

Curator Playbook



Table of Contents

- 1 Feature Overview
- 2 Using the Tools
- 3 Curation Use Cases
- 4 Curation Best Practices

1 Feature Overview



With the curator role, you're able to easily create, share, and track success of your learning and training programs.



Create learning content

Upload internal content and curate custom learning paths



Share content

Connect your content to the colleagues that need it



Get insights

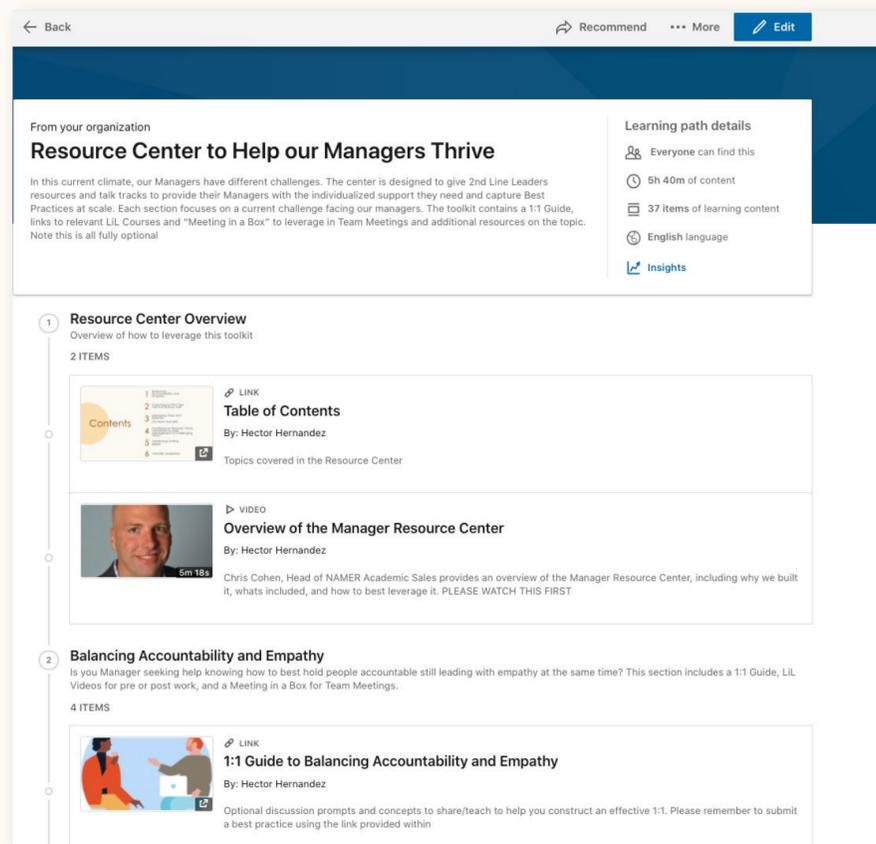
Measure the success of your programs with insights on views and completions

44 curators from the beta program rated the curator feature

8/10

regarding likelihood to recommend to a colleague

Easily upload and arrange content into an intuitive, engaging format.



When creating learning paths you can...

- Blend LinkedIn Learning and internal custom content
- Handpick specific videos from courses
- Group content into sections
- Put content into an order
- Add descriptions for sections and pieces of content

“Before I could create learning paths, I would have to gather links and then manually create an email or a 1-pager which would take a ton of time. **With this role, I can present content in a useful, nice format and it takes no time at all.**”



Program Manager
Curator from beta program

We have a huge need for learning paths. **Any way to make this easier and less time consuming is a positive thing.** It allows me to quickly and easily communicate new training material with my global team.”

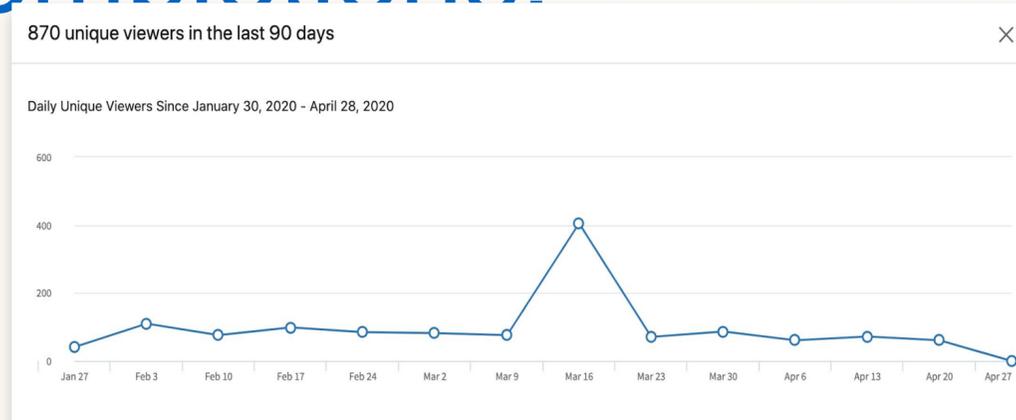


Learning Coordinator
Curator from beta program

Understand the impact of your trainings with deep reporting on learner engagement and completions.

The screenshot shows the LinkedIn Learning interface. At the top, it says 'Learning Company's Library' with an '+ Add' button. Below that, there's a 'Recommendation History' section. It lists several recommended items:

- Career Clinic: Developer Insights** (Course): 1 learner, 0% completed, 0% in progress, 100% not started, 0% moved to history.
- Develop Your Strategic Planning Skills** (Learning Path): 1 learner, 0% completed, 0% in progress, 100% not started, 0% moved to history.
- Product Market Hire Onboarding** (Learning Path): 1 learner, 0% completed, 0% in progress, 100% not started, 0% moved to history.
- Business Development for Marketers** (Learning Path): 1 learner, 0% completed, 0% in progress, 100% not started, 0% moved to history.



Check out how your content has trended over the last 90 days with unique viewer counts

Recommendation History Detail

HR and Digital Transformation

Total # learners	Completed	In progress	Not started	Moved to history
25	8%	12%	80%	0%

Learner details:

Learner	Progress	Completed
Martha Brady	100% Complete	7/15/2020
Catherine Gould Sales Manager	100% Complete	7/20/2020

See who has completed and is in-progress with your content

“I’m not used to seeing any statistics out of my current tools. LinkedIn Learning beats SharePoint, email, and Google Docs on reporting and analytics – I can get so much more out of LinkedIn’s tools!”



