

Skill building and career progression

# Build the right soft skills for today and tomorrow.

Strengthen these professional skills to move your career forward.



# Implementing this Learner Challenge

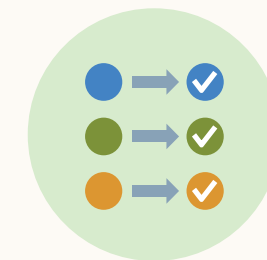


Learner Challenges are a great way to drive learner engagement and support retention by helping your employees accelerate their careers.

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 around 3–5 minutes to complete, helping your team make 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](#)



Build the right soft skills for today and tomorrow.

Learn the professional skills needed to better relate to the people around you and move your career forward. Don't worry if you miss a day — you can always catch up tomorrow.

Monday	Tuesday	Wednesday	Thursday	Friday
<input type="checkbox"/> <a href="#">Embracing your growth mindset</a> (3m 52s)	<input type="checkbox"/> <a href="#">Thinking with others</a> (2m 55s)	<input type="checkbox"/> <a href="#">The fundamentals of a good conversation</a> (3m 12s)	<input type="checkbox"/> <a href="#">The intermediates of a good conversation</a> (2m 38s)	<input type="checkbox"/> Pop quiz: Why is it important to keep working on conversation skills?
<input type="checkbox"/> <a href="#">Emotional intelligence 101</a> (3m 20s)	<input type="checkbox"/> <a href="#">Personal improvement</a> (4m 20s)	<input type="checkbox"/> Pop quiz: What are the five aspects of emotional intelligence?	<input type="checkbox"/> <a href="#">The four E's: engage, educate, execute, evaluate</a> (1m 50s)	<input type="checkbox"/> <a href="#">Simple problem-solving models</a> (3m 11s)
<input type="checkbox"/> <a href="#">Storytelling in presentations</a> (1m 02s)	<input type="checkbox"/> <a href="#">Keeping your presentation engaging</a> (2m 04s)	<input type="checkbox"/> Pop quiz: What are some ways you can make your presentations more impactful?	<input type="checkbox"/> <a href="#">The benefits of positive power</a> (2m 36s)	<input type="checkbox"/> Activity: Brainstorm some ways you can lead others with positive power.
<input type="checkbox"/> <a href="#">Setting up a routine</a> (2m 32s)	<input type="checkbox"/> <a href="#">Using the SPIRIT model</a> (3m 19s)	<input type="checkbox"/> Activity: Identify three of your career goals using the SPIRIT model.	<input type="checkbox"/> <a href="#">Building for continuous change</a> (3m 03s)	<input type="checkbox"/> <a href="#">Thriving in uncertainty</a> (3m 40s)

# Recommended comms plan for your challenge

Following this straightforward communications plan can 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.



01

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.

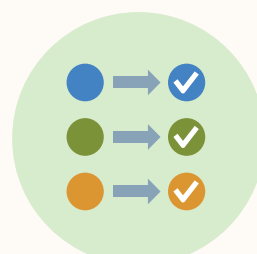


02

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 learning challenge, “**Build the right soft skills for today and tomorrow**”? There’s still plenty of time to get started.





# Recommended comms plan for your challenge



Promote your campaign on the learner homepage.

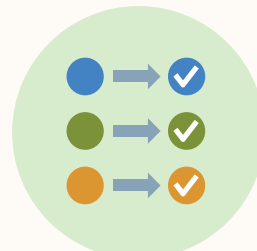
Learn how to do this on [page 7](#).



Get your whole organization involved.

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

[Download promotional banners](#)



03

## 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 learning challenge, **"Build the right soft skills for today and tomorrow."** Check out the calendar I emailed on [<date>](#) for ways to develop the fundamental skills needed to advance your career.

## Celebrate.

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

04

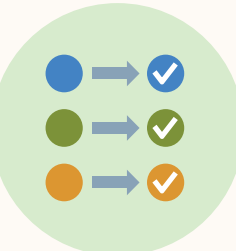
**For example:** Thank you for taking part in this month's learning challenge, **"Build the right soft skills for today and tomorrow."** We hope you end the month feeling confident in your professional skills and your ability to use them to shape your career.



# Launch email template

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

[Download email banners](#)



Subject line: Elevate your professional skills



Hi Team,

Professional skills, also known as soft skills, are needed in almost every aspect of your work. It's important to develop these fundamental skills to advance in your career, effectively communicate, expand your emotional intelligence, and most importantly, create deeper connections with the people around you. I'd like to share a Learner Challenge running from **<start date>** to **<end date>** that'll give you the tools you need to grow both personally and professionally.

