



# 10 proven strategies for engaging government employees with online learning.

A playbook for driving meaningful engagement of LinkedIn Learning at your government agency.


# Introduction: Why we built this guide – and how to use it.

For our [2020 Government Workplace Learning Report](#), we surveyed government talent developers across the globe. One of our biggest findings?

The biggest focus area of government talent developers is increasing engagement of their learning programs.

The question then becomes – how?  
How do you drive meaningful engagement of online learning at your agency?

This guide is designed to help you do exactly that. In it, we lay out 10 proven strategies for driving engagement of LinkedIn Learning among government employees. There's no need to adopt all 10 – focus on the ones that work best for you to start driving meaningful learning.



# #1

The #1 focus of government talent developers in 2020 is increasing engagement of their learning programs\*.

\*Source: [2020 Government Workplace Learning Report](#)



# 10 proven strategies for driving meaningful online learning at your government agency.

## On the Admin side:

- 1 Assign all your licenses.
- 2 Connect profiles.
- 3 Launch with recommendations.
- 4 Assign content to meet mission-critical needs.
- 5 Survey your employees to see the impact and to sharpen your strategy.

## On the Outreach side:

- 1 Weave online learning into your existing talent programs.
- 2 Tap into employee champions.
- 3 Empower your managers.
- 4 Get your executives involved.
- 5 Advertise, advertise, advertise.



# 5 Proven Admin Strategies





## Admin Strategy #1

# Assign your licenses.

The most straightforward step – to drive engagement of learning, you must assign your LinkedIn Learning licenses.

Who should you assign your licenses too? That's where it can get a bit tricky. Ideally, you have licenses for all your employees. But, if you don't, there are several options.

Some organizations assign licenses to those who raise their hand. Others focus on specific departments or high potentials or another strategically important population.

Regardless, whatever you chose, do your best to assign all your license as soon as possible, so you can start driving engagement and building that learning culture.

A large, bold blue '0%' symbol is centered in the top half of a light blue rectangular box.

Of unassigned licenses will be used.

## Admin Strategy #1

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# Assign your licenses.

How to make it happen.

### Choose your learners.

Who will you assign your licenses to?  
Work with department leaders and HR business partners to define your learners.

### Let your employees know.

Let your employees know they have access to LinkedIn Learning! The bigger an “event” you can make it, the more immediate activation you’ll see.

### Work with IT.

Partner with your IT team to identify the easiest way to roll out LinkedIn Learning. The best-case scenario – SSO and/or integrated it into your existing LMS.

### LinkedIn can help.

Work with your CSM or rep and/or leverage best practices in our customer success center to build a marketing campaign around the launch.



## Admin Strategy #2

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# Connect your profiles.

Some government agencies intentionally skip this step. Although our research does show that having your employees connect their learning profile to LinkedIn does drive higher engagement.

Why? Because it makes our content recommendations stronger, it allows learners to take advantage of our social features like Q-and-A, it provides another channel for learning (LinkedIn.com) and more.

Don't feel comfortable connecting your profiles?

No problem. By adopting the other strategies in this guide, you can still drive meaningful learning at your agency.