Technology Trainer
Curator from beta program

“The #1 benefit of this tool is tracking. I love that I can see how much engagement and usage there has been with my learning paths and custom content.”



HR Associate
Curator from beta program

Consolidate all your content on one platform so that everyone can always find it.

“We tend to give training once and not have it saved somewhere for future viewing, so this is a good way to create a training database for new employees who were not with the company when important training was originally given. **It’s easy for them to have one place for everyone to go to.** I also like that I can keep all of my curations organized in one place in my library.”

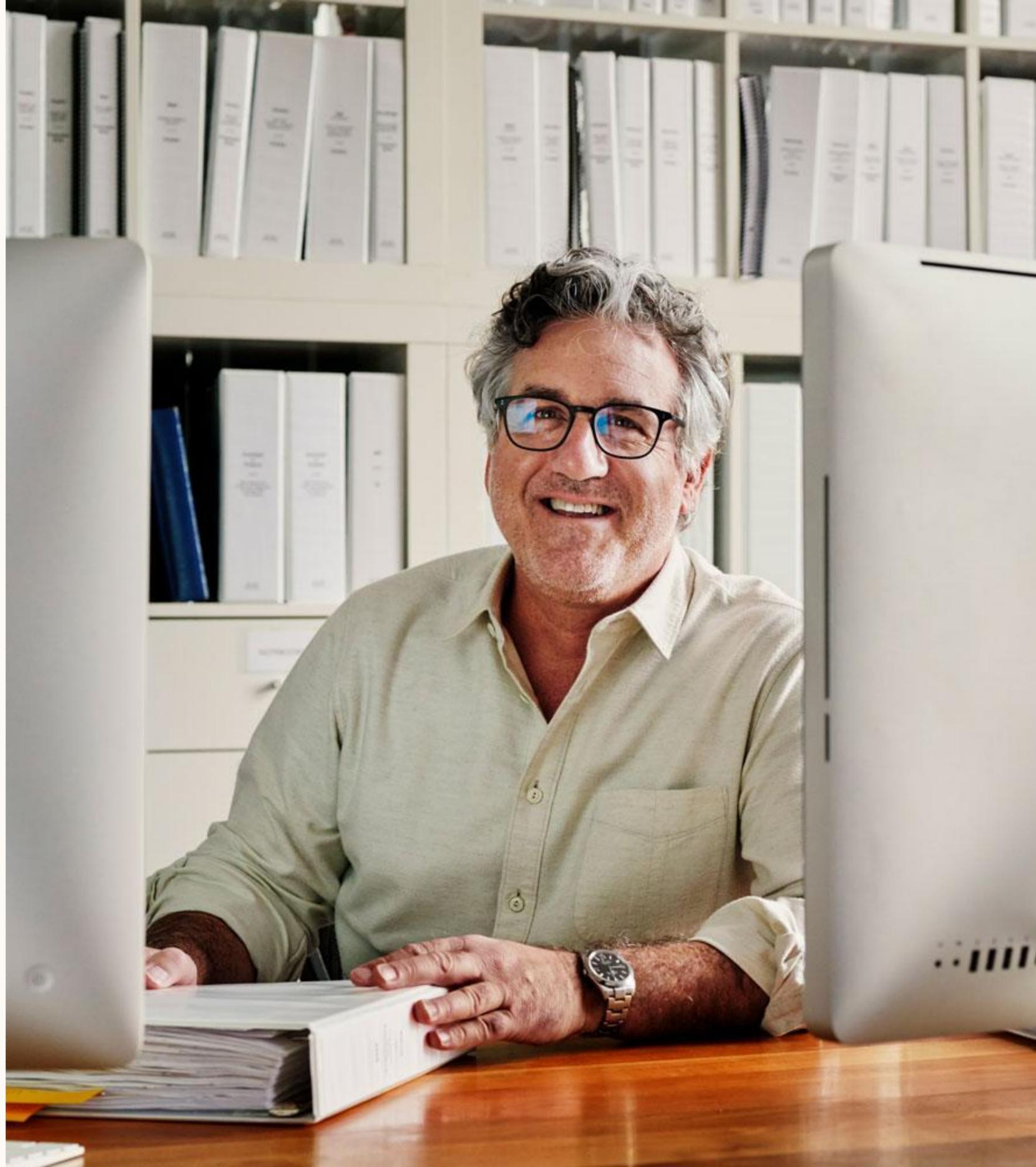


Sales Readiness
Curator from beta program

The screenshot displays the LinkedIn Learning user interface. At the top, there's a navigation bar with the LinkedIn Learning logo, a search bar, and user profile options. The main content area features a featured course, 'Content Marketing for Social Media', by Colleen Jones and Madecraft. Below this is a 'Weekly goal' section showing a progress ring for 90/60 minutes and a list of completed courses like 'Executive Presence: Tips for Women' and 'Leadership Sustainability'. The 'Top 10 courses this week' section includes 'Time Management: Working from Home', 'Strategic Thinking', 'The Six Morning Habits of High Performers', and 'Goal Setting: Objectives and Key Results (OKRs)'. The 'Top picks for Kelsey' section features 'Starting a Memorable Conversation', 'Time Management Fundamentals', 'How to choose colors', and 'Delivering an Authentic Elevator Pitch'. The interface is clean and organized, highlighting personalized content for the user.

