

LinkedIn Learning



8 Ways to Engage Your Learners

A Playbook for Boosting Employee Engagement
with Online Learning

Introduction

What if you could turn every employee into a learner?

A thriving learning culture—one where employees are empowered to take time to learn skills that will help them succeed in the roles of today and tomorrow—doesn't happen overnight. It requires persistent cultivation, strategic learner engagement initiatives, and a learning platform that's available wherever and whenever your employees need it.

That was the driver behind LinkedIn Learning. We believed it was time for on-demand learning experiences that were responsive to the needs of today's rapidly evolving workforce. Our goal was simple: reimagine online learning by creating a learning platform that employees will actually use.

You understand. According to [LinkedIn Learning's 2018 Workplace Learning Report](#), the number one pain point for talent developers is getting employees to make the time to learn.

We get it, and we're here to help. With the combination of the right engagement strategies and the right online learning platform—one that increases engagement, supports the immediate application of new skills, and creates demonstrable business impact—you can turn every employee into a learner.

In this playbook, we show you how. With stories from the trenches, we showcase the strategies that worked and break down tactics you can follow to drive successful engagement in your own organization.

Pro Tip

It's unlikely one single strategy will get you to your engagement goals. Mix and match these strategies, and build on them over time to edge you closer to your ideal learning culture.

1. Onboarding

Make Learning a Priority from Day One

The best time to start a new habit is when there's a clean slate. Introducing online learning through your onboarding experience helps employees make an early habit of learning on demand rather than waiting for a training. Consider a blended orientation model, such as assigning pre- or post- work through your online learning platform to complement your classroom experience. Learning content around employee function and company values, for example, are a natural fit for online training during onboarding.





How Sage Encourages Employees to Adopt a Learning Habit in New Hire Training

Sage introduces their learning culture the moment an employee walks in the door. For all new hires, they assign learning paths with video courses aligned with the company’s five values: Do the Right Thing, Innovate, Make a Difference, Velocity, and Customers First. Online learning content helps employees not only prepare for their first day on the job but also quickly ramp to be on pace with the rest of the team. These courses can be found on their onboarding website—a one-stop-shop for all onboarding needs, including compliance requirements, information about welcome events, and of course, learning opportunities.



“Career development is one of the main reasons people join and stay with an organization. We want to expose them to development opportunities early, so they know they can develop their career at Sage.”

Damian Robinson

European Learning and Development Partner, Sage

Did You Know?

30×

New hires are 30 times more likely to consider leaving a company if they don’t believe they can achieve their goals at that organization.

—IBM

How to Make it Happen

01

Provide a destination

New employees are learning to navigate the physical and digital spaces of the company. It's important to provide one accessible place they can count on to get up to speed and return to over time for continued learning.

02

Flip the classroom

Providing online learning resources to set the tone for the in-person training can help employees feel in control of their onboarding process and know what to expect in the classroom.

03

Guide the online learning path

Help employees understand what they should be learning to be successful at your company by creating and assigning learning content. Encourage managers to assign learning content unique to their teams.

04

Provide a custom message

Employees may not have direct access to your CEO, but you can bring the CEO to them. By creating an onboarding video featuring messages from your leadership team, employees can hear how important talent and learning are to the business.



The Power of LinkedIn Learning: With LinkedIn Learning, you can create a new hire group in the platform to guide new employees to online learning content unique to them. Use the Custom Content feature to send a video of your executive welcoming them to the company.

Onboarding Learning Path

For some companies, onboarding spans a week; for others it's a month-long experience.

Regardless of your timeline, take advantage of onboarding as an ideal moment to get new employees engaged in your company's learning culture. Here we offer a playlist of courses for pre-, during, and post-onboarding to get your new employees ramped up and in the habit of learning!





