

# Credential Fluency: Turning Skills-Based Rhetoric into Talent Reality

Bridging the intent-implementation chasm for skills-first hiring with verifiable credential strategies.

## The Recognition Gap: Why "Skills-First" Often Fails

## The Three Pillars of Credential Fluency



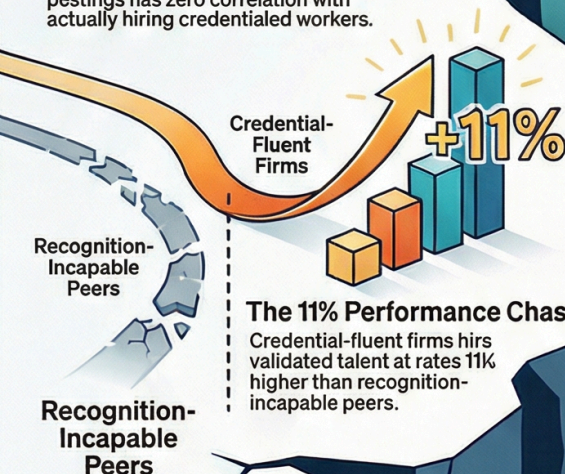
### The 2% Policy Failure

Dropping degree requirements increases now-degreed firing by only two percentage points.



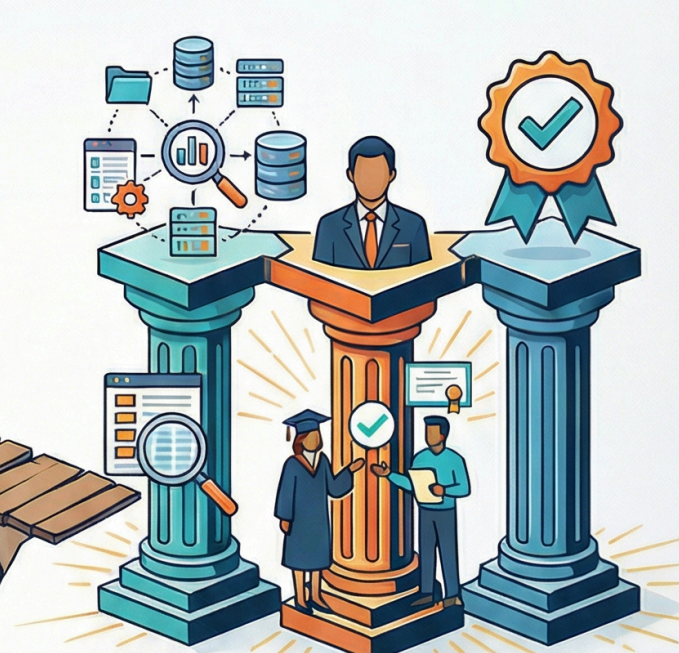
### Performative Posting

Requesting credentials in job postings has zero correlation with actually hiring credentialed workers.



### The 11% Performance Chasm

Credential-fluent firms hire validated talent at rates 11% higher than recognition-incapable peers.



### Technological Infrastructure

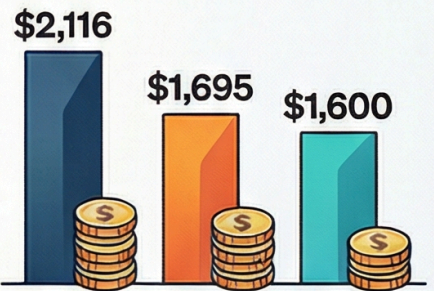
Upgrade ATS systems to capture, verify, and analyze structured credential data.

### Manager Evaluative Competence

Educate hiring managers to distinguish high-value certifications from low-quality "participation certificates."

### Operational Integration

Embed credential recognition into recruitment marketing, job architecture, and internal promotion tracks.



**Economic Payoff for Workers (1-Year Annual Wage Gain)**