

# LinkedIn Learning Strategies and Resources



**LinkedIn** Learning

# Tactics to Inspire a Culture of Learning

## Spread awareness

- Mention in corporate communications emails
- Mention in regular newsletters - include content recommendations from Exec team and management
- Post on social media
- Post on digital carousels
- Print and hang marketing posters across the office
- Email blast to people managers
- Quarterly or monthly emails to users with updated content reel
- Announce in quarterly and/or Staff meetings

## Start with leadership

- Incorporate into performance reviews
- Assign tailored training (playlists, exercise files, and assessments) to individuals and teams
- Gamified learning - reward users who actively work on improving certain skill sets (e.g. “learner of the month”)
- Have VPs and/or C-level execs “recommend” a course to their organization
- Ask Managers to assign courses to teams

## Employee-driven programs

- Monthly “course club” conversations on one course per month (e.g. during team meetings or at lunch)
- Team or department-level competitions for completion of selected courses or learning paths
- Conduct mid-year survey of employees to discover what employees want to learn

## Momentum boosters

- Push microlearning programs - one short, digestible video per week
- Lunch & Learns

# Awareness, Education and Reinforcement

## Awareness

Create awareness through Management & Leadership

- Create awareness through leadership
- Identify business needs and align LinkedIn Learning content for each area
- Find power users and LinkedIn Learning fans
- Communicate through leveraging marketing best practices that are already successful at your organization

## Education

Educate your organization with dedicated training resources

- Define education strategy through setting goals
- Educate your organization with host webinars, How to use LinkedIn Learning course etc.
- Collaborate cross-functionally with other locations & departments
- Scale success through training all sub-administrators to manage their teams

## Reinforcement

Drive reinforcement through Accountability and management

- Survey learner population to demonstrate impact
- Drive reinforcement through creation of a monthly marketing calendar
- Track activity to have accountability, leverage administrator reports
- Share and celebrate successes by recognizing top users

# Sample Communication Plan

Task	Department /Owner	Stage	Description	Goal	Start Date	End Date	Status
Identify Key Stakeholders and Partners		Pre-Launch	Identify Key Stakeholders and Partners	Identify champions for launch and ongoing communication support			
Teaser Announcements		Pre-Launch	Intranet/Posters/Desk Drops	Awareness			
Partner with Corporate Communication Team		Pre-Launch	Build communication plan	Awareness			
Company wide Communication		Launch	Intranet/Newsletters/Email	Awareness			
All Hands Highlight by key executives		Post-Launch		Registration/Usage			
Online Webinars		Post-Launch		Registration/Usage			
Drop into stakeholder team meetings to promote		Post-Launch		Registration/Usage			
Highlight Content in Article		Monthly Communications	Highlight content relative to time of year/company goals	Usage			
Highlight Team using content (success story)		Quarterly Communications		Registration/Usage			
Highlight Manager or Executive Using Content		Two Months		Registration/Usage			
Champion Survey		3 Months	Survey small group of power users	Validates communication/strategy/build success stories and testimonials for newsletter			
Themed Content		Ongoing	Promotions around themed/company events	Registration/Usage			
Impact Survey		6 Months	Survey all users	Validate ROI			

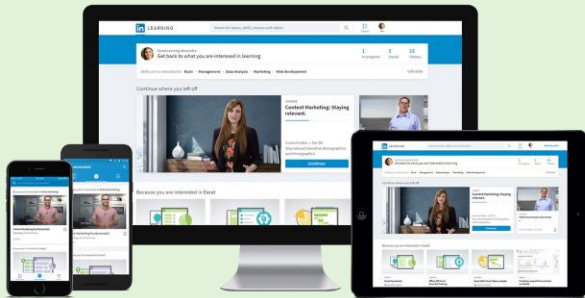
# Sample Marketing Plan

Months	0-3 Months	4-6 Months	7-9 Months	10-12 Months
Emails	New Years Resolutions Email	Reminder Emails	Summer Learning Email	End-of-Year Email
Signage	Digital Signage	Posters and Flyers	Summer Learning	Revisit New Years Resolutions
Intranet	Add to HR Benefits Page and Onboarding Learning Path	Create Learning Paths for Personal Wellness	—	—
Learning Paths	Onboarding and Company Course Collection	Performance Review Follow Up	Summer Learning—Department Focused	Revisit Performance Reviews—Career Development
Webinars	Performance Review Foundations	Feature Focus: Exercise Files	Feature Focus: Playlists	—
Session	Lunch and Learn	Leadership Session	Summer Soft Skills	—
Contest	Launch Contest (e.g. activations, usage)	—	Most Summer Learning Courses Watched	—

# Announcing LinkedIn Learning

## LinkedIn Learning Has Arrived!

A new tool for your learning  
and development



*To: North America Team Members*

Learning and growth at work (and in life!) is a journey and life-long process. <ORG> is committed to your professional and personal development and is now proud to offer LinkedIn Learning to its team members!