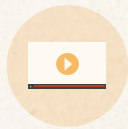
Pre-

Send a course or learning path via email or text (if that works in your organization’s culture) prior to in-person onboarding activities. Welcome new employees and invite them to activate their online learning license. Choose courses that align with the key tenets of your culture or values.

For example:

Culture and values courses:

Making Commitments by Google’s Fred Kaufman	▶
Learning From Failure by Todd Dewett	▶
Diversity, Inclusion, and Belonging by Pat Wadors	▶



During

Onboarding is the ideal time to integrate online learning into face-to-face training. Employees will spend most of their day in session. Consider sending shorter videos rather than complete courses during this time.

For example:

Traditional onboarding courses:

Understanding Extroversion and Introversion by Brenda Bailey-Hughes	▶
Positive Procrastination by Dave Crenshaw	▶
Taking Charge of Your Development by Lisa Earle McLeod & Elizabeth McLeod	▶



Post- / Ongoing

Learning doesn’t stop at the end of the onboarding process. Keep the learning habit going by serving your new hires learning content to help them get up to speed in their first 90 days.

For example:

New employee success courses:

What to Do in the First 90 Days of Your New Job by Aimee Bateman	▶
Pitching Yourself by Jodi Glickman	▶
Succeeding in a New Job by Dr. Chaz Austin	▶

Pro Tip

Work to create a comprehensive onboarding website that serves as a one-stop-shop for all onboarding needs including: administrative paperwork, compliance requirements, information about welcome events, and of course, learning opportunities.

2. Performance Reviews

Put People at the Center of Performance Reviews

What if you could remove the stigma that performance management is a disliked, top-down process? One of the best ways to do that is to shift online learning from a requirement to an opportunity. For example, by incorporating online learning into performance reviews, it becomes an employee-driven, employee-centric experience that benefits everyone: the employee, the manager, and the organization.





How Pegasus Logistics Achieved 100% Learning Engagement

You read that right: Pegasus Logistics Group has every member of their workforce using their online learning platform. How? They incorporated an Individual Development Plan (IDP)—with LinkedIn Learning content—into their performance review process. As a part of reviews, employees sit down with their managers to map their career goals and then define *and commit* to learning the skills needed to get there. What started as a twice annual exercise turned into an always-on opportunity for employees and the organization. Today, managers and employees look to the IDP for biweekly one-on-one meetings to drive the discussion, track learning, and ensure everyone is meeting their goals.



“Our number one asset is our people. If we take care of them, they’ll take care of the business.”

Candace Gouge

Leadership Development, Coach and Organizational Culture Champion, Pegasus Logistics

Did You Know?

Less than $\frac{1}{3}$

of U.S. employees enjoy the performance review process.

—LinkedIn

How to Make it Happen

01

Provide an Individual Development Plan (IDP) template

Provide a templated IDP for managers and employees to leverage in their performance review conversations and in ongoing 1:1 meetings.

02

Rally support

To help increase adoption, enlist executives and functional leadership in the process. Create templated emails to make it easy for them to communicate about learning to their teams, and hold these leaders accountable by setting up regular meetings after the rollout to monitor how the program performs with their teams.

03

Encourage managers to curate content

Managers can use your online learning platform to curate learning content based on the individual goals of their direct reports. This enables employees to take immediate action on their development plan and show progress by engaging with learning content

04

Report early success stories

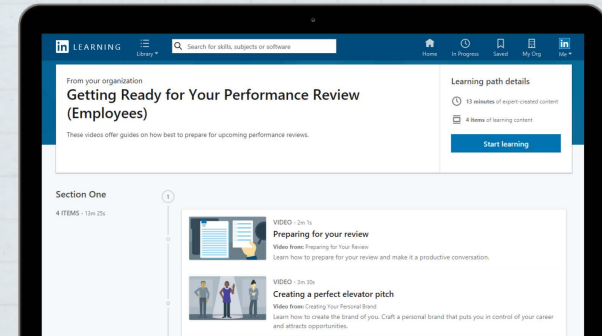
Ask cross-functional partners like your HR business partners (HRBPs) to collect and report on early successes. Broadcast the successes through the channel that best fits your company culture—be it email, chat, or internal social networks. Showcase individual success stories, including quotes and what learning content employees are engaging with.