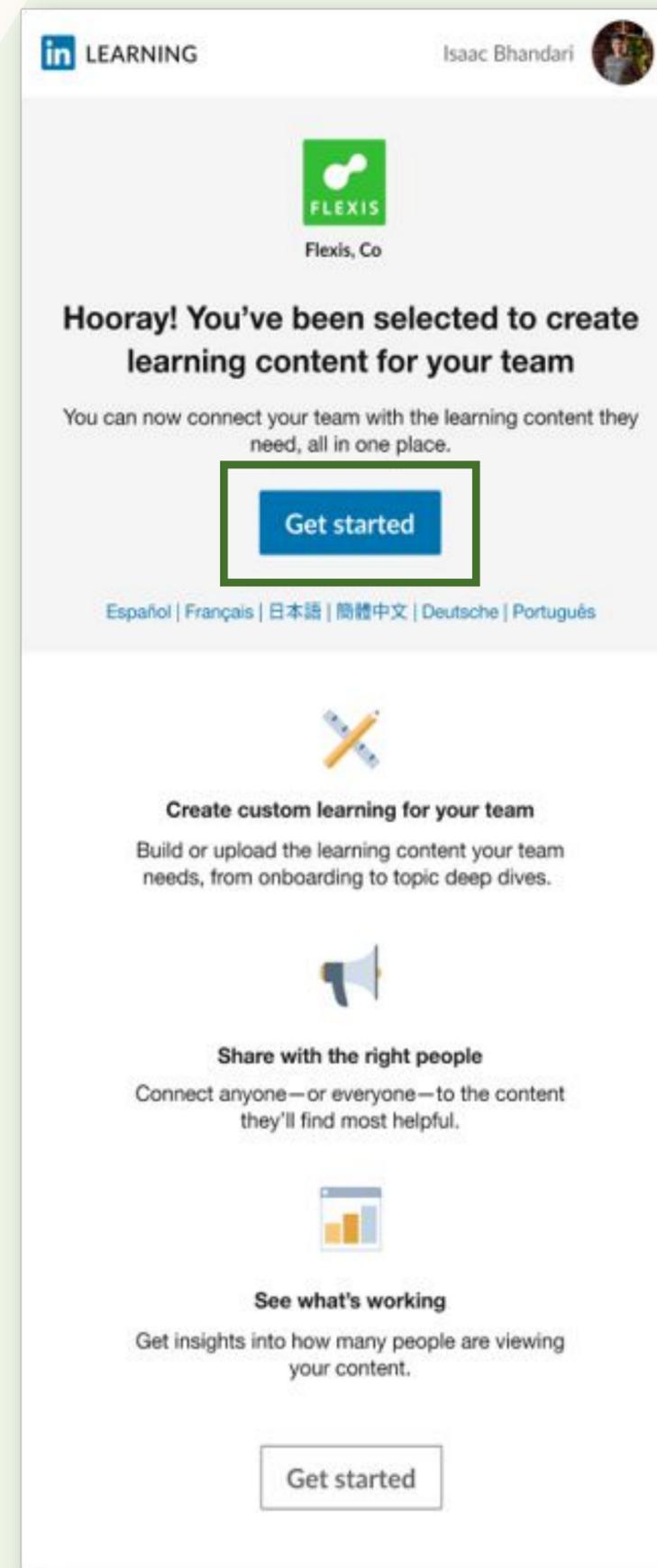
Because your curated content will live within your org's LinkedIn Learning library, learners will know where to access it.

2 Using the Tools



After you're assigned as a curator, you'll receive an email.* Clicking "**Get started**" will take you to your LinkedIn Learning homepage.

*If you don't receive the email, you will still be able to access the curation tools from your homepage.



The screenshot shows an email notification from Flexis, Co. at the top left, with the LinkedIn Learning logo and the user's name, Isaac Bhandari. The main heading reads "Hooray! You've been selected to create learning content for your team". Below this, it says "You can now connect your team with the learning content they need, all in one place." A prominent blue "Get started" button is highlighted with a green border. At the bottom of the email, there are three sections: "Create custom learning for your team" (with a pencil icon), "Share with the right people" (with a megaphone icon), and "See what's working" (with a bar chart icon). Each section has a brief description of the feature. A second "Get started" button is located at the bottom of the email content.

in LEARNING Isaac Bhandari

FLEXIS
Flexis, Co

Hooray! You've been selected to create learning content for your team

You can now connect your team with the learning content they need, all in one place.

Get started

Español | Français | 日本語 | 簡體中文 | Deutsche | Português

Create custom learning for your team
Build or upload the learning content your team needs, from onboarding to topic deep dives.

Share with the right people
Connect anyone—or everyone—to the content they'll find most helpful.

See what's working
Get insights into how many people are viewing your content.

Get started

You can now start creating and sharing content!

Step 1

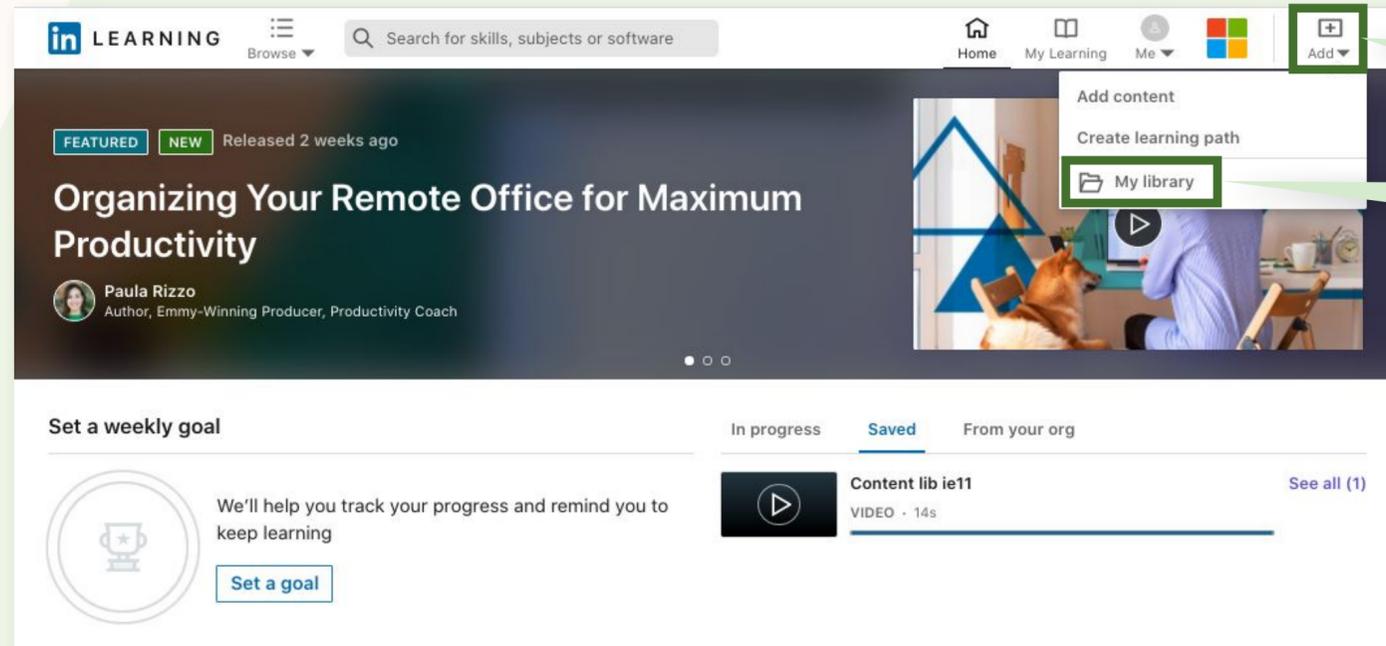
Click on the “Add” button at the top right of your LinkedIn Learning homepage.