### Why use LinkedIn Learning?

LinkedIn Learning lets you learn at your own pace. You can select courses relevant to your current role in areas like Business, Technology and Marketing. You can also pursue other passions! With courses on financial literacy, social media, even drawing and music theory, you'll be able to grow and develop in the areas you care about both at and outside work.

### Getting started

Shortly you'll receive an activation email from <ORG>, via LinkedIn Learning. Don't delete it! You must activate your LinkedIn Learning account using this activation email.

You'll have the option to connect through your personal LinkedIn profile (recommended!) or activate your account using your <ORG> email. Instructions for both approaches can be found on the LinkedIn Learning <ORG> News page. Once you're in, browse around! Take a course, learn something new and APPLY it in your day-to-day! Then share your learnings and recommended courses on the All Company intranet forum, using <#LIL>

### Help is available!

Be sure to visit the LinkedIn Learning <ORG> News page for login instructions and FAQs. If you run into issues with logging in, email [Talent Development](#). For technical issues once you're up and running, you'll have the option to click for help throughout the system, with access to LinkedIn Learning's robust FAQ, as well as the ability to connect via email, live chat or phone.

### Be rewarded for your efforts

Everyone who completes at least one course before Friday, <DATE> will be entered into a raffle. So activate your account today to get started – and get learning!

# Announcing LinkedIn Learning



We are very pleased to announce LinkedIn Learning as <org's> new e-learning resource available to employees starting <date>!

LinkedIn Learning is an award-winning industry leader in online training, with a digital library of over 6,000 courses covering a wide range of technical, business, software and creative topics. Launching with LinkedIn Learning is a strong commitment to provide e-learning opportunities for employees as part of our <Learning & Development program>.

Accessible 24/7 from your desktop or mobile device, visit LinkedIn Learning by logging in through <login instructions>. You may watch an entire course, or individual videos – some are as short as four or five minutes. You will be able to bookmark courses that suit your interests, keep track of the courses you have taken, and when you complete a course, you'll receive a certificate. You have the opportunity to refine or develop your professional skills, learn new software, and explore other areas as you plan for your career growth.

LinkedIn Learning also offers tremendous potential for managers and employees to create development plans as part of the performance review process. Effective leaders are committed to developing their staff, and they understand fundamentally that supporting a workplace culture that fosters learning and development requires continuous personal commitment and access to resources. LinkedIn Learning is one such resource that can have a major impact.

As you work with LinkedIn Learning, we are very interested in your experiences and feedback. If you have questions about <Learning & Development>, please contact <contact info>. If you need assistance with the LinkedIn Learning login process, please contact the Information Technology Help Desk at <contact info>.

# Spread the Word in your Email Signature



Leslie J. Smith  
Head of L&D  
888. 555. 1234

Learn anywhere, anytime

[Access here](#)