The Power of LinkedIn Learning: With LinkedIn Learning, you can give managers sub-admin permissions to curate online learning content and set reminders for employees. The LinkedIn Learning library offers over 13,000 courses (and growing) for managers to help employees grow.

Put People at the Center of Performance Reviews

Individual Development Plan Worksheet



SECTION 1—Completed by Employee

Name:	Date:
Hire Date:	Current Position:
Past Positions:	Desired Future Position:

SELF-ASSESSMENT

List your current skills, knowledge, and abilities. These are the things you are good at.

List the things you believe you need to learn or get better at that will allow you to advance in your career.

SECTION 2—Completed by Direct Manager/Supervisor

LEADER ASSESSMENT

List employee's current strengths.

List areas of opportunity for learning and growth.

SECTION 3—Completed Together, by Employee and Manager/Supervisor

IDP for Current Year

Use the information on the previous page to develop 3-5 learning goals for the year.

Learning goals can be a combination of any of the following three options: cross training with other departments, LinkedIn Learning, or mentorship and coaching.

#	Learning Goal	Method/Course Recommendations	Due Date
01			
02			
03			
04			
05			

Pro Tip

Keep your performance review materials all in one place. LinkedIn Learning seamlessly integrates with your LMS so that your managers and employees can easily navigate the performance review cycle.

Notes:

3. New Manager Training

Get New Managers to Embrace Learning Habits

New manager training offers a great opportunity to get emerging leaders to embrace learning, a value that will trickle down to their direct reports. Consider a blended new manager training that supplements in-person training with online learning content. This will help managers gain direct experience with your online learning platform and better grasp the value of an essential tool that will help their teams grow.



JUST EAT

How Just Eat Revamped New Manager Training with an Emphasis on Learning

The L&D team at Just Eat had a growing influx of millennial managers asking for training. To meet the needs of this younger group of future leaders, the company decided to revamp their new manager training. This included new company-wide management protocols like regular 1:1 meetings with direct reports. New managers were eager to learn the soft skills to gracefully step into management roles. The L&D team opted for a blended model, assigning content like **New Manager Foundations** and **Setting Team and Employee Goals** to support managers before and after in-person training sessions. The best part? After seeing the value in online learning themselves, these new managers asked that the online learning content be available for their teams.



“You have to tie it into what’s going on in the business, so rather than be a standalone tool, it becomes part of your broader talent management strategy.”

Tania Formosa

Head of Employee Experience, Culture and Projects, Just Eat

Did You Know?

70%

According to Gallup, managers account for at least 70 percent of employee engagement scores.

—LinkedIn

How to Make it Happen

01

Get input

Talk to new managers getting ready for training. What are they most worried about or eager to learn? Where are the gaps in their career development? Map online learning content to their specific needs to help them prepare for the next chapter.

02

Track progress and keep momentum going

Keep track of new manager engagement with your online learning platform. Send emails to managers to remind them to keep up with their online course work.

03

Leverage managers to make learning contagious

Encourage new managers to make continuous learning a part of their management strategy. They can share learnings with their teams and assign learning content for individual employee development.

04

Provide a forum

Set up an online space where managers can ask questions, offer best practices, and share wins—whether that's online or in person.

05

Drive accountability

Organize manager syncs at a cadence that works best for your organization, be it monthly or quarterly. Check in with new managers on key objectives like encouraging learning on teams and engaging with learning content themselves.



The Power of LinkedIn Learning: With over 400 courses on leadership and management, all taught by experts in their fields, LinkedIn Learning has the content your new managers need to succeed.