Learners who  
connect  
their profiles are

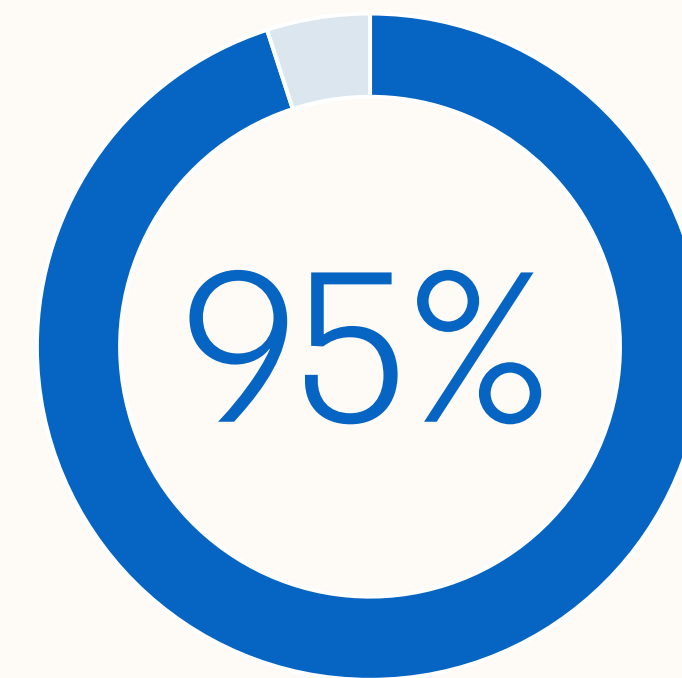
**1.5x**

more engaged on  
LinkedIn Learning.

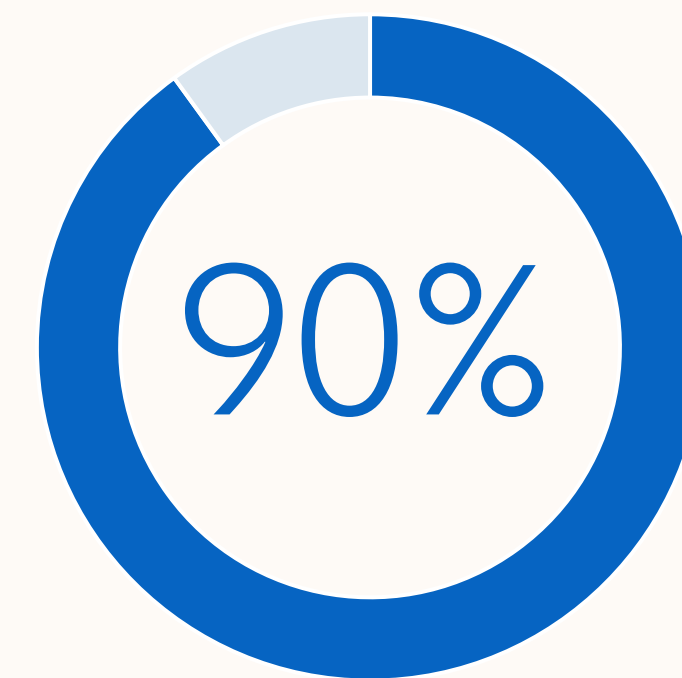
## Admin Strategy #2

# Connect your profiles.

### The Why.



successful  
activation rate of  
learners who  
connected their  
accounts on the  
first attempt.



of connected  
learners stay  
signed in to  
LinkedIn.

A richer learning  
experience powered by  
the data and insights of the  
LinkedIn Network:

- 1 Faster, easier sign-in directly from LinkedIn.com.
- 2 More personalized course recs based on your job title, skills and industry.
- 3 Access to Q&A with course instructors.
- 4 Option to play courses directly from your LinkedIn newsfeed to always be learning.



