

A digital credential offered something strong that could be easily shared through social media

Why did you choose ILM?

I chose ILM as it offers coaching qualifications, is credible in the public sector, and the number of coaching practice hours required for students is more realistic than the main coaching bodies.

What impact has the digital credentials had on your business?

It's a bit early to say as they have only been released to our organisation this last month. Early indications are good, though. When I posted my digital credential on LinkedIn, I got 2000 views. The 30 or so who have done likewise are getting 50-70 comments or likes.

What do you think the future is for your learners?

In the context of digital credentials, it does offer something strong. Much better than us just listing our qualifications on social networks, or taking pictures of us with our certificates.

What would you say to someone thinking about adopting digital credentials?

Funnily enough, I have been having enquiries from other training companies about this. I would encourage them to take it up. Initially I was reticent, but having seen the responses, I am embracing it fully.



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Charlie Warshawski
Love Your Coaching