Step 2

On the menu, click “My library” to be directed to your curation library.

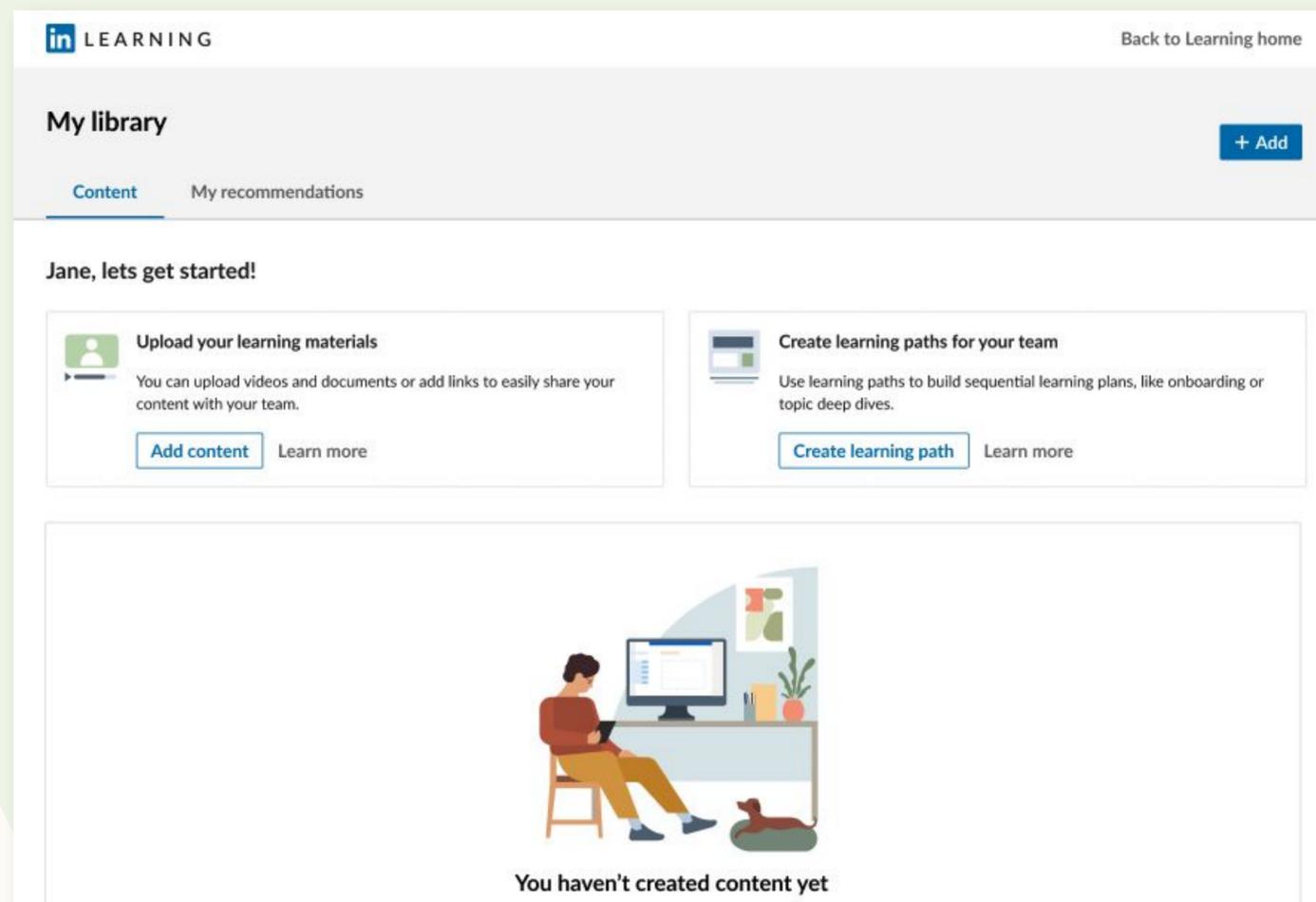
Step 3

Now, start uploading and curating customized learning paths for your team!



Step 1

Step 2



Step 3

Recommend your content to trigger an email notification to your recipient(s) and highlight the content on their homepage.

✓ Content has been published. **Share with others now**

COLLECTION
Building accessible products at Flexis
By: Jane Wheeler

Recommend to learners ⓘ

Add recipients Select all [1,800] learners

Search for learner or groups

Other ways to share

Copy link Share on teams

You will have the option to add a customized message and due date.

in LEARNING Jane Wheeler

Hi Jane Wheeler,

[First_Name_Sender] from [Company_Name] has just recommended you a course, [Course_Title]

Due on: February 17, 2020 PDT

Get started

[First_name_Last_name] - 1st
Assigner title, account name

Hey Team, I'm recommending/assigning this content for us all to take by next Monday the latest. And don't forget to add this to your calendar! Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Maecenas egestas eros risus, quis fringilla urna auctor id. Curabitur consequat arcu sed ipsum sollicitudin tristique i Maecenas egestas eros risus, quis fringilla urna auctor id.

COURSE
Becoming an first AI-First Product Leader
Artificial intelligence is changing the world, powering everything from advertising to education. Becoming a successful product leader is...
By: [provider_name]

Learn now

in LEARNING Search for skills, subjects or software

Home My Learning Me EN

FEATURED NEW Released 1 week ago

How to Tell Stories That Win Market Share

Big Think
Big Think is one of the largest short-form video providers of soft skills knowledge.

Weekly goal

Sep 14 to Sep 20 **Edit goal**

0/60 minutes
You've got this! Start learning to reach your goal.
Last week: 0 minutes

In progress Saved **From your org**

Digital Transformation & Innovation for Tomorrow!
LEARNING PATH · 18h 32m 8s

Marketing Foundations
COURSE · 49m

Recommendations will appear in the "From your org" section of the recipient's homepage.

Recommending also gives you access to deeper insights like learner-level in-progress and completion data.

The screenshot shows the 'Recommendation History' tab in the LinkedIn Learning interface. It displays a table of recommended content with columns for 'Content recommended', 'Total # learners', 'Completed', 'In progress', 'Not started', and 'Moved to history'. Each row includes a thumbnail, title, and a summary of learner progress.

