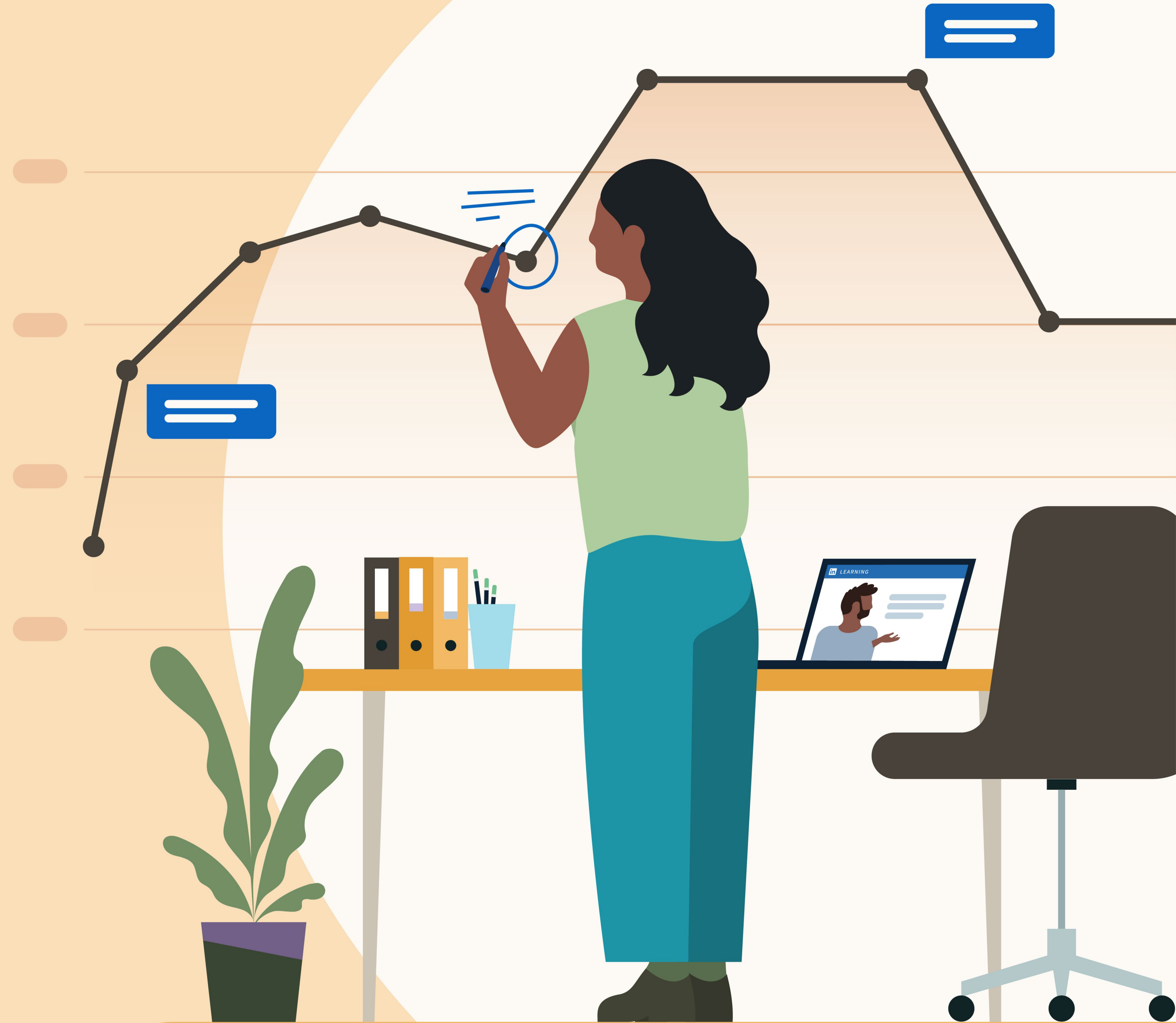LinkedIn Learning

Improve your technical skills

Explore the basics of data analytics

If you're eager to unlock the insights hidden within your data, these foundational courses can help.

Linkedin Learning
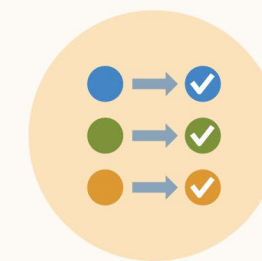
Implementing this Learner Challenge

Learner Challenges are a great way to get your whole organization involved in learning.

With the resources in this toolkit, you can get started in a few simple steps:

Familiarize yourself with the learning calendar on [page 3](#)

Follow our recommended comms plan for your challenge on [page 4](#)

Learn how to get your whole organization involved on [page 8](#)

Learner calendar

The calendar in your download pack maps out a detailed learning journey for your team. It includes bite-sized courses that take between 5 and 10 minutes to complete, helping your team find the time for learning.

Include this in your kickoff email to your learners on the first day of your challenge, so they can track their journey as they go.

Download calendar

Explore the basics of data analytics.