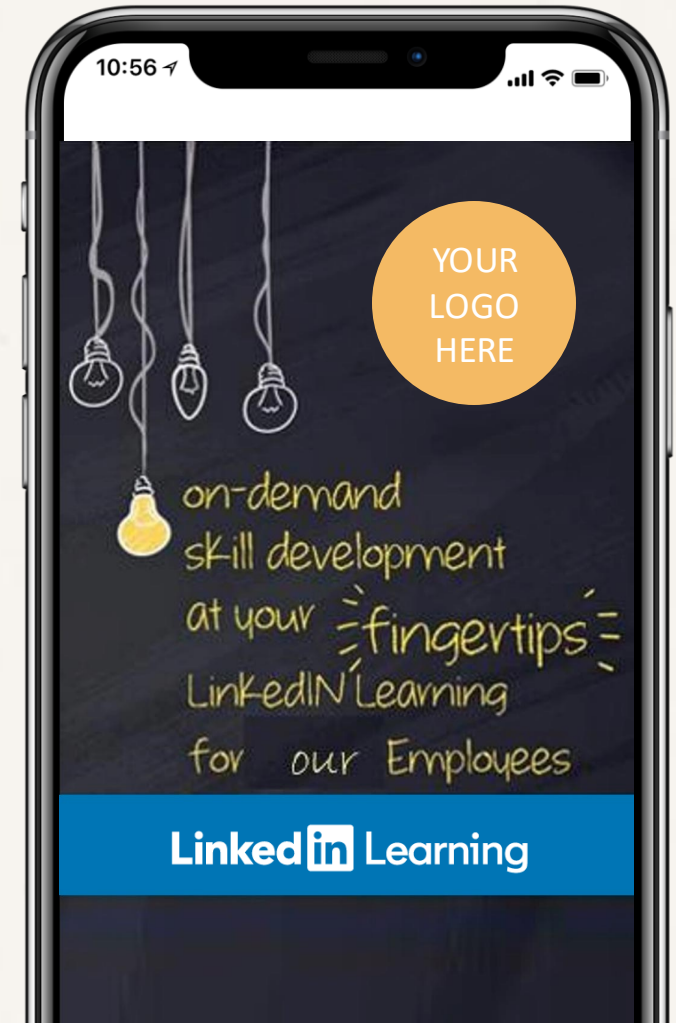
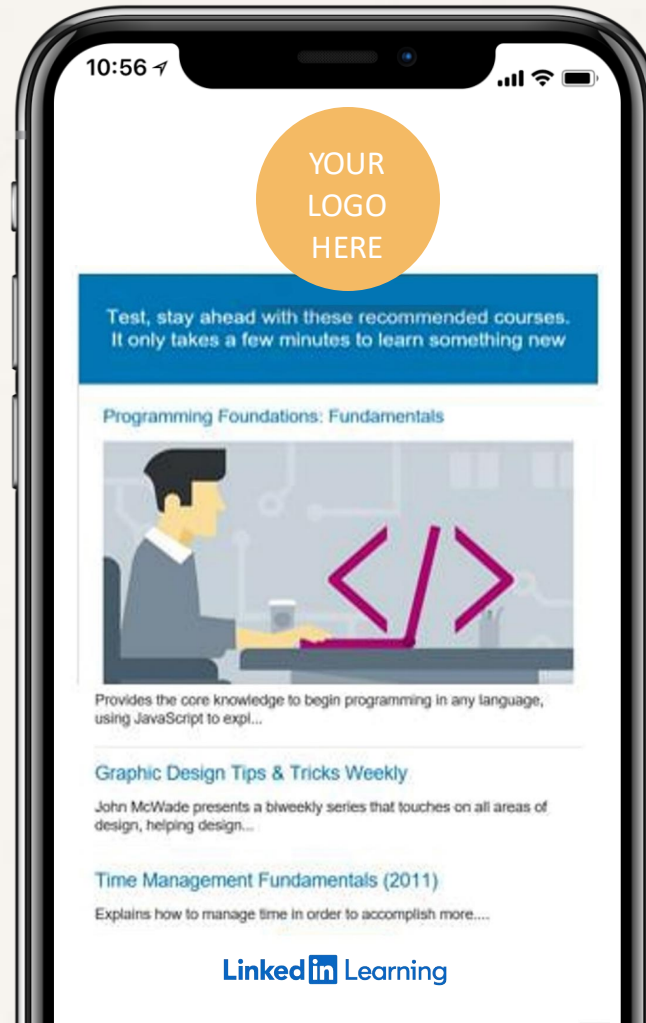
 Learning