Content recommended	Total # learners	Completed	In progress	Not started	Moved to history
Career Clinic: Developer Insights Recommended on: June 17, 2020 Recommended by: uspe_master_curator_appinistance_donotchange@test.linkedin.com	1 Learner	0 learners	0 learners	1 learner	0 learners
Develop Your Strategic Planning Skills Recommended on: June 17, 2020 Recommended by: uspe_master_curator_appinistance_donotchange@test.linkedin.com	1 Learner	0 learners	0 learners	1 learner	0 learners
Product Marketing New Hire Onboarding Recommended on: June 17, 2020 Recommended by: uspe_master_curator_appinistance_donotchange@test.linkedin.com	1 Learner	0 learners	0 learners	1 learner	0 learners
Business Development for Marketers Recommended on: June 17, 2020 Recommended by: uspe_master_curator_appinistance_donotchange@test.linkedin.com	1 Learner	0 learners	0 learners	1 learner	0 learners

After you've made the recommendation, check out how many learners have started and/or completed your content in the "Recommendations" tab

The screenshot shows the 'Recommendation History Detail' view for the 'HR and Digital Transformation' course. It provides a detailed breakdown of learner progress, including a summary of overall statistics and a table of individual learner details.

Content recommended	Total # learners	Completed	In progress	Not started	Moved to history
HR and Digital Transformation Recommended on: July 8, 2020 Recommended by: Catherine Gould	25 Learners	8% (2 learners)	12% (3 learners)	80% (20 learners)	0% (0 learners)

Learner details	Progress	Completed
Martha Brady	100% Complete	7/15/2020
Catherine Gould Sales Manager	100% Complete	7/20/2020

Click into the piece of content to understand the progress of individual learners

Along with recommending, post the content URL on relevant internal platforms to maximize reach.

✓ Content has been published. **Share with others now** ✕

 COLLECTION
Building accessible products at Flexis
By: Jane Wheeler

 Recommend to learners ⓘ

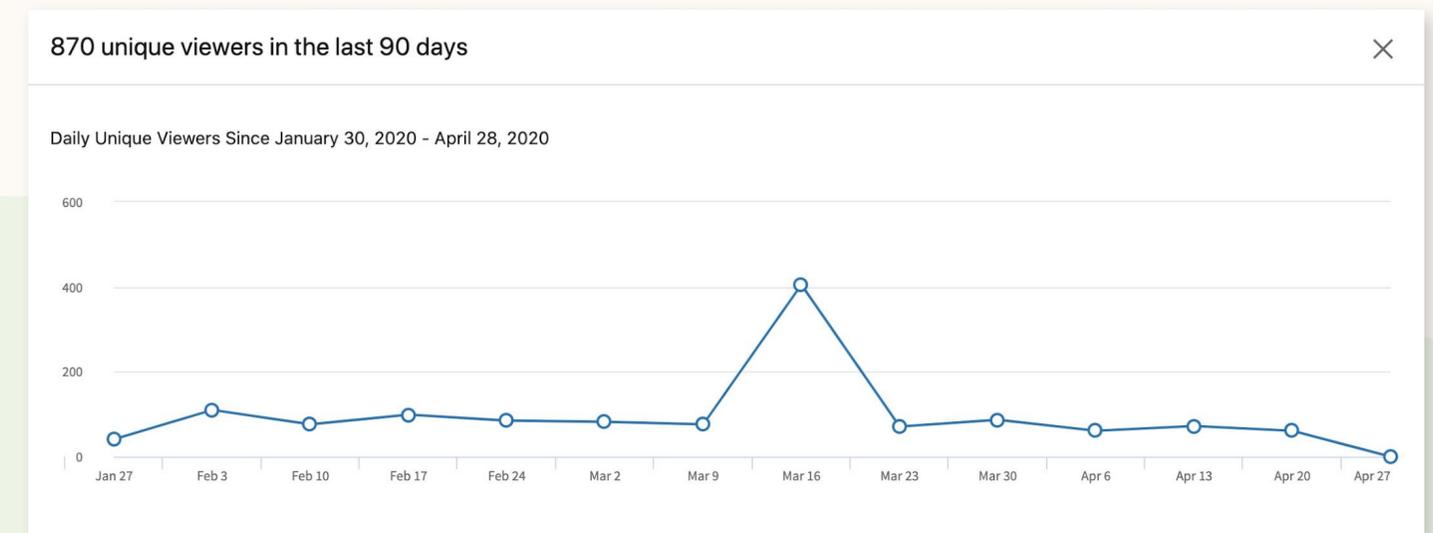
Add recipients [Select all \[1,800\] learners](#)

Other ways to share

 Copy link  Share on teams

After you've shared content, monitor views on your library page.

Content name	Author	Most recent ↓	Viewers (last 90 days)	
▶ VIDEO Learning without Formal Authority	Juliana Richard	June 30, 2020	278	...
▶ DOCUMENT Electronics Foundations: Basic Circuits	Leroy Dudley	June 29, 2020	982	...
▶ LINK Job Seeker Tips	Milton Pollard	June 26, 2020	1,278	...
▶ LEARNING PATH Being Mentored	Jon Bowers	June 26, 2020	1,327	...
▶ LEARNING PATH Deep Learning: Image Recognition	Cedric Ortega	June 25, 2020	1,532	...
▶ LEARNING PATH Chris Shares New Features	Charlie Moody	June 25, 2020	1,271	...
▶ LINK Be a Better Manager by Motivating Your Team	Debora Gilliam	June 24, 2020	870	...



Click on a viewer count number to check out content trends over time

See how many unique learners have viewed your content in the last 90 days

Each month, you'll receive an email with insights on the impact you're driving at your organization.

You can see how many total viewers your curated content has driven so far, along with your most popular content.

The screenshot displays a LinkedIn Learning dashboard for Jane Wheeler. At the top, the 'in LEARNING' logo is on the left, and 'Jane Wheeler' with her profile picture is on the right. Below this, the Flexis logo is shown. The main heading reads 'You're a learning champion!' followed by a large '190' indicating the number of people who have viewed her content. A subtext says 'People have viewed your content'. Below this, a message states: 'Jane, the content that you created drove learning for 80 colleagues over the last 30 days. Keep it up!'. A blue button labeled 'See more insights' is positioned below the message. The section 'Your most popular content this month' features a grid of four content items:

- Master In-Demand Professional Soft Skills** (Learning Path): 132 viewers, with a 'Share' button.
- Communicating during Times of Change** (Learning Path): 103 viewers, with a 'Share' button.
- Improve Your Interoffice Politics Skills** (Video): 89 viewers, with a 'Share' button.
- Diversity, Inclusion, and Belonging for All** (Video): 52 viewers, with a 'Share' button.