## Admin Strategy #3

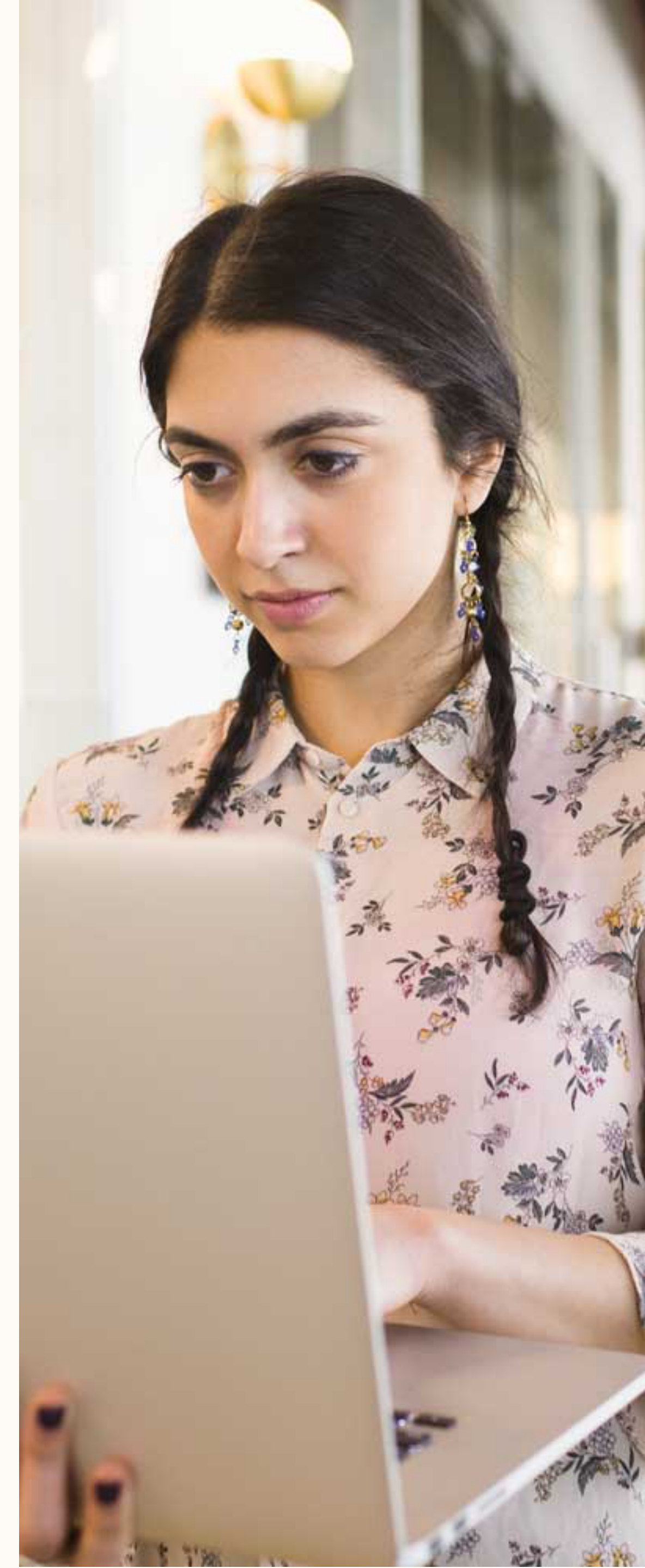
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# Launch with recommendations on Day One.

The day you launch LinkedIn Learning is a big day. You're providing a great resource to your employees – make it an event!

There are lots of ways to do this. You can put up posters, send emails, announce it at an all-hands; clients have done it all. Those are all great ways to drive immediate activation and engagement of LinkedIn Learning.

But don't overlook a simple step on launch day you can take on the back-end to drive usage – assigning content. And you don't need to assign a 6-hour course, either. A short, 5-minute video assigned on Day One is a great way to get people into the product and seeing the benefits of LinkedIn Learning.



## Admin Strategy #3

# Launch with recommendations on Day One.

## What content should you assign on Day One?

### 1 A welcome guide.

Add a course or video to the invitation or welcome communications to help guide learners directly to relevant content.

Example: [How to Use LinkedIn Learning](#) (course) or [LinkedIn Learning Quick Start Collection](#) (collection)

### 2 Top-of-mind issues.

Spark learning and engagement with quick videos relevant to your programs and current events, like [Remote Work](#) or [Unconscious Bias](#).

Tip: include a recommended video in all email communications.

### 3 An agency priority.

Identify an agency-wide need to provide simple recommendations to help close that gap.

Example: [Improving Your Listening Skills](#)



## Admin Strategy #4

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Continue assigning content to meet mission-critical needs.

While launch day is a great day to assign something a bit lighter, assigning content regularly is one of the most essential aspects of driving learning engagement.

To do this effectively, work with your department heads and executives to understand the biggest learning needs across your agency. Or tie your learning your agency's strategic initiatives, like customer service or cybersecurity.

Also, if appropriate, give your HR organizational partners and others admin rights so they can assign content to the teams they serve. Staying proactive and keeping your recommendations relevant is one of the best ways to consistently drive meaningful learning.