New Manager Toolkit: Must-Learn Soft Skills for Your Teams

As a manager, you are uniquely positioned to encourage your team members to take time to learn. But, it can be tough to know what to recommend to your new direct reports. Start with the most in-demand soft skills. Why soft skills? Because they apply to every role and soft skills cannot be replaced by robots or automation. Help your team members get to the next level with these essential soft skill courses.

We surveyed 2,000 business leaders and asked them the soft skills they'd most like to see their employees learn. **Here's what they said:**

01 • Leadership—Recommended Courses:

Body Language for Leaders



Strategic Thinking



Leading Without Formal Authority



02 • Communication—Recommended Courses:

Communicating with Confidence



Influencing Others



Giving and Receiving Feedback



Pro Tip

Consider incorporating these courses into the individual development plan (IDP) you co-create with your employees.

03 • Collaboration—Recommended Courses:

Effective Listening



Building Business Relationships



Finding Your Introvert/Extrovert Balance in the Workplace



04 • Time Management—Recommended Courses:

Managing Your Time



Creating Great Workplace Habits



Getting Things Done



4. Manager Activation

Leverage Managers to Personalize Learning

Data shows that we would be hard pressed to find a more effective learner engagement strategy than activating managers. According to the [2018 Workplace Learning Report](#), two thirds of learners would be motivated to spend more time learning if their direct managers were involved in their workplace learning. In the previous section, we discussed ways to incorporate learning into new manager training. Here, we show you how to activate your existing manager base.





How ServiceTitan's L&D Team Has an NPS of 90 From Managers

Convinced of the power managers have to increase learner engagement, the L&D team at ServiceTitan set out to activate their managers. To start, they met managers where they already are—on Slack, in the hallways, in large team meetings, even in their smaller weekly meetings—to build relationships and learn more about what managers faced day-to-day.

The L&D team then met with the Chief of Staff and the Head of HR to create a forum for managers to discuss key company initiatives, receive learning and training resources, and build community. The program includes quarterly syncs led by the L&D team. In each sync, L&D leads a discussion of key company priorities and where learning and development can play a role, invites managers to tell leadership success stories from their peers, and provides 15-30 minutes of manager development content. To keep the community momentum going, the L&D Team created a 'learn2lead' Slack channel where managers and the L&D team can post LinkedIn Learning content and industry articles for manager development. As a result, managers at ServiceTitan have consistently rated their L&D programs with a Net Promoter Score (NPS) of 90.



"This is the first time I've had a manager that not only places emphasis on my current role, but also seeks to understand my ideal career path and what to learn and develop for that next step."

Brendon Norton

Customer Success Manager at ServiceTitan

Did You Know?

56%

of employees say they would spend more time learning if their manager suggested a course to improve skills.

How to Make it Happen

01

Form relationships

Get to know managers, their pain points, and what they think of L&D. This will help you create programs to address concerns and create programs that will successfully turn managers into learning evangelists.

02

Identify and elevate success stories

Share manager success stories, whether that's a manager who learned and improved, or a manager who played a role in encouraging a direct report to advance their role and career through online learning.

03

Explain the impact

What's in it for them? Help managers understand how learning affects their development and performance as well as that of their direct reports.

04

Keep the learning going

Assign learning content to managers that address gaps surfaced through ongoing relationship building and face-to-face meetings.



The Power of LinkedIn Learning: LinkedIn Learning sub-admin permissions enable managers to assign learning content and pull their own learner activity reports to encourage and monitor their team's learning.



7 Tips to Activate Managers

According to the [2018 Workplace Learning Report](#), two-thirds of learners would be more likely to engage with learning resources if their manager was involved in their learning process. But how to you get managers involved? **Here are seven ways to activate your managers.**

01 • Articulate the impact

Managers want to know what's in it for them, so help them understand how learning affects their performance, their team's performance, and their own personal growth in the moments and spaces you connect with them.