A 'Go to library' button is located at the bottom center of the dashboard.

Relevant Help Center Articles

- [Creating a Learning Path](#)
- [How to Use Discoverability Controls](#)
- [Uploading Custom Content and Links](#)
- [Understanding Content Viewer Counts](#)
- [Getting Insights on Recommended Content](#)

Have more questions?

Visit the [Help Center](#) to see more help articles and contact support.

3 Curation Use Cases



Corporate Use Cases by Role

Onboarding

- Program Manager
- HR Associate
- Sales Readiness
- People Manager

Onboarding: Training designed to onboard employees onto a new role, department, or process

Continued Training

- Program Manager
- HR Associate
- Sales Readiness
- People Manager
- Subject Matter Expert
- Individual Contributor

Continued Training: Ongoing training designed to support team/department goals.

Information Synthesis

- Sales Readiness
- People Manager
- Subject Matter Expert
- Individual Contributor

Information synthesis: Integrating content from disparate sources into a coherent whole

Program Manager

Other titles include Learning Coordinator/Lead, Training Specialist, Project Manager, Quality/Process Improvement Specialist, IT Specialist, etc.

Individuals in the company that have a **role-based need** to curate training/learning programs for a specific function, department, business unit, or region.

- Onboarding and upskilling programs
- On-demand training for a new technology and/or software (e.g. Skype, Teams, SQL, Python)
- Continuous training programs to drive skill development in:
 - Leadership and manager development
 - Software migration training
 - Operational excellence
 - Performance development plans

"I am working on a quick virtual training for an Agile Scrum framework. Using a learning path, I can make the training ICF-specific. **I love that I can make it our own – that is super helpful for me.**"



Sr. Quality & Process Improvement Specialist
from ICF Consulting
Curator from beta program

"I create weekly teaching moments in a learning path style. I used to share links, but this is much easier to create training for a department or expanding to a wider audience. **Being able to upload content and create a weekly training schedule** has been the most valuable to me."



Program Manager
Curator from beta program

HR Associate

Other titles include HR Business Partner, HR Manager, Talent Coordinator, Talent Partner, etc.

HR professional that builds HR agenda and processes, global initiatives, and content that support organizational HR strategic goals.

Custom learning paths on talent management processes including:

- Employee performance reviews
- Manager development
- Leadership succession
- Promotion/compensation initiatives
- Hiring & firing trends

On-demand learning paths on timely initiatives:

- DIBS (Diversity, Inclusion, and Belonging)
- Remote work tips
- Mental health and wellness
- Mentorship

“I created a learning path by blending our internal training (recorded conference call+ slides) and LinkedIn Learning content. I shared the learning path with my peer HRBPs and the HRMs and received rave reviews. I found the process to be quite seamless and really appreciated the option to assign the training to others with a due date. Everyone I shared the path with was eager to become curators as well. **We have so many ideas on how we can continue using this feature.**”



HR Business Partner
from Dish Network
Curator from beta program

Sales Readiness

Other titles include Sales Enablement Manager, Trainer, and/or Sales Operations

Individual that focuses on building onboarding and upskilling content for sales teams on products and processes.

- Virtual new hire onboarding and ongoing training, sales coaching, and assessment/certification programs
- Pitch decks, product FAQs, talk tracks, ROI calculators, best practices, and other assets to enable the field
- Pre and post work for Instructor Led Training sessions

I love creating short training snippets and putting them into a learning path, so that people are easily able to select which training pieces they need to view instead of having to watch the entire course if they don't need to. It's also great to be able to mix videos, articles and links.



**Sales Enablement
Manager**
Curator from beta program

People Manager

Manager/supervisor that supports a team of learners and plays a consultative role in their career development.

- Creating tailored learning paths for direct reports to help with career development and upskilling
- Paths to onboard new team members, e.g. "Product Marketing Toolkit"
- Curated learning path of recommended courses that share valuable team principles and insights on leadership style, e.g. "Sarah's Top Course Recommendations for Team Dynamics"

“I love that we're able to add material that isn't from LinkedIn to customize a path for our team. We do a lot of self-development on our team, so it's nice to be able to create a path that's a common theme on the team and track the involvement.”



Marketing team leader
Curator from beta program

Subject Matter Expert

Individual that has domain expertise in a specific area and enjoys sharing his/her knowledge across the organization to benefit the rest of the business.

Examples:

- Finance Director sharing revenue targets and other metrics with C-suite and leadership
- IT manager sharing best practices on security protocols/ technology services with new employees
- Data analyst sharing customer churn analysis and industry trends with his/her team
- Product leader sharing “How to be a PM” tips & tricks

"LinkedIn Learning makes it simple to pull together resources and share quickly. **The curation tools provide a much more polished and tailored approach than sending links or emails.**"



Data scientist leader
Curator from beta program

Individual Contributor

Individual that wants to showcase his/her knowledge to gain visibility in the organization and/or to aspire to a leadership role.

Example:

- Launched new project and wants to share what they've learned with the team such as a winning sales pitch, successful product launch, unique customer success story, or a best practices on a topic they are confident in

“This tool helps me to standardize and share certain on-boarding and other helpful information with my team and whole department in an easy-to-use and easy to track format.”



Sr. Compensation Analyst
Curator from beta program

Higher Education: Professor

Instructor that creates a custom curriculum for their students.

- Learning paths to supplement existing course curriculum, organizing sections around syllabus structure
- Customized learning programs for different students (beginner vs advanced, various subject areas)
- Curated research to showcase to students and the public

" I only have access to the VLE at the university and that has limited functionality when it comes to adding video links. LinkedIn Learning was much easier and more user-friendly. It is intuitive in how you curate content."



Professor at the
University of Leeds
Curator from beta program

Higher Education: Career Coach

Individuals that provide career-specific coaching and training to students to assist them in finding a career post-school.

- Job-seeking training for students on various career paths and associated skill sets
- Learning paths to inform students on interviewing tips and tricks

"I believe sometimes the information and offerings can be a bit overwhelming for students and having a learning pathway ready to go can make students' lives a lot easier.