# 56%

of employees say that they would spend more time learning if their manager or dept. head directed them to complete a specific course in order to gain or improve their skills.\*

\*Source:  
[2018 Workplace Learning Report](#)

## Admin Strategy #4

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Continue assigning content to meet mission-critical needs.

Common use cases for assigning content include:

### Onboarding:

Help new staff and employees learn your systems, culture and expectations immediately.

### Close agency-wide skill gaps:

Support organizational learning needs, such as project management or communication.

### Tech Refresh:

Teach new technologies as they roll out to your employees.

### Just-in-time:

Address timely challenges, like suddenly working-from-home.



## Admin Strategy #4

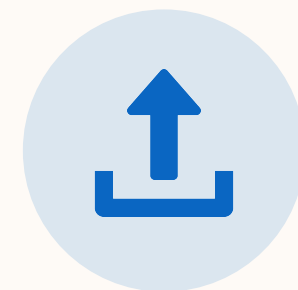
Continue assigning content to meet mission-critical needs.

To help you assign content, take advantage of what already exists.



### Curated Learning Paths

Take advantage of over 100 learning paths on a variety of topics, curated by our content experts to assign or customize



### Upload Your Own Content

Add existing organization-specific videos, documents, and links from your organization to customize and co-brand learning



### Content Alignment & Mapping:

Align competencies using the [Top Skills Repository](#) or take advantage of the free Content Mapping Services. Ask your account team for more info.

We create relevant content to help your organization's as times quickly change:

- [Diversity, Inclusion, and Belonging for All](#)
- [Remote Working: Setting Yourself and Your Teams Up for Success](#)
- [Supporting your Well-being during Times of Uncertainty](#)
- [Developing Resilience and Grit](#)

## Admin Strategy #5

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# Survey your employees to guide your strategy.

Being a learning leader is partially about serving your employees. How well do you know what they want?

Yes, you do spend time with them and hear anecdotal feedback. But that only scratches the surface of how they really feel.

What content they are engaging with is one indicator. Another – use our impact survey to better understand their needs. From that, you can shape your strategy to better serve them.

Additional bonus? You can use the results of the impact survey to better understand what impact your learning strategy is having.

# 22%

Of government talent developers don't measure the effectiveness of their L&D programs\*.

Impact surveys is a great place to start.

\*Source: [2020 Workplace Learning Report](#)

## Admin Strategy #5

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Survey your employees to guide your strategy.

How to make it happen:

- 1 Leverage our impact survey.

See the impact LinkedIn Learning is having on employees by hearing it straight from them.

- 2 Use it as a compass.

See what's working with your existing learning strategy – and what needs to be altered.

- 3 Share the results.

Get buy-in from department leaders and executives by showing the impact learning is having at your agency.



# 5 Proven Outreach Strategies





## Outreach Strategy #1

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Weave online  
learning into  
your existing  
talent  
programs.

I'm sure at your government agency, there are existing talent programs already in place. Some common examples – a leadership development program, employee onboarding and performance reviews.

A question for you – how can online learning make these stronger?

Maybe, for your leadership development program, you can assign courses ahead of an in-person session and “flip the classroom.” For onboarding, perhaps you can weave in a video from the head of your agency or a course on customer service.

Weaving online learning into these programs can make these programs more effective. And, they get people into LinkedIn Learning, setting them up to use it again.

# 41%

Only 41% of government talent developers weave online learning into existing talent programs, compared to 48% of corp talent developers.\*

\*Source: [2020 Government Workplace Learning Report](#)

## Outreach Strategy #1

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Weave online learning into your existing talent programs.

### How to make it happen.

#### Pick the programs

See what programs you can strengthen by adding in online learning. The most common – onboarding, performance reviews and leadership development.

#### Learn and adjust

What should you “outsource” via online learning and what should you teach in-person? Test and learn via participant surveys to optimize your approach.

#### Flip the classroom

Use online learning to “flip the classroom” and saving valuable in-person time for collaboration and discussion.