Send





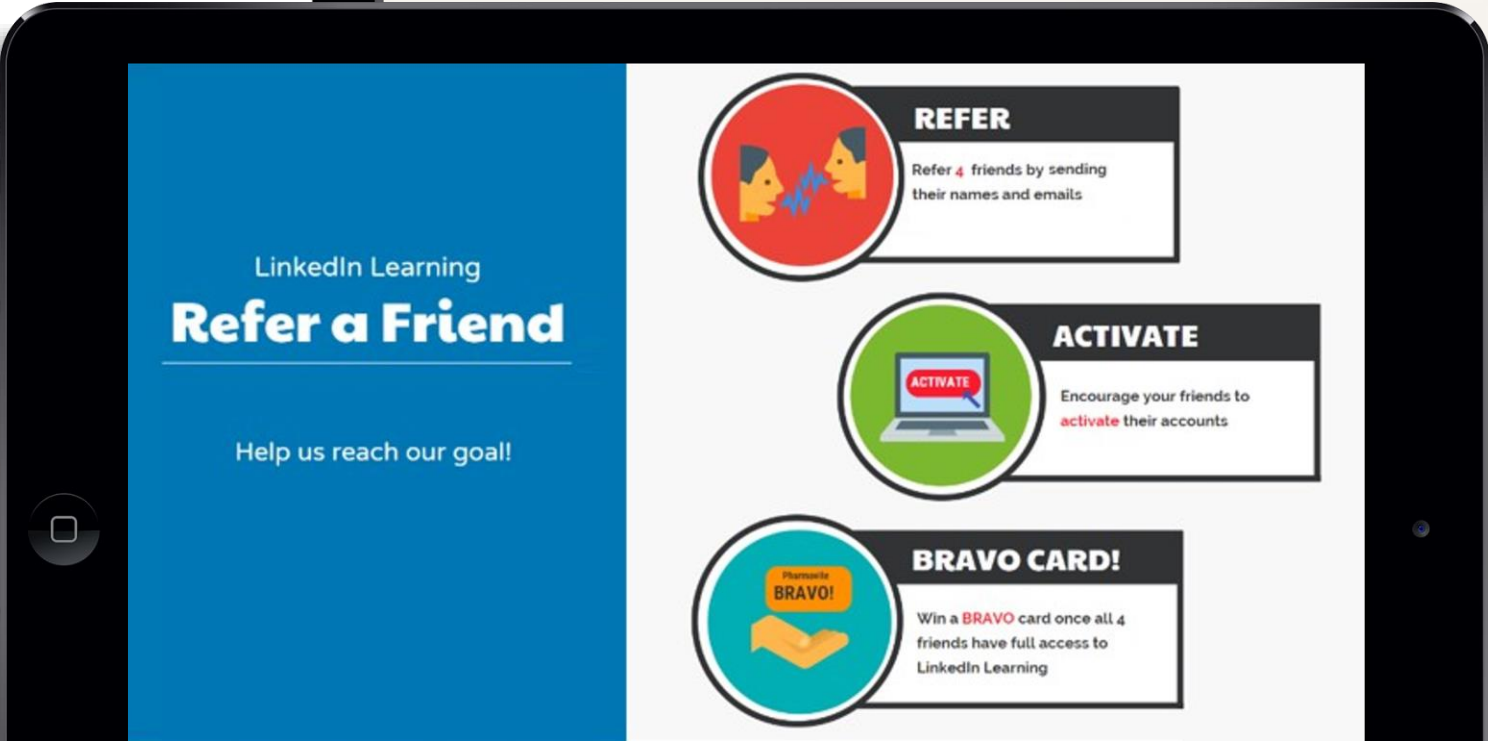
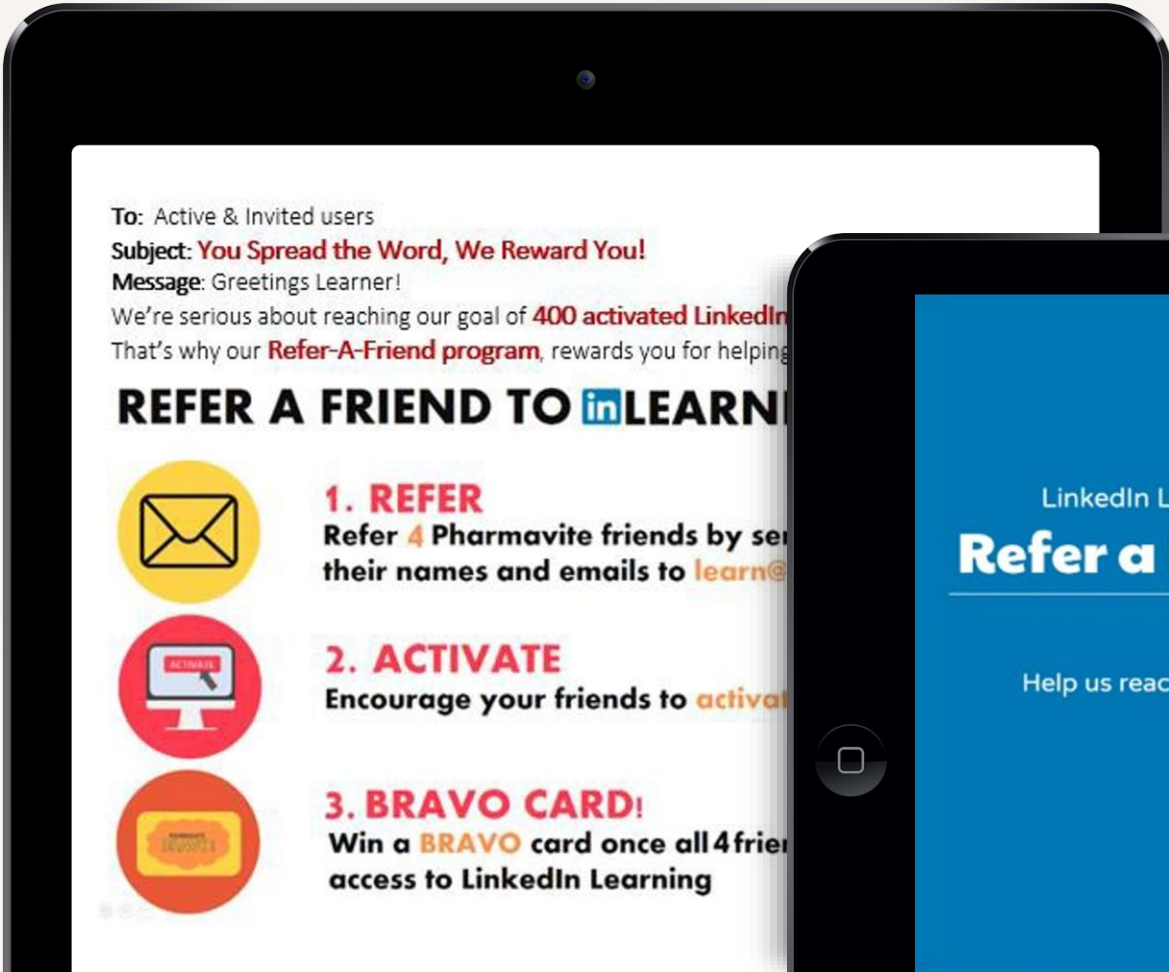
# Social Media