02 • Focus on focus

Encourage managers to select one idea to implement—depending on the L&D environment at your organization, this may be a monthly, quarterly, or even yearly focus. Hone in on a single, clear goal and schedule meetings where the only agenda item is reporting on what has or has not worked, and why.

03 • Tap into urgency

When learning is tied to a specific event—say, an upcoming conference, presentation, or big customer meeting—it can be more effective, as managers can put learning into action immediately.

Identify these types of events and remind managers of courses that can be particularly helpful in these scenarios.

04 • Encourage action and ensure accountability

To make training stick, create opportunities for managers to practice the concepts learned.

Instead of one-and-done trainings, encourage ongoing learning—on a weekly or even daily basis—which supports retention of ideas, extends the value, and allows learners to put ideas in action as they go.

05 • Create space

Team up with your HR business partners to create and support a space—maybe it's an online forum, maybe it's a weekly or monthly coffee hour at the office or at a local cafe—for managers to learn, get insight into company strategy, and foster community. This is also a good time to carve out 15-20 minutes for managers to learn how to hone their own management skills.

06 • Find a champion—or many!

It's pretty easy to spot those managers who are excited about learning and ready to spread the word. But also be sure to look beyond the obvious—for those who are especially vocal—and find the quiet leaders who may also be evangelists for learning, either at the head of a small team, or potentially, company-wide. Mine and share these stories to inspire similar outcomes across the organization.

07 • Continue coaching

Don't let learning falter as managers move up the leadership rank. Model and create discipline around consistent, high-quality training and accountability for putting the learning into practice.

Pro Tip

Consider creating an online forum where managers can connect, support each other, and share best practices and inspiration.

5. Executive Sponsorship

Ignite Executives to Be Learning Leaders

One of the most important elements to building a culture of learning is the support of your leadership team. Executives give employees permission to take time to learn at work and set the tone for a learning culture. They can also play a role in mobilizing the organization from the top, ensuring managers make learning a priority for their teams.





How A Video Announcement From the COO Resulted in 94% Engagement

Econet Wireless wanted to create a culture of learning that enabled employees to successfully compete in the ever-changing telecommunications industry. To make good on this promise, they started by rolling out LinkedIn Learning to their employee base. But they didn't just announce the LinkedIn Learning launch in their monthly newsletter. Instead, they introduced the new employee resource with a video address from the COO, Fayaz King. He told employees: "We need to evolve and change by upskilling ourselves for the future" and challenged all employees to take one hour per week—*during work*—to learn.

Two months after launching LinkedIn Learning, **94%** of employees were using the platform, with most employees engaging with online learning content at least four hours per month.



"Your job is made so much easier if your executive team buys in. We certainly have that. And we are seeing the results, as people are making learning a habit."

Tara Howard
Talent Development Manager, Econet Wireless

Did You Know?

90%

of executives say that learning and development is a necessary employee benefit.

—LinkedIn

51%

of executives would be willing to do more to encourage employee learning.

—LinkedIn

How to Make it Happen

01

Lead with the "why"

When enlisting executive support, pique their interest by talking about what they care about most: how talent development affects the bottom line. Offer specific recommendations around how increasing learning engagement can affect big picture business objectives.

02

Bring the data

Knowing their key metrics like talent acquisition, mobility, and retention, gather industry insights or skill trends to demonstrate the importance of learning.

03

Compromise

Maybe your executives are not ready to roll out a full program. Compromise by starting small with a pilot or conduct an internal study to identify team-specific needs that will validate the need to mobilize.

04

Look for commitment

If your executives agree to invest in learning programs on their teams, be sure to gain consensus on “keys to success” and commitment in areas like manager involvement and budget that are necessary for you to execute successfully.



The Power of LinkedIn Learning: LinkedIn Learning enables you to upload and publish a custom video message or learning content from your executives. These videos are only visible to your organization and can be assigned to your entire employee base or a particular group.



