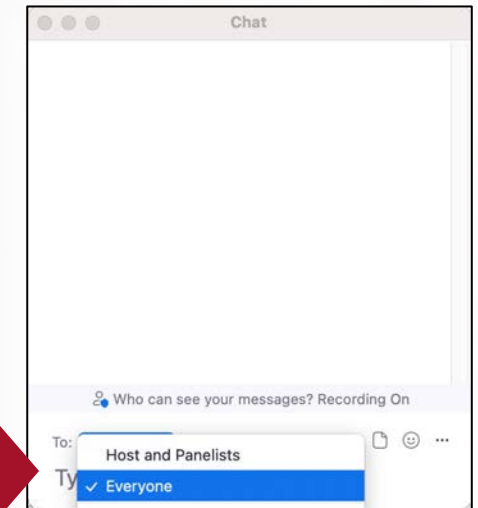
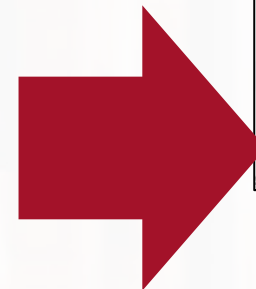
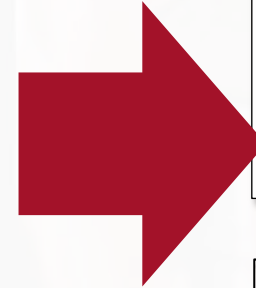
Use **Q&A** to send questions.



Leave



Click **Chat** to share comments.
Select “Everyone” in the dropdown
beside To.





Jeff Cobb

Celisa Steele



**40+ years in
learning &
education**



**experience
with learning
businesses**



**focused &
practical
resources**



**Leading
Learning
Podcast**

tagoras.com



leadinglearning.com



reviewmylms.com





Ashish Rangnekar
CEO, BenchPrep

A little about me...

- Over a **decade** helping organizations **transform their learning programs** to drive **business outcomes**
- **MBA** from the Booth School of Business; **MS in Applied Mathematics** from City University of New York; **BS in Mechanical Engineering** from the Indian Institute of Technology in Mumbai
- Named a **Tech 50 Visionary** by Crain's

BenchPrep is enabling companies to build, grow, and transform their digital learning business

1 **Improve
Learner
Readiness**



96% of candidates say the Prep course prepared them for assessment day.

2 **Drive high-
margin
revenue**



Learning revenue grew 20x in 5 years with BenchPrep.

3 **Faster
Speed to
Market**



Reduced time to market by 6-12 months.

BenchPrep leads the LMS market for companies delivering exam prep and certification training programs

4 of the Top 10 Entrance
Exam Companies

4 of the Top 10 Technology
Certification Companies

Top certification
companies in Finance,
Legal, HR etc.



credentialing terms



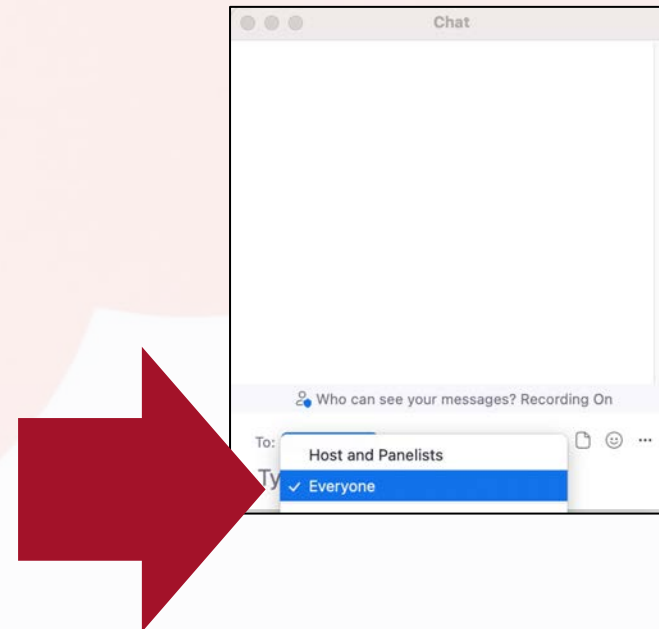
credential

- degree
- diploma
- license
- certification
- certificate

Have you seen **increased demand for your credentials over the past two years?**

Have you added **new credentials** recently?