Career Coach at the
University of Houston
Curator from beta program

Higher Education: Student Champion

Student that is passionate about learning and has a desire to create and share learning programs with his/her peers.

- Relevant learning for fellow students
- Curated content to help peers prepare for an exam or paper such as a recap of course and highlights of most helpful material

"It's so helpful to be able to integrate custom content, LinkedIn Learning content, and external learning links all in one learning path in one platform."



Student Champion
Curator from beta program

4 Curation Best Practices



Choose the best content

Consider these 3 factors before searching for content:



Who is your target audience?

Region, Business Unit, Team, Department, Function?



What is the learning objective?

Behavior Change, Skill Development, Info Synthesis?



How long should content be?

Full Course or Individual Video(s)?

Use search filters to narrow down search results

- Filter by content type, level, software, subjects, and topics
- Sort by "View Count" and "Newest" to see most popular and most recent content

Unfiltered search for "presentations"

This screenshot shows the search results for "presentations" on LinkedIn Learning without any filters applied. The search bar at the top shows "presentations" and the results count is 7,606. The left sidebar contains various filter categories: Type (Courses, Videos, Learning Paths), Level (Beginner, Intermediate, Advanced), Time to Complete, Software (PowerPoint, Microsoft Office, Office 365, Excel, Keynote), Subjects & Topics (Business, Business Software and Tools, Presentations, Creative, Technology), and Continuing Education Units (NASBA, PMI, SHRM, HRCI, IIBA, CompTIA). The main content area displays a list of search results, including "Develop Your Presentation Skills", "Designing a Presentation", "How to Present", "Effective virtual", "Master Confidence", "Public Speaking", and "Creating and G".

Filtered search for "presentations"

This screenshot shows the search results for "presentations" on LinkedIn Learning with filters applied. The search bar at the top shows "presentations" and the results count is 20. The left sidebar shows the filter categories, with "Courses" selected under Type, "Beginner" under Level, "PowerPoint" under Software, and "Business" under Subjects & Topics. The main content area displays a list of search results, including "Designing a Presentation", "PowerPoint: From Outline to Presentation", "PowerPoint 2016 Essential Training", "PowerPoint: From Outline to Presentation (2013)", "PowerPoint Essential Training (Office 365/Microsoft 365)", and "PowerPoint: Using Photos and Video Effectively for Great Presentations".

Quickly evaluate courses

Review specifics of the course to make sure it fits your needs including:

- Length of the course/video
- Release date
- Course Details & Learning Objectives
- Common job titles of learners watching the course
- # of views, likes, and saves of the course

The screenshot displays a LinkedIn Learning course page. At the top, there are navigation tabs for 'Overview', 'Q&A', and 'Notebook'. The main content area includes an instructor profile for Tony Harmer, an 'INSTRUCTOR' section, and a 'RELATED TO THIS COURSE' sidebar with links for 'Learning Groups' and 'Certificates'. The course details section lists '56m · Beginner + Intermediate · Released: 6/13/2019' and a brief description. Below this is a 'Viewers of this course' section showing 1,981 likes and 44,457 views. The 'Learning objectives' section lists seven bullet points, and the 'Skills covered in this course' section includes 'Presentation Design' and 'Presentations'. On the right, a 'Filter Results' menu is open, showing options for Type, Level, Time to Complete, Software, Subjects & Topics, and Continuing Education Units. At the bottom right, a black bar contains icons for likes (1,981), saves (27,913), and a share icon.

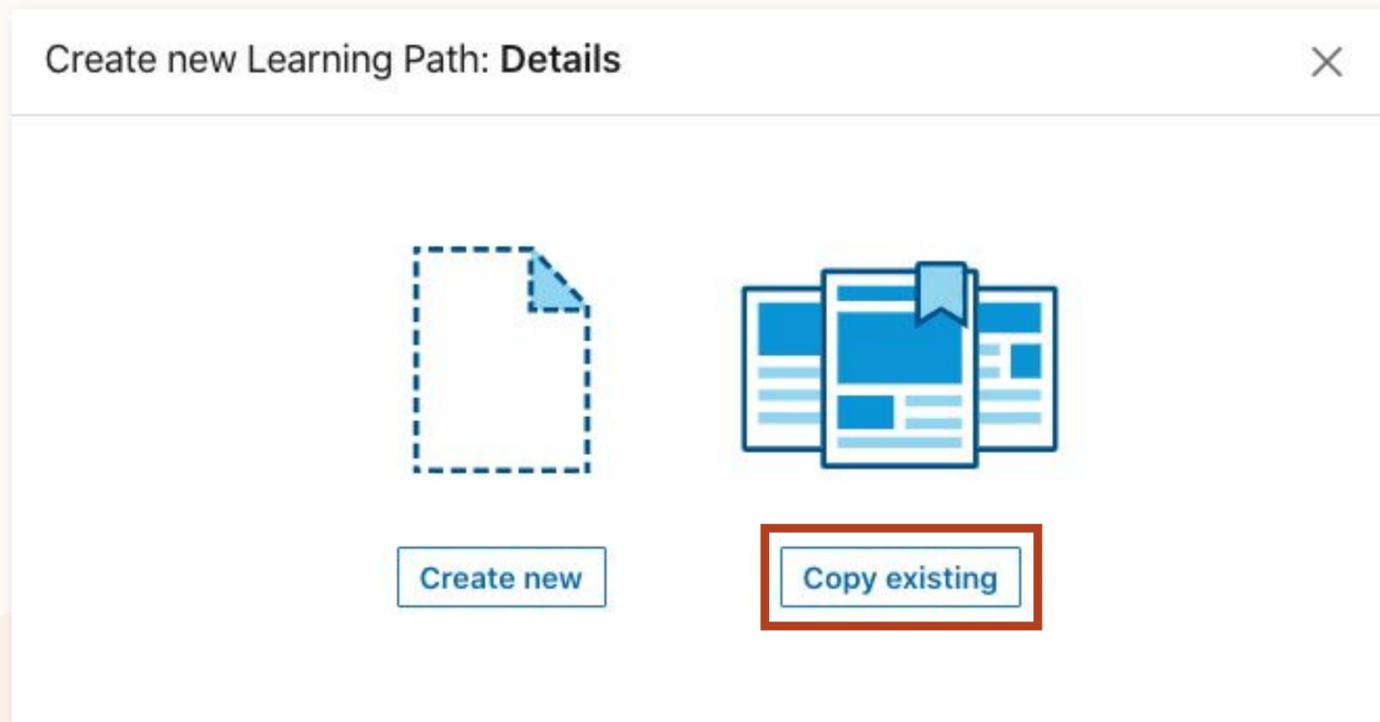
Handpick individual videos or chapters out of a course

By including shorter videos in your learning path, you can ensure that learners spend their time watching content that is the most relevant.