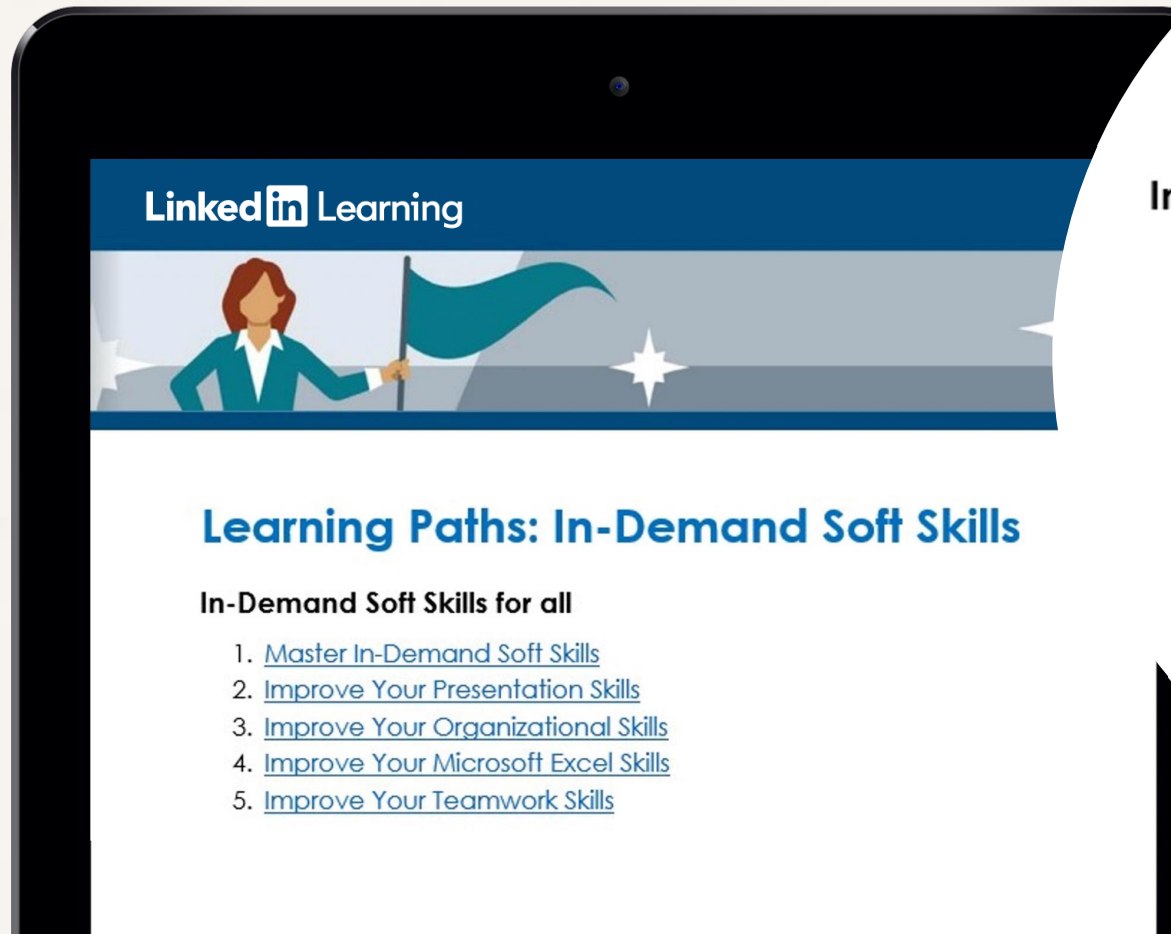
# Make it a Team Effort to Engage Learners