6 Ways to Inspire Executives to Be Learning Leaders

Most executives would be willing to do more to support learning programs, according to the [2018 Workplace Learning Report](#). How can these strategic partners actively support learning programs? **Here are six ways to leverage executive influence to inspire employees to learn.**

01

Record a video

Ask your executive to answer a simple question: why is workplace learning so important? This doesn't need to be a big production! A mobile device and a single two minute take will get the job done.

02

Gather materials for signage

Ask your executives for a one-sentence quote on the importance of learning. Use their LinkedIn photos to put up signage around the office with their name, photo, and learning quote.

03

Secure a spot in written communications

Most executives have regular newsletters to the company or department. Secure a spot in that newsletter where employees can always find learning opportunities.

04

Leverage large forums

Whether your company meets once a week or once per month, make sure the C-suite speaks to upcoming learning opportunities and why they matter.

05

Cultivate friendly competition

Create a learning challenge with each executive as a team captain. Encourage execs to beat their peers by getting their global teams to spend time learning. Whichever executive has the winning team gets a trophy!

06

Encourage executives to share favorite courses

It's inspiring for employees to know that even as executives, the C-suite still takes time to learn. Encourage executives to share their favorite online courses to spark engagement and direct learners to the right content for your organization.

6. Make the Case

Show Learners the Impact of Learning

Employees, managers, and executives are motivated by business impact. After all, you're much more likely to spend time learning or promoting learning if you've seen tangible returns. As you work on upskilling different teams collaborate on the metrics or correlations you can use to show impact.





How LinkedIn Mandated 50% of Sales Managers' Time Be Spent Coaching

The global sales organization at LinkedIn invested in learning and saw big returns. It all started with a manager time study that found only 10% of manager time was spent on coaching. This needed to change. The team hypothesized that an increase in learning and coaching would have a significant positive effect on the bottom line. The sales organization mandated that sales managers spend **50%** of their time coaching their direct reports. Managers received learning resources on how to prepare for coaching, how to decide what areas to focus on, when to assign learning resources, and how to use performance data to inform each session. In addition to mandatory live trainings, the LinkedIn sales organization leveraged coaching and mentoring content on our LinkedIn Learning platform, making it easy for everyone to learn at their own pace, wherever and whenever they wanted to.



"We are continuing to learn and refine the program because we believe that the impact that it has on our business is tremendous. More importantly, it has helped us build a culture of learning within our sales organization."

Mike Gamson

SVP Global, Sales Solutions at LinkedIn

26%

LinkedIn's mandate resulted in a **26%** increase in quota attainment, an **8%** lift in salesperson performance, lower attrition rates, and improvement in employee voice survey (EVS) scores.

How to Make it Happen

01

Identify a partner who gets it

Talk with executives who own each function of the business. Who wants to see positive change on their team? Which leaders believe learning programs will facilitate their goals? Are they willing to partner to make change?

02

Measure what matters

Get consensus on what the particular team truly cares about and what would demonstrate progress. Do an assessment before and after the program to see if it moved the needle.

03

Highlight early successes

Identify and showcase the individuals who are seeing early impact of learning programs. These stories can encourage other team members to prioritize learning.

04

Make it highly relevant

Utilize manager relationships to get hyper-relevant and personal. Focus training around individual milestones, like an upcoming sales call, or a major project deadline.

05

Make it convenient

Offer a combination of live trainings and accessible online coaching content to help employees learn at their own pace, on their own timeline.



The Power of LinkedIn Learning: LinkedIn Learning allows you to report out on who is learning what in your organization so you can correlate time spent learning with increases in key performance metrics.



7 Tips

for Making the Case for Learning Through Partnerships

Aligning with your business partners across the organization is an essential step to get to know the teams you are serving and promote a culture of coaching and learning. Use one, or several of these tactics to create connection with your organizational partners, better understand employee needs, and show the organization that learning can impact them and their peers in meaningful ways.