If you're eager to unlock the insights hidden within your data, these foundational courses can help. Don't worry if you miss a day — you can always catch up tomorrow.

LinkedIn Learning

Monday	Tuesday	Wednesday	Thursday	Friday
Day 1 Defining data analysis and data analyst (3m 01s) What is the value of data? (3m 08s)	Day 2 Understanding the value of data-driven decision-making (2m 45s)	Day 3 The building blocks of data strategy (3m 21s)	Day 4 How can you find the right data for the right decisions? (4m 58s) Data tracking tools (2m 05s)	Day 5 Question: What is your definition of data analysis?
Day 6 Find the "so what" in your data (2m 12s) Business analytics compared (2m 10s)	Day 7 Visualizing data (3m 41s)	Day 8 Question: What is one way you could use data visualization in your everyday work?	Day 9 Putting data in context (6m 58s)	Day 10 Developing data fluency (2m 28s)
Day 11 Question: What is the difference between data literacy and data fluency?	Day 12 Data fluency in practice (6m 58s)	Day 13 Data strategy's influence on five aspects of analysis (3m 24s)	Day 14 Three key priorities for data communications (3m 29s)	Day 15 Data collection issues (2m 22s)
Day 16 The seven major data ethics challenges (3m21s)	Day 17 Question: What is one data ethics challenge that you need to be mindful of?	Day 18 Business leaders and data analytics (2m 27s)	Day 19 How can you empower the business with smart, data-driven decision-making? (4m 12s)	Day 20 Challenge: Choose one LinkedIn Learning data course to explore next month.

Recommended comms plan for your challenge

Following this straightforward comms plan will help you keep your team informed at every step of your Learner Challenge.

With suggested messaging, and some practical tips and advice for creating engagement, this is all you need to launch a successful challenge.

You'll also find themed images and banners in your download pack to help promote your emails.

Explore the basics of data analytics
LinkedIn Learning

Learn how to make more data-driven decisions.
LinkedIn Learning

1.

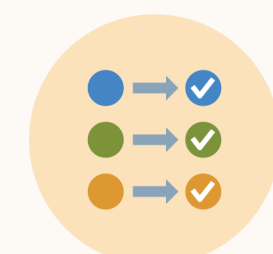## Choose a start date and send a launch email to your team.

Use the email template on page 6 of this toolkit to help you get started.

2.

Send a reminder.

Do this a few days into the challenge to catch anyone who missed the first email.

For example: Have you joined our **"Explore the basics of data analytics"** Learner Challenge yet? There's still plenty of time to get involved.
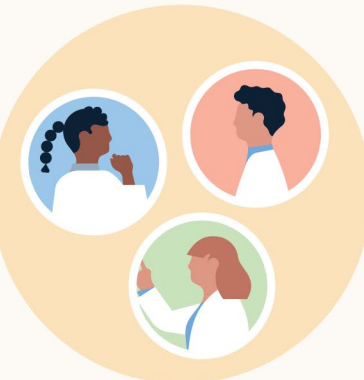
Recommended comms plan for your challenge

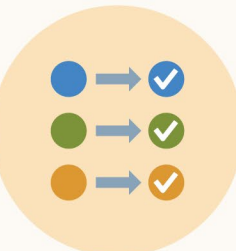**Promote your campaign on the learner homepage.**

Learn how to do this on [page 7](#)

Get your whole organization involved.

Learn how to do this on [page 8](#)

Download promotional banners

Prep for the final stretch.

Send a second reminder close to the end of the challenge, so you can help spur your learners on.

For example: There's still time to get involved with our latest Learner Challenge, **"Explore the basics of data analytics."** Check out the calendar I emailed on [date].

Learn the foundations of data analytics.
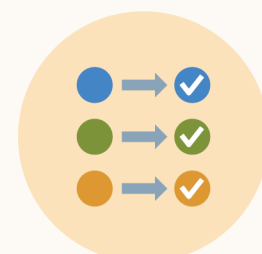LinkedIn Learning

3.

Celebrate.

Send a positive wrap-up message to celebrate your team's effort.

For example: Thank you for taking part in the **"Explore the basics of data analytics"** Learner Challenge. Now that you know the basics of data analytics, you'll be able to make more data-driven decisions.

Congratulations!
LinkedIn Learning

4.

LinkedIn Learning

Launch email template

Use this email template to kick off your campaign and share the learning calendar with your team.

Download email banners

Explore the basics of data analytics

LinkedIn Learning

Hi team,

In a data-driven world, learning the basics of data analytics can help you make better decisions and enhance your productivity. That's why I'm sharing an exciting new Learner Challenge that will run from [start date] to [end date].

Attached you'll find a calendar of selected LinkedIn Learning videos that'll take about 5–10 minutes a day. I'll also send a reminder later in the month. If you have any questions in the meantime, feel free to reach out.

Happy learning!
[Name]

LinkedIn Learning

Promoting your campaign on the homepage

With a LinkedIn Learning Hub account, you can promote Learner Challenges within your organization by creating a campaign that displays on the learner homepage.