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# Learning Path Recommendations



LinkedIn Learning



## Learning Paths: In-Demand Soft Skills

### In-Demand Soft Skills for all

1. [Master In-Demand Soft Skills](#)
2. [Improve Your Presentation Skills](#)
3. [Improve Your Organizational Skills](#)
4. [Improve Your Microsoft Excel Skills](#)
5. [Improve Your Teamwork Skills](#)

## In-Demand Soft Skills for Leaders/Managers

1. [Digital Transformation for Leaders](#)
2. [Advance Your Skills as a Manager](#)
3. [Managing Performance](#)
4. [Fostering Innovation](#)
5. [Fostering Collaboration](#)
6. [Become a Thought Leader](#)
7. [Managing Change](#)

# Personalized Learning Paths & Recommendations

## Learn. Engage. Grow.

YOUR  
LOGO  
HERE

Congrats on your promotion, Ivan!

We are proud when one of our own experiences gains in their career because **we grow together**.

To further support your already stellar rise, we've hand-picked resources you're sure to find enriching:

- [Data Analytics Specialist](#) [Learning Path]
- [Advance Your Skills as an Individual Contributor](#) [Learning Path]
- [Characteristics of Adaptive Workers](#) [Video]
- [Communications Foundations](#) [Course]

We're also copying your manager on this email to loop them in and encourage additional discussion about ongoing development during 1:1s.

Lastly, please help us reinforce the learning culture by being among the first to register for upcoming classroom workshops (*see below*).

# Learning Workshops

Learn. Engage. Grow. **in** LEARNING

We're also copying your manager on this email to loop them in and encourage additional discussion about ongoing development during 1:1s.

Lastly, please help us reinforce the learning culture by being among the first to register for upcoming classroom workshops (see below).