#### LinkedIn Learning can help

We have existing learning paths to compliment common talent programs – i.e. leadership development, performance reviews – you can assign.



## Outreach Strategy #1

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Weave online  
learning into  
your existing  
talent  
programs.

### An example — State of Nebraska.

To strengthen their succession plan, Nebraska's state government built a voluntary leadership program. Included in that program was a LinkedIn Learning playlist.

#### The results?

Along with increased learner engagement, employees who went through the program were 5 times more likely to be satisfied with their job and 4 times less likely to leave.



## Outreach Strategy #2

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# Employee Championship

Telling people to do something – in this case, learning – only goes so far. A better approach is to bring people along, so they are part of the solution.

For learning, that means employee championship. By bringing in your employees and having them become your learning champions, you drive learning organically throughout your agency.

Some of our customers – most notably, the State of Missouri – have done this highly effectively. And what they've seen is employees embracing learning; even forming their own learning communities.

It takes time upfront. But there are few things more rewarding than seeing your own employees become your biggest learning champions.

# 94%

Of employees said they would stay at an organization longer if given more opportunity to learn and grow.\*

\*Source: [2018 Workplace Learning Report](#)

## Outreach Strategy #2

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# Employee Championship

### How to make it happen.

#### Bring in the employee voice

To build engagement, employees to understand what they most want to learn, and then build playlists around that.

#### Promote your champions

Once you have your champions, it's time to promote them. Share their stories in your newsletters. Have them speak at all-hands or lead course clubs. Employees will listen more to a peer.

#### Identify your champions

Start with your employees who are most excited about learning – and turn them into your biggest learning champions.

#### LinkedIn Learning can help

View reports that show who is learning what in your organization, so you can focus on what's working and identify future champions.



## Outreach Strategy #2

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# Employee Championship

### An example –Missouri State Government.

Before launching LinkedIn Learning, the State of Missouri met with a wide swath of employees to understand what they wanted to learn.

Then, when LinkedIn Learning launched, their L&D team built course playlists around those needs. Employees – feeling like their voice was heard – then promoted it to their peers.

#### The results?

92,000 hours of learning watched in seven months.

[Read their story.](#)



## Outreach Strategy #3

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# Manager activation

Managers play an outsized role in your employees' lives. Gallup research has found an employee's relationship with their manager is the biggest factor in how engaged they are at work.

How do you improve that relationship at scale? LinkedIn research has found employees are far more likely to be engaged if their manager makes their development a priority.

LinkedIn Learning can help here. Managers can demonstrate that their employees' development is a priority is taking LinkedIn Learning courses themselves and promoting it to their direct reports.

Additionally, LinkedIn Learning can serve as a powerful development tool, to help managers upskill their employees and close skill gaps.

# 2/3

of employees say that they would be motivated to learn if their direct manager was involved.\*

\*Source: [2018 Workplace Learning Report](#)

## Manager activation

### How to make it happen.

#### Form relationships

Get to know managers, their pain points and what they think of L&D, to craft learning programs that will have the biggest impact.

#### Share success stories

Reward and recognize managers who encourage their direct reports to engage with online learning to grow their skills.

#### Keep learning going

Assign learning content to managers that addresses skills gaps they surface. Meet regularly with them to keep the drumbeat going.

#### LinkedIn Learning can help

Managers can assign learning content to their team and then pull learner activity reports to monitor their learning.



## Outreach Strategy #3

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# Manager activation

*“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

## An example – ServiceTitan.

The L&D team at ServiceTitan set out to activate their managers by meeting managers where they already are—on Slack, in the hallways, in large team meetings, even in their smaller weekly meetings.

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.

To keep the community momentum going, the L&D Team created a ‘learn2lead’ Slack channel. As a result, managers at ServiceTitan have consistently rated their L&D programs with a Net Promoter Score (NPS) of 90.

[See their story.](#)



## Outreach Strategy #4

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## Executive Championship

The quickest way to change an organization is at the top. What your executive prioritizes will be what your agency will prioritize.

That means, if the executives at your agency prioritize learning, the employees at your agency will prioritize learning as well.

