

Grow Your Executive Presence.

Develop the skills to thrive in your role



Implementing this Learner Challenge.

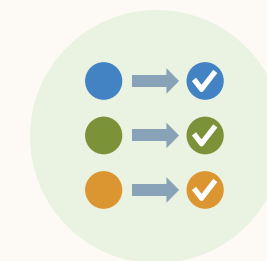


Learner Challenges are a great way to get your whole organization involved in learning.

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



Familiarize yourself with the learning calendar on [page 03](#)



Follow our recommended comms plan for your challenge on [page 04](#)



Get your whole organization involved on [page 08](#)

Learner calendar.

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

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

[Download calendar](#)



Grow Your Executive Presence.

Discover new lessons every day which can be completed in around 5-10 minutes.

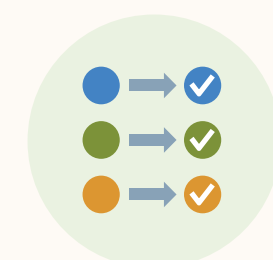
Monday	Tuesday	Wednesday	Thursday	Friday
Challenge starts tomorrow!	Develop Executive Presence (4m 12s)	Effective Leadership Requires Executive Influence (3m 10s)	The Factors that Drive Leadership Presence (3m 45s)	Know Your Who (2m 30s)
It's All in the Body Language (3m 20s)	The Body Language of Confident People (2m 33s)	Practice Inspiring (3m 48s)	Activity: Take a few minutes to think about the last time you were inspired. How can you bring out this same feeling with your colleagues?	The Keys to Executive Presence (3m 50s)
Branding and Credibility (2m 2s)	Uncertain to Optimistic (2m)	Get Noticed by Key Decision Makers (2m 21s)	Reflection: What were your biggest takeaways from the Grow Your Executive Presence challenge?	

Recommended comms plan for your challenge.

Follow this straightforward comms plan to guide your team 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 some themed images and banners in your download pack to add color to your emails and make them more eye-catching.



01

Choose a start date and send a launch email.

Use the email template on [page 06](#) of this toolkit to help you get started.



02

Send a reminder.

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

For example: “Just a quick reminder to kickstart the Grow your Executive Presence challenge. There’s still plenty of time, as each lesson can be completed in around 5-10 minutes, but it’s best not to let them build up!”

Recommended comms plan for your challenge.



Promote your campaign on the learner homepage.

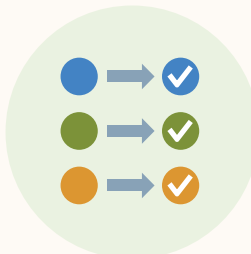
Find information about how to do this on [page 07](#).



Get your whole organization involved.

Find information about how to do this on [page 08](#).

[Download promotional banners](#)



03

Prep for the final stretch.

A second reminder close to the end of the challenge will help spur your learners on.

For example: “There’s still time to join in the Grow your Executive Presence challenge, but not a lot. The calendar maps out a really worthwhile series of videos to help you grow your confidence and improve how you project yourself. Don’t miss out!”

Celebrate.

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

04

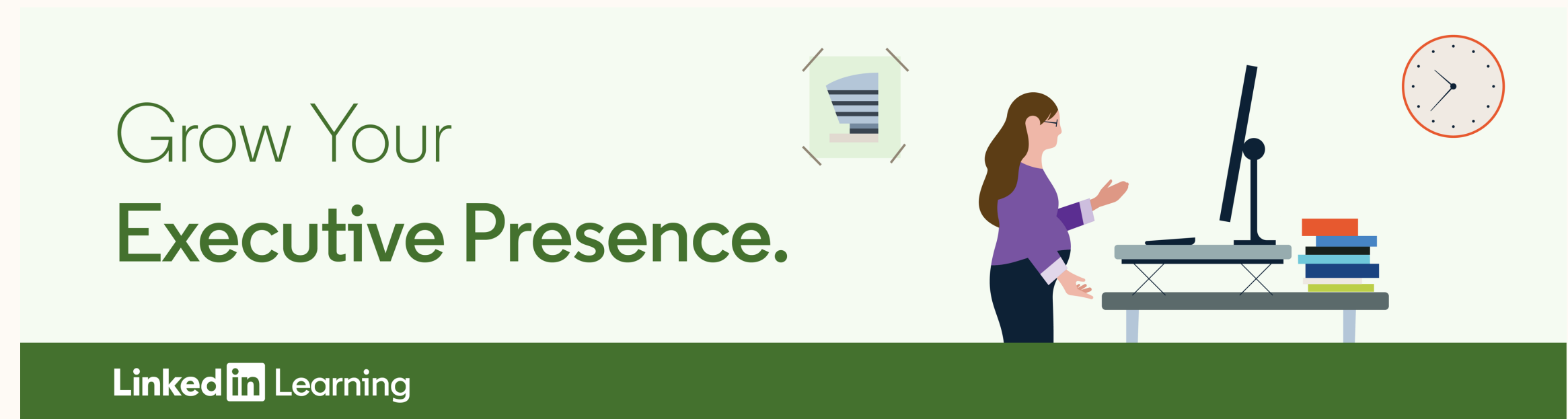
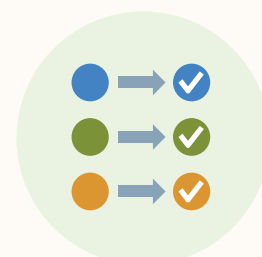
For example: “Congratulations on taking part in our Grow your Executive Presence learning challenge. I hope you picked up some valuable skills and tools to help you grow and thrive in your role.”