**YOUR LOGO HERE**

**NEXT WORKSHOP**  
Wednesday, 3/23 10:00am-12:00pm  
**REGISTER**

**YOUR LOGO HERE**

**NEXT WORKSHOP**  
Thursday, 3/15 10:00am-12:30pm  
**REGISTER**

**YOUR LOGO HERE**

**NEXT WORKSHOP**  
Thursday, 3/7 11:30am-1:00pm  
**REGISTER**

**YOUR LOGO HERE**

# Lunch & Learn Schedule



Date	Topic
9/21	<b>Make Them Love You at Work</b> The need for connection, respect, engagement, and fulfillment doesn't shut off when you walk into the office. In fact, recognizing the power of these basic needs can help you unlock new opportunities and thrive professionally.
10/3	<b>Defining and Achieving Professional Goals</b> Plenty of people have had the experience of setting goals and then failing to achieve them—think of all the New Year's resolutions that are never realized. But with the right strategies, even your loftiest professional goals are attainable.
10/19	<b>Word Quick Tips</b> Become more productivity and use Microsoft Word more efficiently with this collection of quick, bite-sized videos that tell you exactly what you need to know about working with Word.
11/2	<b>Outlook Quick Tips</b> Get quick answers to your most urgent Outlook questions. These short tutorials help users work faster and smarter with Outlook, Microsoft's ubiquitous email and calendar app.
11/14	<b>Creative Thinking</b> While we often think creativity as an inherent trait, anyone—whether they're an artist or an actuary—can learn how to be more creative. In this course, explore the different ways to learn creativity, and discover how to be more creative both on an individual basis and in a team setting.
12/5	<b>Persuading Others</b> In a workplace that's increasingly connected and less hierarchical, developing your persuasion skills can be one of the most valuable investments you can make. Some people believe persuasion is about manipulation or getting your way, but it's not about tricking anyone or being inauthentic. Instead, persuasion is about making sure your best ideas get a fair hearing.

# Learning Forum

Host a Learning forum in your lobby, cafeteria or other common area





# Creative Desk-Drop



**What's Better**  
Than Binge-Watching LinkedIn Learning?

**Eating**  
Skinny Pop Popcorn while you watch  
(don't worry... you don't have to share)

As an organization, we take pride in the skills and abilities of our employees. In support of your continued growth, we've partnered with LinkedIn Learning to provide access to over 200,000 on-demand learning assets. Learn from industry experts. Stream LinkedIn Learning courses taught by passionate instructors with real-world experience.

Visit [linkedinlearning.com](https://www.linkedin.com/learning) to explore all that LinkedIn Learning offers

# Seasonal Marketing

Seasonal marketing often happens ad hoc and all falls on one team member. Ensure each member of the team has a responsibility for your quarterly seasonal marketing push.



Fall in Love with Learning this Valentine's Day.

If you haven't already, start taking advantage of the learning resource available at your fingertips. LinkedIn Learning top features include:

- ♥ Content: 13,000+ digital courses taught by industry experts
- ♥ Curation: Relevant course recommendations in Business, Creative and Tech
- ♥ Convenience: In-Depth and bite-sized courses for learning while on the go



Access your LinkedIn Learning Account by [authentication](#)



You're so LUCKY!

You've got access to content from LinkedIn Learning

YOUR LOGO HERE

LinkedIn Learning

- **Explore.** Search the 6,200+ courses based on your preferences and goals.
- **Learn.** LinkedIn Learning courses taught by industry experts with real-world experience.
- **Discover.** LinkedIn Learning courses are broken into short videos, so you can focus on a key topic of interest. Dedicate 10 minutes each day to learning something new.



Click here to view 

# March Madness

## Choose the Skills for Your Learning Final Four!

**WHAT 4 COURSES WILL YOU COMMIT TO?**  
For each match up, choose a winning course to find the four skills you want to improve on!  
[www.linkedin.com/learning](http://www.linkedin.com/learning)

**Competencies**

- 1 Project Management Foundations
- 16 Leadership Foundations
- 2 Online Marketing Foundations
- 15 Business Analysis Foundations
- 3 Six Sigma Foundations
- 14 Time Management Fundamentals
- 4 Creating a Career Plan
- 13 Lean Six Sigma Foundations
- 5 Agile Project Management Foundations
- 12 New Manager Foundations
- 6 PMP Certification Exam Preparation
- 11 Learning Personal Branding
- 7 Six Sigma: Green Belt
- 10 Communication Foundations
- 8 Scrum: The Basics
- 9 Six Sigma: Black Belt

**Soft Skills**

- 1 Body Language for Leaders
- 16 Influencing Others
- 2 Communicating with Confidence
- 15 Professional Networking
- 3 Developing Executive Presence
- 14 Leading with Emotional Intelligence
- 4 Strategic Thinking
- 13 Succeeding in a New Job
- 5 Communication Tips Weekly
- 12 Asking Great Sales Questions
- 6 Critical Thinking
- 11 Breaking Out of a Rut
- 7 Improving Your Memory
- 10 Recovering from a Layoff
- 8 Leading without Formal Authority
- 9 Time Management Tips Weekly