The learner homepage banner is customizable, and you can add your company logo to ensure your campaign stands out to your learners.

Click below to watch a short video on setting up your own homepage campaign.

Watch now
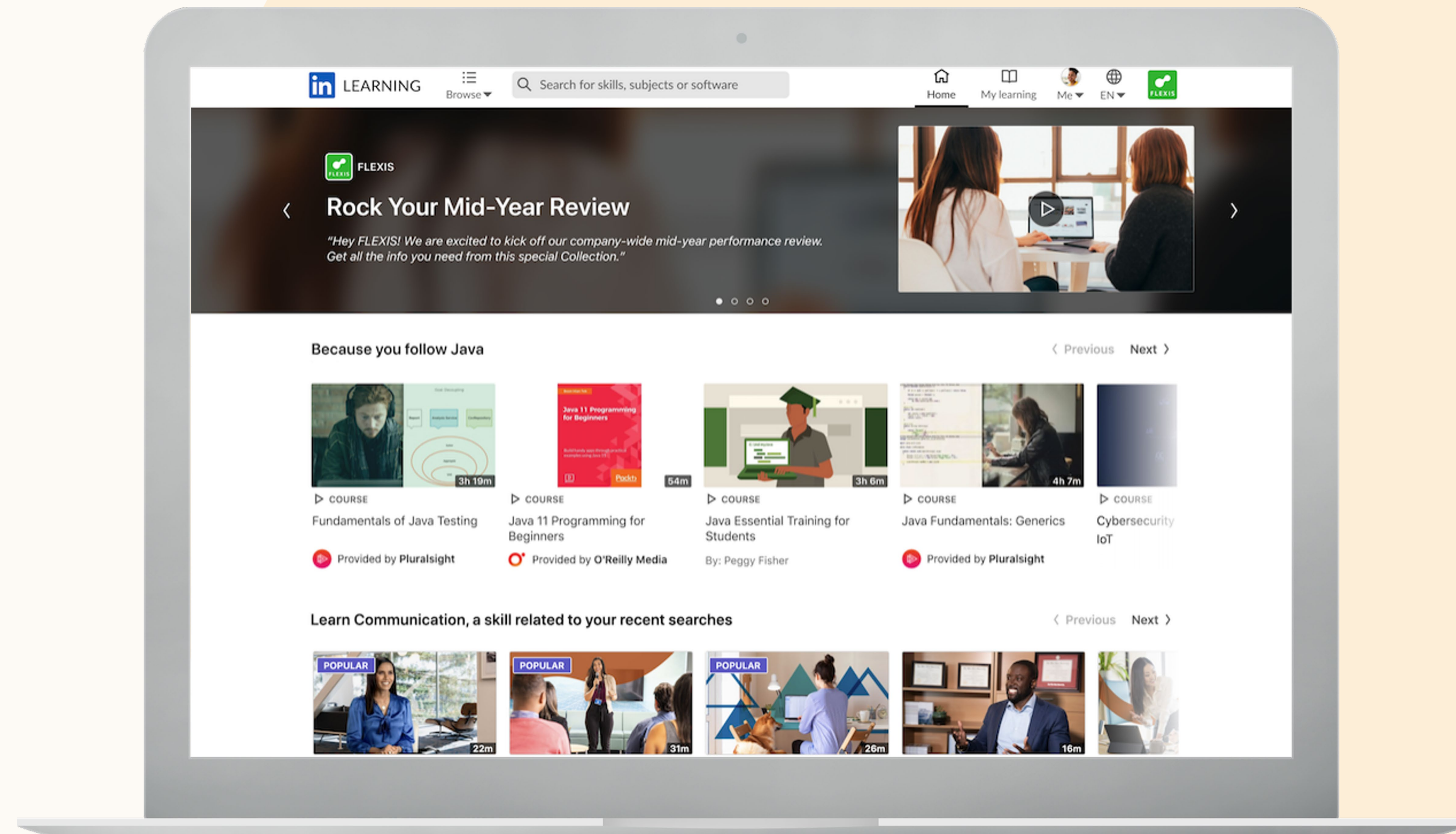
Linked in Learning

Tips and tricks to get more people involved in your L&D goals

LinkedIn data has shown that most team leads and executives are eager to support learning programs.

Here are a few ways to leverage executive influence to inspire employees to learn.

1. Have executives record a video or provide a one-sentence quote.
Be motivational and inspirational to get your team excited about learning, rather than feeling pressured to participate.

2. Include reminders in organizational communications.
Gentle reminders go a long way. Especially if you acknowledge your appreciation that your team is using their free time for learning.

3. Cultivate friendly competition.
Make things competitive with goals and rewards for your top learners in order to motivate more people to get involved.

4. Encourage your learners and team leads to share their favorite courses.
With so many courses available, it can be hard to know where to begin. Asking participants to share and discuss their favorite lessons is a great way to encourage conversation around the challenge and increase uptake.

Linkedin Learning

Thank you.

We hope you found this toolkit useful.

Don't forget to check out other
Learner Challenges available on
our website.

[View more Learner Challenges]