

## **Transcript for Group B: Participant 11**

**Interviewer:** Good day [...], since we've already had a discussion prior to the recording being started let me just give uh brief description again on micro credentials just to kick start our conversation. So micro credentials are defined as short, verified courses where the successful candidates get a credential or digital badge when they complete the program. So please bear this in mind when we are having our conversations and some of the questions that we are going to go through. Just remember these questions are just to guide our conversation and not to make this interview very rigid, so feel free to share your thoughts and anything you'd like to say.

Let's get to the first question to kick start our conversation. What sort or what type of technological skills do entrepreneurs need in order to get a micro credential. So what type of technological skills do you think they need in order to complete this short courses?

**Interviewee:** Alright um just from the top of my head skills, that's technology, so I'm thinking they need a computer I mean I haven't done these courses myself but I'm thinking you definitely need something like a computer, a laptop and if you need a computer then you obviously need Internet so your Wi-Fi or your data.

**Interviewer:** All right, that's a good point. How much effort do you think it takes to complete a micro credential program?

**Interviewee:** OK in terms of effort you've explained to me that micro credentials are short courses right if I understood you correctly, so I think since they are short courses they shouldn't take a lot of effort. I think it should be probably fairly easy and quick to complete the course but then I can't just assume that because it also depends on the actual work that you have to work through to complete your course maybe it's difficult then maybe you need to put in more effort.

**Interviewer:** that's a good point, that it might depend on the content you need to work through. Alright, let's move on, what are the facilitating conditions so by this I mean what sort of things do you need to complete a micro credential program? You may need different types of things like you already mentioned the computer and you already mentioned the Internet what other things do you think a person would need to successfully complete these short courses?

**Interviewee:** OK let me think about this one for a second, you definitely need some sort of workspace because I'm thinking you can't just do this anywhere you need to have a work station or some sort of workspace where you do your course or your training and you need some material so maybe you need textbooks maybe you need notebooks I think you would need some sort of things like that, and you will need the actual course material as well.

**Interviewer:** All right, that's a good point. And how easy do you think it's easy to find in these short courses?

**Interviewee:** I think it's easy to find these courses if you already know about them, take me for example, um I was not really aware of these micro credentials until you explained it to me so even if I had seen these things let's say on the Internet I wouldn't have taken much interest because I wouldn't know what they are what they are about what benefit I would get from them and things like that so I think firstly it depends on whether you know about micro credentials or you don't.

**Interviewer:** OK OK, I think that's a very fair point that you mentioned there on you actually need to know about the micro credentials first thank you for that point. Moving on how do you think getting a micro credential how do you think that contributes to your skills as an entrepreneur?

**Interviewee:** Oh that's very interesting so just thinking, I think I can get a lot of skills from these micro credentials as you explain them. Because I can do a course on a particular skill that I currently need in my business and then I can apply that skill to my business and actually benefit from that so in that sense micro credentials contribute to my skills.

**Interviewer:** Alright interesting. The next thing we want to talk about is how is training currently being done in your business, how are you currently handling that?

**Interviewee:** Now that you ask me this question I think I have a lot of work to do. At the moment there isn't much training happening in my business it just runs on experience and what we already know but there's definitely a need to improve some of our skills because you know you can't rely on what you've known for decades you also need to know what's going on in your industry the new things that are happening in your industry so this is definitely something I need to work on.

**Interviewer:** Alright I wish you all the best in that I hope you'll be able to get some sort of training for yourself and the people in your business. If you were to get some sort of training and if you were to use micro credential programs what skills would you aim to improve?

**Interviewee:** OK, I want to improve my general business skills, I think that in encompasses a lot of things so like my planning skills, my organizational skills my finance skills, my people management skills, because very often there are a lot of issues with employees and it would be good to know how to manage these issues correctly and I think that is something I can get from a micro credential course I'm sure there are some that focus on those sorts of things.

**Interviewer:** OK I think there are definitely micro credentials that offer that. And how long do you think it usually takes to complete a micro credential program?

**Interviewee:** Like I said before when I was talking about the, I think it was the effort it takes, I think the two questions are quite similar, I think it also depends on the structure of your course and the work that you need to work through to complete the course, just like I mentioned before if it's a lot of work you will need more effort and you will need more time, if it's not a lot of work then you will need less effort and less time. I think it's as easy as that.

**Interviewer:** Yeah you're right I remember we discussed that, OK do you think there's value in getting a micro credential instead of a university degree and this is in the context of an entrepreneur?

**Interviewee:** Um I think there's definitely some value in getting a micro credential instead of a degree because I mean I'm just thinking a degree takes a ton amount of time, whereas these short courses are short, so they most likely, even if they take time, it won't be the same as the amount of time needed to complete a degree. I think a degree is also very limiting because you have to probably attend classes and you need to do this probably the whole day whereas a micro credential you can probably do it after hours when you actually get the chance.

