

Drivers What are the challenges or opportunities you want to address? Eg to give recognition for non-formal learning; building talent pipeline; differentiating candidates.

Earner strategy

What is your strategic aim for using badges?
For example this might be using badges to empower people to forge their own skill paths etc.

Aspirations

What opportunities do you want to provide through the badge ecosystem, for yourself, your badge earners and the viewers of your awarded badges?

What current resources and activities do you have to enable your badge scheme?

What is the size of your network?
How do you currently engage with them?
What activities / resources do you have?
How much staff resource do you have to support this?

How will your badge scheme look?

How will your badge scheme bring your strategy, aspirations and resources together?

What would success look like?

How many people do you want to reach?
What impact do you need to be able to show?

Business strategy

What is the business aim for using badges?
Eg to provide enhanced awareness of someone's skills



Earner



Issuer

Policy strategy

Would your badge scheme align to any policies?
Eg government policies to support disadvantaged groups.



Consumer

High stakes/low stakes

Are your badges high or low stakes?
What impact will that have on the kind of assessment, evidence type or presentation of evidence requirements?

What additional resources do you need to make your badge scheme work?

Scheme structure

Eg will there be levels in your scheme, different tracks?

Engagement

How will you ensure engagement with your badges? Will your intended earners value the intended issuing organisation?
Will you create a network to facilitate engagement and connections? Who will be in the network?

Issuer requirements

What tools and functionality do you need to create and issue your badges?
Eg, storing evidence in the system; ability to search for and find badges; create, issue and track badges in the same system?

Earner requirements

What tools and functionality will your badge earners want?
Eg issuer and earner verification; viewing badge evidence of others (*for performance clarification and benchmarking*); sharing badges to social media and professional profiles.

Viewer requirements

What tools and functionality will your badge consumers want?
Eg visibility of quality assurance procedures; be able to leave and/or read endorsements on badge evidence; be able to ascertain the level of competency the badge indicates

Mapping and design principles

Will your badge scheme align with other organisational frameworks or resources?
How you will you show these connections and ensure consistency?
What are the underpinning characteristics of your scheme?

Quality assurance

What quality assurance processes will you put in place around the creation, assessing, awarding and management of your badges?
Who will conduct the QA?