Share in the chat.





"Has there been an increased demand for your certification(s) in the past year?"

Reasons given for increased demand:

- COVID-19 pandemic
- Increased demand from individuals
- Increased demand from employers
- Changes in technology

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"In the next three to five years, is your organization planning to offer new certification(s)?"

Focus of the new certifications:

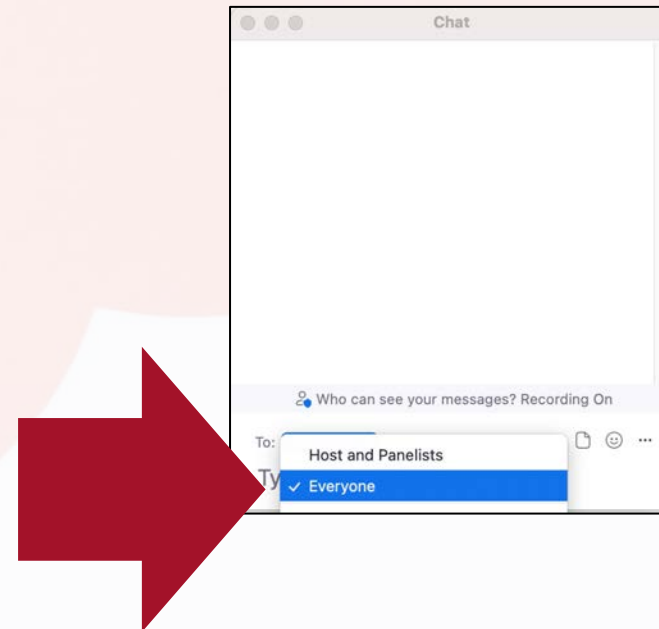
- Specialization
- Micro-credential
- New area (e.g. technology or knowledge)

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Have you seen **increased demand for your credentials over the past two years?**

Have you added **new credentials** recently?

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3 ways to grow with credentials