**Interviewer:** That is a good point. All right, if you were to do a micro credential program, how would you decide on which program to take. What would be the factors that you would look at to help you decide?

**Interviewee:** OK I think I would probably look at how much it costs to get this course because I don't know much about them but I'm assuming they probably will not cost thousands like degrees but I need to know how much it costs before I can take the course and then the other thing is would the course actually be helpful to me I need to know that before I choose the course because it won't benefit me learning about something that is not even relevant to what I do.

**Interviewer:** Yeah, I think that's very important, you need to look at what's relevant for you otherwise it will probably be a waste of time, moving on how do you measure your skills at the moment, do you look at education what do you currently look at to measure your skills?

**Interviewee:** OK, firstly I don't think education has much to do with anything, I think education gives you a good foundation but at the end of the day you need the experience you need to have put that education into practice So what I value more than education is the experience that you have then I can say OK you have this certain level of skill.

**Interviewer:** I was going to ask what you want to gain from a micro credential if you were to do one but I think we sort of touched on that already in our previous discussion, so

what I will ask instead is how much flexibility do you think micro credentials allow you in comparison to your traditional university degrees or college diplomas?

**Interviewee:** OK I think we also sort of touched on this previously, So what I would say is, micro credentials are definitely more flexible, I cannot speak from experience but from what I gather from this conversation, I think they are Definitely more flexible than your degrees or your diplomas. And I think that is mostly because you don't have to I think attend physical classes this is something you can do in your own time in a place of your choosing so you don't have to go to a certain building you know like you would for university you have to go to a certain building a certain class.

**Interviewer:** That's a good point, thank you. And would you say macro credentials are just as credible as university qualifications or do you have some questions on the credibility of micro credentials

**Interviewee:** I think personally I don't have any problems with the short courses but maybe because I'm still stuck in the old ways as an entrepreneur and as an employer if, someone was to come to me with a CV that only has micro credentials or these short courses I think I would struggle a bit, I would actually prefer someone who maybe has a degree and then has the credentials in addition to the degree I think that sort of gives them a concrete base to be considered for a certain position. So it's not that I have a problem with the micro credentials I don't think they're any less credible than university degrees I think they are probably just as credible it's just a matter of people's perception about these short courses

**Interviewer:** OK that's a fair point. Do you think that micro credentials accurately depict a person's skills or do you disagree with that?

**Interviewee:** I think micro credentials definitely make a big difference right, but I can't say they accurately depict someone skills because I don't think it's enough to only judge a person's skills by their qualification like I said before I also value experience and the practical side and not only the theory so I wouldn't say they accurately depict but they do show to some extent that this person has acquired this knowledge you know.

**Interviewer:** Alright that's a very fair point. Now, how do you think macro credentials increase someone's employability I think you sort of touched on this when you said you would prefer someone with a degree and micro credentials maybe you can expand on that?

**Interviewee:** Yes you are right I did mention that I would prefer to employ someone with a degree and micro credentials in addition to the degree so like I already said right, the credentials actually improve your chances of being employed because to me as an employer I can see that OK this person is serious about what they're doing, they're serious about their career and they're serious about this job that they want, so I think

that would definitely help me decide as an employer which person to employ so as an employee or as a job seeker I think it's very good to invest in in these credentials in addition to some sort of traditional qualification.

**Interviewer:** Alright thank you for that. Moving on to an interesting one, which method of learning would you prefer between game-based learning and a traditional setup. That is to say a more classroom setup?

**Interviewee:** Oh that is very interesting I have not heard of game-based learning before but it sounds very interesting so I think I would actually like to try that.

**Interviewer:** OK no game-based learning is really interesting I also haven't tried it and I would like to try it. OK, the next thing is what are some of your business goals and do you think you need to improve your entrepreneurial skills in order to acquire those goals?

**Interviewee:** I think every business owner's goal is to expand their business to make profit, to make money, to grow big. That is also my goal, I want my business to grow I wanted to expand, I want it to be successful, and I know definitely for a fact that I will need to improve my skills and the skills of my employees in order to to reach that goal that I have in mind.

**Interviewer:** I think that is quite true, thank you indeed every business probably wants to be successful. I don't think there's any business owner who hopes to fail everyone wants to be successful so that is definitely a valid point. Do you think now that micro credentials can help you to get these skills that you think you need to achieve your goals?

**Interviewee:** Oh yes definitely I think especially through this conversation I am even more convinced that these micro credentials are definitely beneficial it's something I really want to explore not only for myself but for my employees as well I think it's a good thing for us to do as a company it will help us grow it will help us get better and alternately it will help me achieve my business goals and make more money.

**Interviewer:** Alright thank you for sharing that. Lastly do you currently use any form of technology for any of your business operations?

**Interviewee:** Yes we currently use some sort of software we have our software systems to manage our business but that is mostly it actually so just the software to manage everything in the business it's sort of like a ERP software that we use.

**Interviewer:** That is quite interesting thank you for sharing that and thank you for making time to have this conversation or this interview with me today.