01 • Find an ally in learning

Which business partners get the value of learning? Who wants to create positive change? Are they willing to partner with L&D to make that change?

02 • Define learning

How people define coaching and learning typically varies greatly across the organization. To create a valid starting point and consistent expectations, come up with a clear, agreed-upon definition of coaching and learning. Upfront consistency translates to better long-term value and shared goals.

03 • Measure skill gaps

Leverage your online learning platform to identify the skills gaps on the team. Work with your business partners to identify which skill gaps to focus on.

04 • Map courses to needs

Once you identify the most important skill gaps on the team, offer a short list of learning programs and online learning courses that will support their goals.

05 • Agree on metrics

Determine what the team cares about and conduct an assessment both before and after the learning program to determine improvement.

06 • Conduct a time study

Quantify how much time your target audience (employees, managers, execs) are spending time developing the skills you want them to build. Be ready to make a recommendation on how much time they should spend on learning.

07 • Align on measurement

Know the end goal and determine in advance how you'll measure it. Some ideas for measuring learning impact include: quantity of time spent learning and coaching; quota attainment; manager effectiveness as determined by Employee Voice Surveys (EVS); learning and coaching consistency; attrition, etc.

Pro Tip

Broadcast successes. By showcasing the individuals and teams benefiting from learning, you'll encourage other team members and departments to prioritize learning.

7. Gamification

Create Friendly Competition

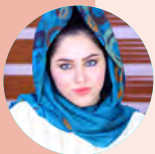
Online learning is easy to gamify. Employees can learn on demand—whenever, wherever—and you can easily track and share the status of the competition. What starts as a game-winning strategy for employees can quickly turn into a learning habit.





How QiCard Used Competition to Create Learning Champions

QiCard employees using LinkedIn Learning spend double the time learning than the industry average for similar companies—and courses aren't even in their native language. QiCard is the national credit card in Iraq. How do they explain their success? Gamification. QiCard's L&D team challenged employees to learn as much as they could, marketing LinkedIn Learning as a way to sharpen their English and rise in their careers. Employees who completed at least 10 LinkedIn Learning courses received a letter of appreciation and were formally thanked by the QiCard leadership team. Usage of the learning platform spiked, and the employees who went above and beyond became champions for learning. The L&D team touted the champions' achievements as a result of learning and used their testimonials in emails, videos, and posters around the office.



"[The contest] really raised the engagement and the addiction for learning."

Zainab Abdul Wadood
LMS Team Leader at QiCard

QiCard even created mini cardboard versions of their learning champions around this celebratory cake.

How to Make it Happen

01

Name the game

Create your own game or host a standard race to the top.
Who can learn the most within a certain period of time?

02

Choose the prize

What does your employee culture value most?
Consider surveying your organization to determine a prize that motivates them to join the race (e.g. gift card, team outing, sports tickets.)

03

Identify Champions

Look to your cross-functional partners as champions of the game, and give them the resources they need to run it (e.g. rules, how often they should meet with their teams, email templates, etc.)

04

Build some buzz

A leaderboard visible to all employees can go a long way. Whether you want to get out from the bottom or get higher to the top, a leaderboard lights a fire under employees to join in the game.

05

Celebrate wins

Help game winners feel special. That may be a cardboard cutout like Qi Card—or something else creative and fun!—or simply an email from an exec or company-wide recognition.



The Power of LinkedIn Learning: LinkedIn Learning downloadable reports allow you to quickly create a sharable leaderboard for the organization. With LinkedIn Learning social features, employees can see who is watching what courses to get ahead of the competition.

Gamification Guide:

Ready to Get Gaming?

Make it easy and make it fun with these guidelines to help get your creative juices flowing! After launching LinkedIn Learning or another online learning platform, it's helpful to keep reminding learners about the opportunity to develop their skills. Try some of these contests.