1. unbundle credentials
2. partner with employers
3. remove barriers



1. unbundle credentials

microcredential

benefits of unbundling

1. faster time to a credential
2. personalization

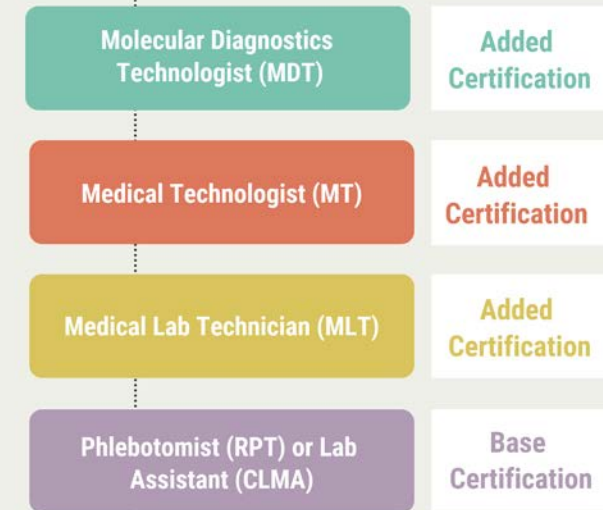
Horizontal stacking

Move along a career pathway



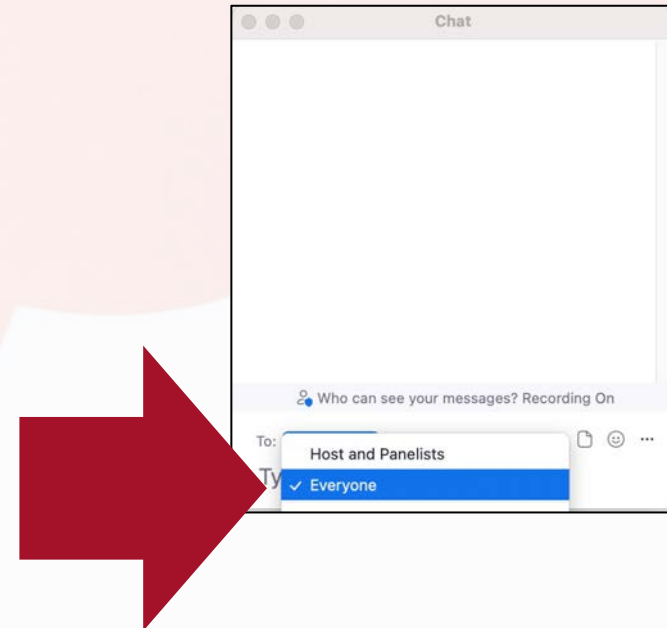
Vertical Stacking

Advance up the career ladder



What has your learning business done with **microcredentials, stackable credentials, or digital badges?**

Please share in the chat.





2. partner with employers



approaches to partnering

1. get employers to spend on your credential
2. develop a credential in partnership with an employer



AT&T

amazon

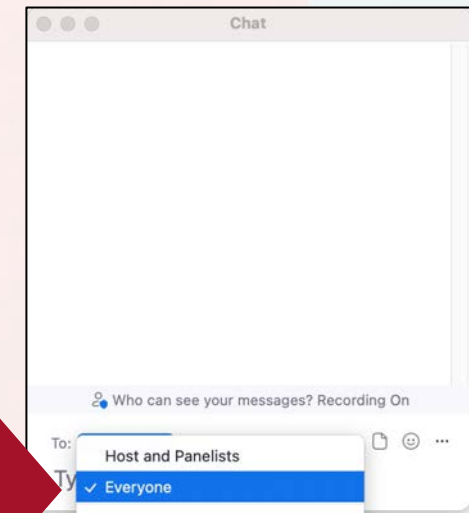
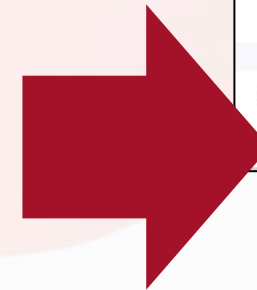
Deloitte.



pwc

Has your learning business
partnered with employers?

Please share in the chat.



3. remove barriers



Organization Type: Association

Number of Students & Physicians: 300,000

Industry: Healthcare

Barrier: Lack of equitable access

Reports

User Enrollment Data

Run

Practice Test Confidence Levels

Run

Test Completion Rates

Run



“Another thing we’re particularly interested in analyzing is barriers to completion. We want to dig in on the students who don’t end up taking the test, and getting their feedback to figure out how we can make our products and programs more effective for these students.”

Heather Williams

Association of American Medical Colleges



Organization Type: Association

Number of Learners: 2,000,000+

Industry: Information Technology

Barrier: lack of official learning material



Challenge

Lost revenue and candidate engagement opportunity caused by lack of exam prep products



Solution

CertMaster Series of Products

A comprehensive, self-paced, digital exam prep and CE solution



Impact

Engaged learners and improved revenue

- 20% increase in revenue in 1st year
- 15,000 renewals in first year
- High learner satisfaction (4.75/5)



Organization Type: Credentialing Body

Number of Learners: 27,000+

Industry: Human Resources

Barrier: Lack of candidate support



Challenge

Candidates felt unsupported with a lack of good practice and prep options.