There are lots of ways executives can do this. They can be direct and tell all employees to take a course by X date or to set aside an hour a month for learning. They can be more aspirational and talk about their own learning journey and courses that spoke to them. Or they can be both.

Regardless their approach, getting your executives to become your biggest learning champions is a great way to drive engagement.

# 70%

Of L&D pros say their  
chief executive officer  
actively champions  
learning.

\*Source: [Leading with Learning Report](#)



## Outreach Strategy #4

# Executive Championship

*“The caliber of the people we hired here are the best and the brightest. We want to continue to grow and learn and these courses will give you that opportunity.”*



**Michael Powers**  
County Executive Officer,  
Ventura County;  
in a video message sent to  
all county the day they got  
access to LinkedIn Learning

## An example —Ventura County.

The day Ventura County employees got access to LinkedIn Learning, County Executive Officer Michael Powers released a video promoting the platform. Powers continued to champion the program, including during all-county meetings.

**The result?**  
53,000 videos viewed in six months.

[Read their story.](#)





## Outreach Strategy #5

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# Advertise, advertise, advertise

Last but not least is arguably the most fun one on the list, the opportunity for you to unleash your inner Don Draper and advertise LinkedIn Learning.

There's no shortage of ways to do this. Posters around the office are great. Newsletters are great. Seasonal campaigns, like "back to school" in August are great. Webinars, lunch-and-learns and learning Teams channels are all great too.

Pick what's comfortable for you; it doesn't have to be perfect. The bigger point is to get out the word that LinkedIn Learning exists and you'd love to see people take advantage of it.

That's a positive message your employees will appreciate.

*"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**  
Senior Human Resources  
Business Partner,  
Hilltop Securities

## Outreach Strategy #5

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# Advertise, advertise, advertise

### How to make it happen.

#### Use cultural moments

There is a national day for whatever your organization loves: National Dog Day, Boss's Day, etc. Tying into an event is an easy way to create a campaign.

#### Enhance digital with physical

Bring in physical elements, like posters and swag, to delight employees and encourage them to develop their skills.

#### Use the power of competition

Challenge your departments to see who can develop the most skills in a month, with the winner getting bragging rights and/or a small prize.

#### LinkedIn Learning can help

Check out the admin homepage for resources, tools, templates and tips to help you increase learner engagement with savvy marketing tactics.



## Outreach Strategy # 5

# Advertise, advertise, advertise

## An example — the Municipality of Dubai.

The Municipality of Dubai relentlessly advertised LinkedIn Learning through posters, email newsletters and even a competition to see who could learn the most in a month.

### The result?

Their advertising campaigns led to 94% activation, with the average user watching 10 – 10! – hours of courses on the platform in the first year.





# Conclusion – Find what works for you.

Ready to dive in? Any of these ideas can drive learner engagement. Best practice – mix and match several of these strategies together in a way that works best for you, and you'll see great results.

The best place to start is with the admin strategies. Even if you've already launched LinkedIn Learning, ensuring you've assigned your licenses and you – or your department heads – are assigning relevant content will have the most immediate impact on activation and engagement.

Once you've checked those boxes, start going through the outreach strategies to see what'll fit your agency. For instance, do you have a great relationship with a great relationship with a department head? If you know employee learning is important to her, start with strategy #4, Executive Sponsorship.

Are you in the middle of performance review season? Start with outreach strategy #1 and weave online learning into your performance reviews.

By continuing to layer in more of these tactics, you continue to drive learner engagement at your agency. That'll turn more of your employees into learners – and help you create a culture that brings out the absolute best of your people.

**Good luck!**



## LinkedIn Learning

LinkedIn Learning is a leading online learning platform that helps professionals learn relevant skills and achieve their goals. It combines a library of 16,000+ up-to-date courses in seven different languages with an engaging, intuitive and personalized learner experience.

LinkedIn Learning also includes real-time skills insights that help learning leaders identify skills gaps and learner needs. For more information, visit [learning.linkedin.com/for-governments](https://learning.linkedin.com/for-governments) for more.