Passport to learning

Build and share learning paths with your organization. Create "passports" to track progress. Each course or video completed represents another step in your learners' journeys. Reward learners by filling their passports with stamps or stickers. Enter top participants in a drawing for a restaurant gift card or other prizes.

Spin the learning wheel

You'll need to build or buy a spinning wheel. Then, offer participants an overview of your online learning solution and instructions on how to access courses. Ask participants questions about the new platform. For each correct answer, a participant gets a chance to spin the wheel. The person with the most points wins a prize.

Pro Tip

Get your HR business partners on board, and empower them to lead the game as part of cultivating the company culture. Provide them with the resources they need to run it, from the game description and rules, to timeline, to prize ideas.

Get spotted learning, then win a prize

This contest is simple. If a manager walks past an employee's desk spots and employee watching an online learning course, that employee is awarded a prize!

I love learning BINGO

Create BINGO cards. In each box, include a question about your online learning platform that participants must correctly answer to fill in that box. The winner is the first to fill five boxes in a row any direction and exclaim "I love learning!" instead of "BINGO!"

Build your own contest

Design your own contest and challenge people to get involved, drawing inspiration from the LinkedIn Learning course **Gamification of Learning**.

8. Marketing

Get Into the Spirit with Seasonal Learning Campaigns

Whether it's the season for Valentines, winter holidays, Oktoberfest, FIFA World Cup, or back-to-school, bring those celebrations into the office with a learning twist.





How Hilltop Securities Gets the Majority of Employees Learning through Seasonal Marketing

The two-person HR team at Hilltop Securities spends only about **5%** of their time on L&D, yet **100%** of their key learner audience—their associates—spends time learning with LinkedIn Learning. The CEO is thrilled. The team’s key to success? A commitment to marketing.

Among their tactics are seasonal marketing campaigns, like “Back-to-School” in August and “12 Days of Learning” in December.



“We knew we could buy the best learning tool in the world, but if we didn’t market it to our associates, they wouldn’t use it.”

Valerie North

Former Senior Human Resources Business Partner at Hilltop Securities



The L&D team at Hilltop Securities put apples in the office kitchen with a branded message as part of their fall campaign.

How to Make it Happen

01

Did someone say brainstorm?

Seasonal marketing campaigns should be fun. Let this be a time for the team to be playful—your team and your employee audience will appreciate it!

02

Google it

There is a national day for whatever your organization loves: National Dog Day, Boss's Day, National Learning & Development month. Tie in to one of these or break the mold by coming up with your own.

03

Enhance digital with physical

Bring in physical elements, like Hilltop Securities' apple, to delight employees and encourage them to engage with learning resources.

04

Go old school with a poster

The classic paper flier still has a place. We see them on street poles advertising garage sales and concerts, and they remain effective for landing your seasonal marketing campaign and creating a festive atmosphere in the office.

05

Gamify

With any learning campaign comes an opportunity to gamify. For instance, Hilltop Securities challenged employees to watch a playlist of related back-to-school skills (e.g. time management, personal effectiveness) and rewarded winners with prizes such as a gift card or free vacation day.



Sample Marketing Plan

Get into the Spirit with Seasonal Learning Campaigns

Seasonal marketing can be fun! Sit down as a team to plan events throughout the year. This marketing plan shows the different internal channels you can use to get the word out.

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	—

Valentine's Day Desk Drop

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



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Pro Tip

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.

Conclusion

Ready to dive in? There's no one way to inspire learner engagement. By mixing and matching any of these strategies in a way that works best for you, you'll be on the right track.

And remember: make it easy on yourself for starters. Begin with low-hanging fruit. For instance, do you have a great relationship with your CEO? If you know employee learning is important to her, start with strategy #5, *Inspiring Executives to be Learning Leaders*. Are you in the midst of updating performance management? Start with strategy #2, *Put People at the Center of Performance Reviews*.

Once you lay the groundwork and get that quick win in your back pocket, you're well on your way to kicking off a net-new initiative to drive learner engagement.



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