Solution

A marketplace of prep providers and an official practice solution



Impact

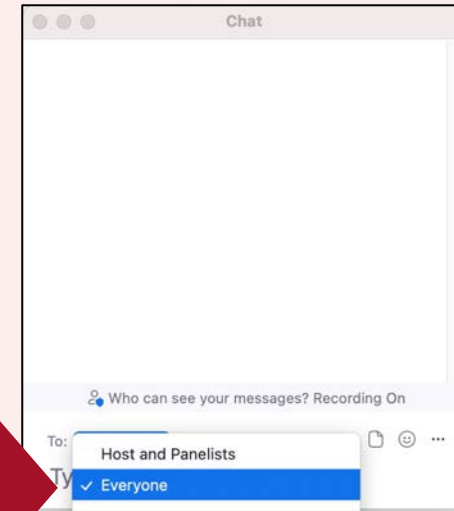
High margin revenue growth for HRCI

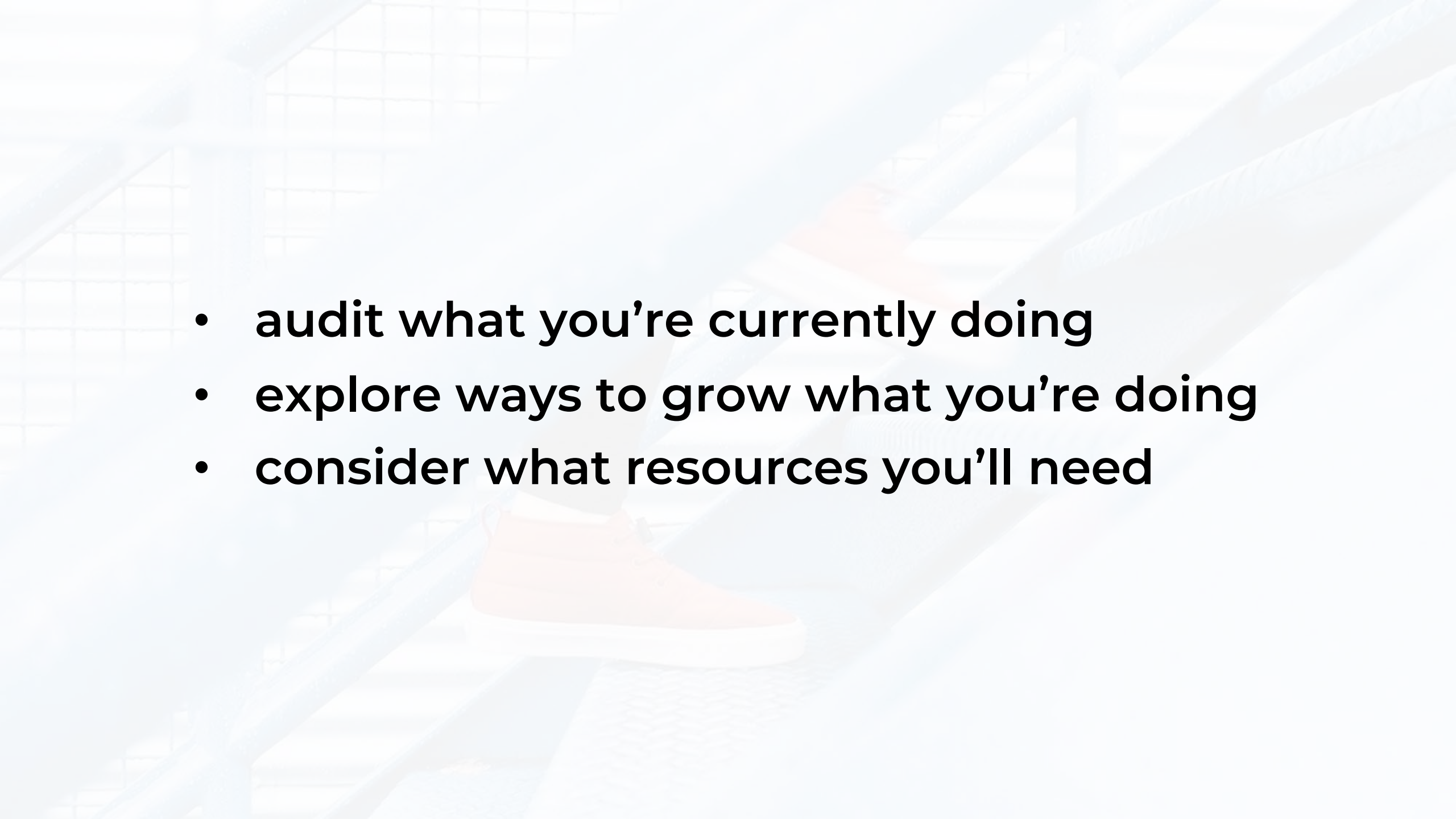
Which way holds the most potential for your learning business?

1. unbundle credentials
2. partner with employers
3. remove barriers

What **challenges to growing your credentials** have you encountered or do you anticipate?

Please share in the chat.



- 
- **audit what you're currently doing**
 - **explore ways to grow what you're doing**
 - **consider what resources you'll need**



“The Value of Credentials Now”



“Three Ways to Use Credentials to Respond to the Great Resignation”





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