I've attached a calendar of selected LinkedIn Learning videos that'll take about 3–5 minutes a day to complete. 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>**



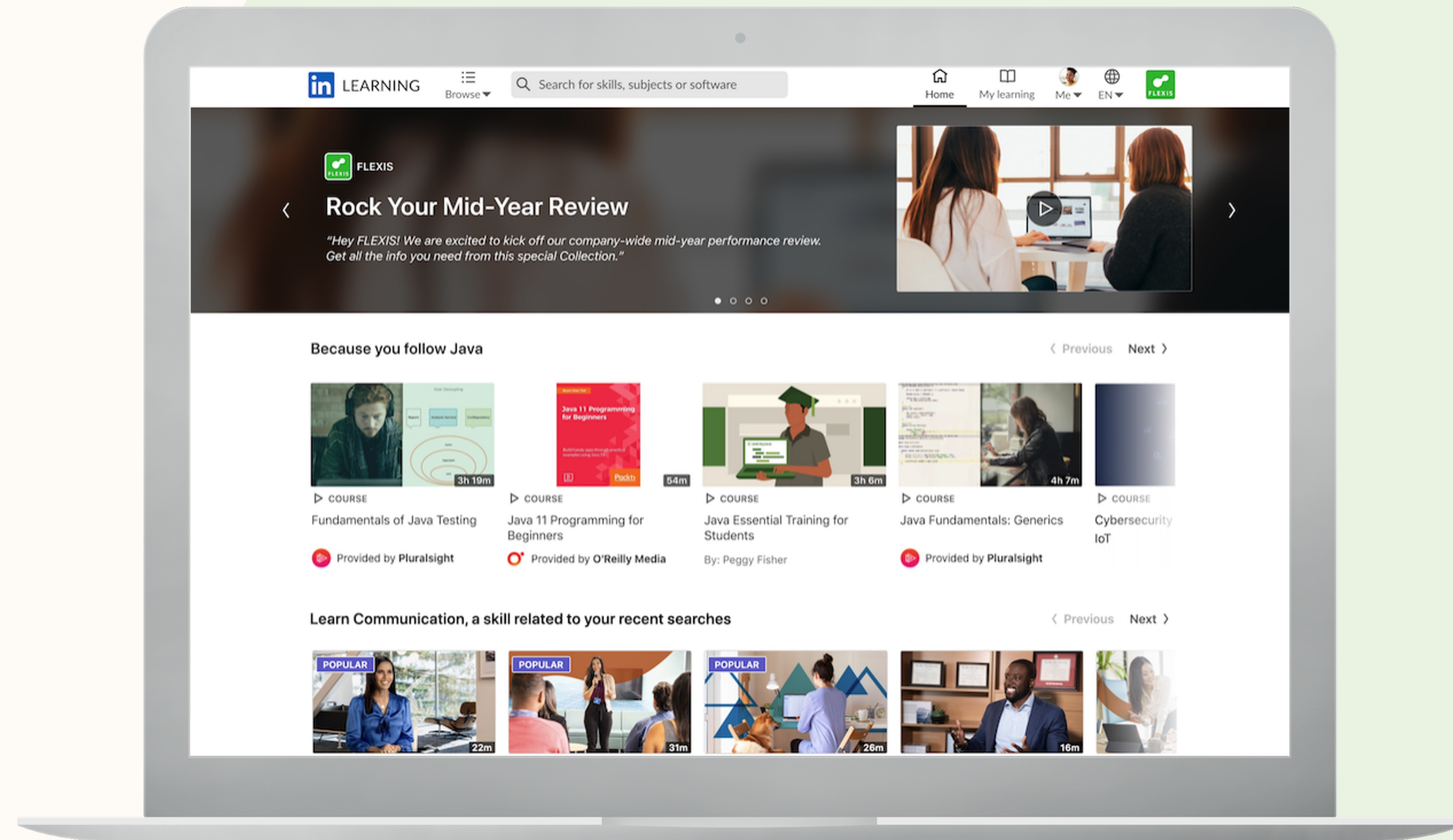
# Promoting your campaign on the homepage

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](#)



# 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 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.

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.

We hope you found this toolkit useful.

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

[View more Learner Challenges](#)