Launch email template.

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

[Download email banners](#)



Hi Team,

I'm excited to launch a Grow Your Executive Presence challenge, running from **<start date>** to **<end date>** to help you elevate your communication abilities.

I've attached a calendar of selected LinkedIn Learning videos that can be completed in 5-10 minutes a day. These will help you:

- Become more confident at work
- Project yourself more effectively

I'll send a reminder later in the month, but it's worth starting early and staying on track. If you have any questions in the meantime, feel free to get in touch.

Happy learning!
<Name>

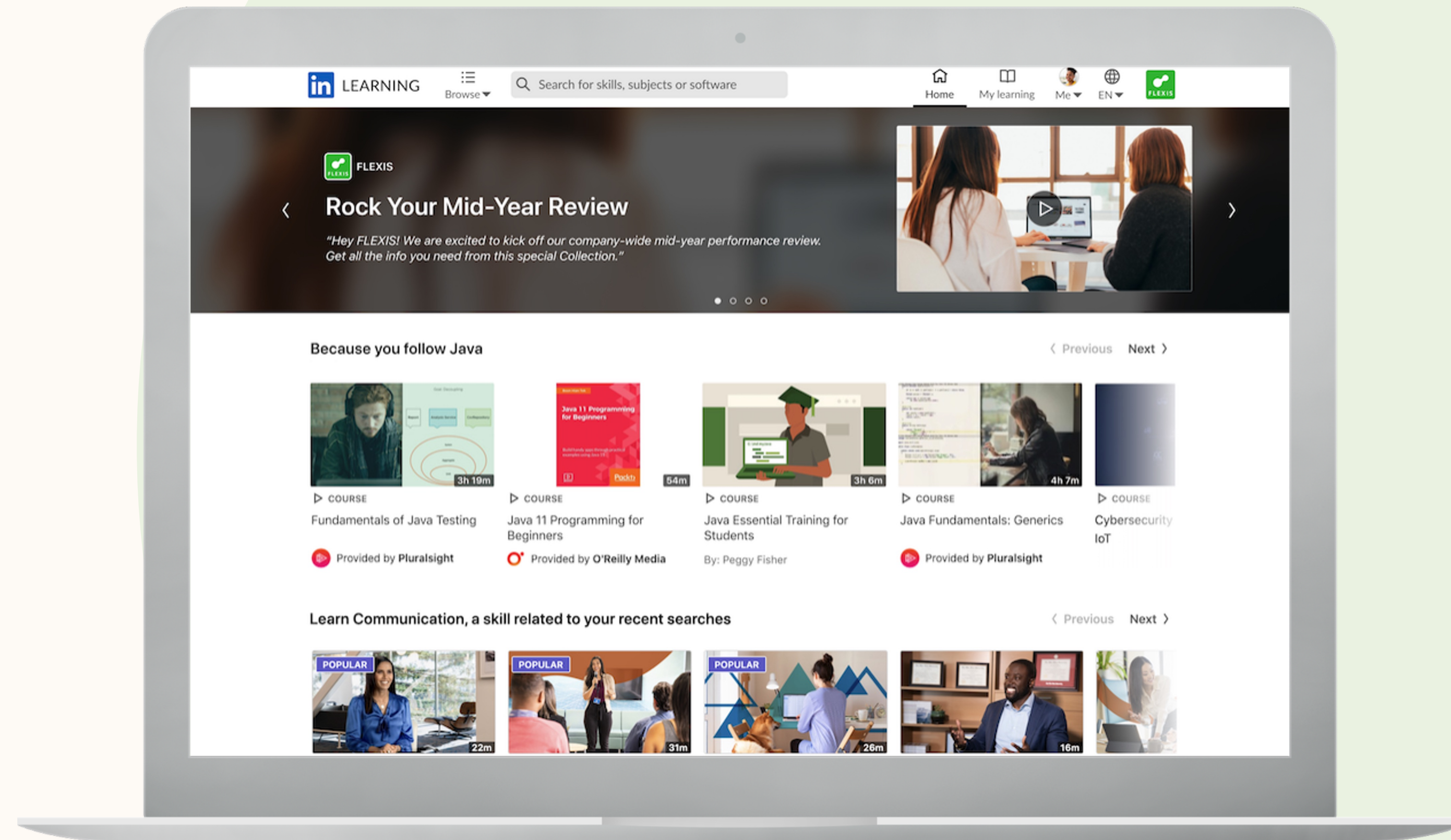
Promote your campaign on the homepage.

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](#)



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.



01

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.

02

Include in organizational communications.

Gentle reminders go a long way. Especially if you acknowledge your appreciation that your team are using their free time for learning.

03

Cultivate friendly competition.

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

04

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.

Thank you.

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

[See more Learner Challenges](#)