**2018 SKILLS BRACKETS**

SKILL 1

SKILL 2

**Software**

- 1 Excel Tips Weekly
- 16 Power BI Pro Essential Training
- 2 Excel 2016 Essential Training
- 15 PowerPoint 2016 Essential Training
- 3 Excel 2013: Advanced Formulas and Functions
- 14 Google AdWords Essential Training
- 4 Excel 2013 Essential Training
- 13 Excel 2016: Managing and Analyzing Data
- 5 Google Analytics Essential Training
- 12 Tableau 10 Essential Training
- 6 Excel 2016: Advanced Formulas and Functions
- 11 Visio Tips and Tricks
- 7 Excel 2013: Pivot Tables
- 10 Learning Excel 2016
- 8 Microsoft Project 2016 Essential Training
- 9 Excel 2016: Pivot Tables in Depth


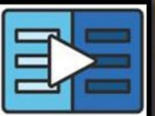

**Technology**

- 1 Learning Data Analytics
- 16 JavaScript Essential Training
- 2 SQL Essential Training
- 15 Artificial Intelligence Foundations
- 3 Python for Data Science Essential Training
- 14 Statistics Foundations: 1
- 4 Blockchain Basics
- 13 Amazon Web Services Essential Training
- 5 SEO Foundations
- 12 Cert Prep: ITIL Foundations
- 6 Blockchain: Beyond the Basics
- 11 DevOps Foundations
- 7 Programming Foundations: Fundamentals
- 10 Advanced SQL for Data Scientists
- 8 Data Science Foundations: Fundamentals
- 9 Learning Bitcoin

**in Learning**

## My career center BINGO instructions

- Print your Bingo card if you don't have a copy on your desk
- Join the Slack channel #mylearning
- Get as many bingos as you can until {insert date here} (You are able to get up to five bingos total and one blackout)
- Every time you get a bingo or blackout, fill out the survey pinned in the #mylearning Slack channel by 3 p.m. MDT each Friday
- Look to the Slack channel #mylearning every Friday as we announce winners!

B	I	N	G	O
<p>Login to LinkedIn Learning through Okta</p> 	<p>Watch Angela Duckworth's talk on "Grit" using:</p> 	<p>Read a blog article found under the <b>Develop with Workfront</b> tab within "My Career Center"</p>	<p>Watch the ELT recommended course welcome video found under the <b>Home</b> tab in "My Career Center"</p>	<p>Watch a video within Do Great Work under the <b>Develop Your Career</b> tab in "My Career Center" (click on one of the behaviors)</p>
<p>Watch a video in Obsess Over Customers under the <b>Develop Your Career</b> tab in "My Career Center" (click on one of the behaviors)</p>	<p>Make sure you've taken all required courses within "My Career Center" in the <b>Develop with Workfront</b> tab</p>	<p>Take the 1:1 course featured on the <b>Develop Your Career</b> tab in "My Career Center"</p>	<p>Watch any LinkedIn Learning video recommended in a blog article found in "My Career Center"</p> 	<p>Login to LinkedIn Learning through Workfront Connect</p> 
<p>Share your favorite course or video with a coworker from:</p> 	<p>Explore the managerial resources under <b>Leadership Resources</b> tab in "My Career Center"</p>		<p>Find a video to help you improve in your work using:</p>	<p>Watch something interesting or new to you using:</p> 
<p>Read a blog article found under the <b>Develop with Workfront</b> tab in "My Career Center"</p>	<p>Watch the course intro video from the Learning Recommendations section on the <b>Develop Yourself</b> tab in "My Career Center" using:</p> 	<p>Find "My Career Center" using the Workfront Connect Workplace Bookmarks</p>	<p>Watch a video in Winning Together under the <b>Develop Your Career</b> tab in "My Career Center" (click on one of the behaviors)</p>	<p>Read a blog article found under the <b>Develop Yourself</b> tab in "My Career Center"</p>
<p>Take the ELT recommended course from Alex in the <b>Home</b> tab within "My Career Center"</p>	<p>Post a useful course or video you've seen on LinkedIn Learning within the #mycareer Slack channel</p> 	<p>Watch a video in Finishing Strong under the <b>Develop Your Career</b> tab in "My Career Center" (click on one of the behaviors)</p>	<p>Read a blog article found under the <b>Develop Yourself</b> tab in "My Career Center"</p>	<p>Find a video to help you with your career path using:</p> 



Learning Hack #01

Turn your  
commute into a  
classroom



Learning Hack #02

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# Learn while you lunch



Learning Hack #03

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Flex your  
muscles and  
your mind



## Learning Hack #04

Turn drive time  
into learning  
time



Thank you!