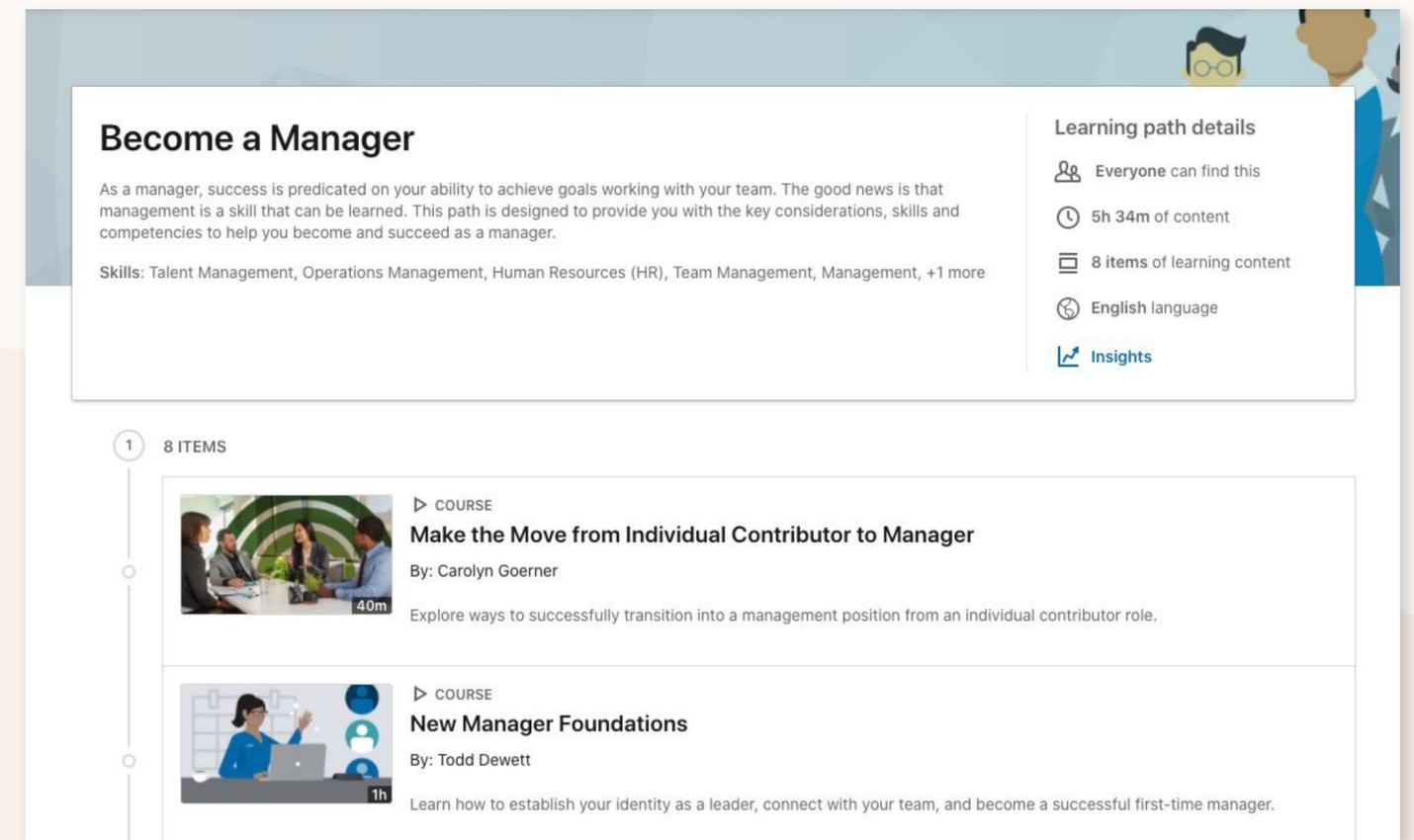
The screenshot shows a 'Search for Content' window with a sidebar on the left containing filters: Level, Software, Subjects & Topics, Custom Tags, and Continuing Education Units. The main area displays a course card for 'Python Essential Training' by Bill Weinman, with a duration of 4h 45m and 294,567 viewers. Below the course card is a list of chapters, each with a dropdown arrow and an 'Add Chapter' button. The 'Add Chapter' button for the '1. Installation (2 items)' chapter is highlighted with a red box. Underneath the '3. Types and Values (6 items)' chapter, a list of individual videos is shown, each with a duration and an 'Add' button. The 'Add' button for the video 'Numeric types - 5m 56s' is highlighted with a red box.

Chapter	Items	Video	Duration	Action
1. Installation	(2 items)			Add Chapter
				Add Chapter
2. Language Overview	(11 items)			Add Chapter
				Add Chapter
3. Types and Values	(6 items)	Overview	1m 52s	Add
		The string type	7m 25s	Add
		Numeric types	5m 56s	Add
		The bool type	3m 20s	Add
		Sequence types	5m 46s	Add
		type() and id()	5m 50s	Add
4. Conditionals	(3 items)			Add Chapter
				Add Chapter
				Add Chapter
5. Operators	(5 items)			Add Chapter
				Add Chapter
6. Loops	(4 items)			Add Chapter
				Add Chapter
				Add Chapter
				Add Chapter

Save time by copying an existing learning path



When creating learning paths, select “Copy existing” to duplicate an existing LinkedIn Learning-created learning path



"Become a Manager" is one LinkedIn Learning's most popular learning paths and contains essential managerial skills and courses

Ensure that the right audience can find the content

Use discoverability controls to define who within your organization will be able to find your content on the platform (in search and on the homepage)

- If your content is only applicable to certain colleagues, make sure to limit discoverability to a specific group(s)
 - If you don't see a group that you need, reach out to your LinkedIn Learning master admin
- If you do not want anyone else to find your content on the platform, set content discoverability to "No one (direct link access only)"

Create new Learning Path: Details

Image size: 600x340px

Title *

Add title 0/100

Description *

Add description 0/500

Content Language

English

Discoverability* ⓘ

- ✓ Select who can find this content
- Everyone
- Selected group(s)
- No one (direct link access only)

Search for skills

Tags ⓘ

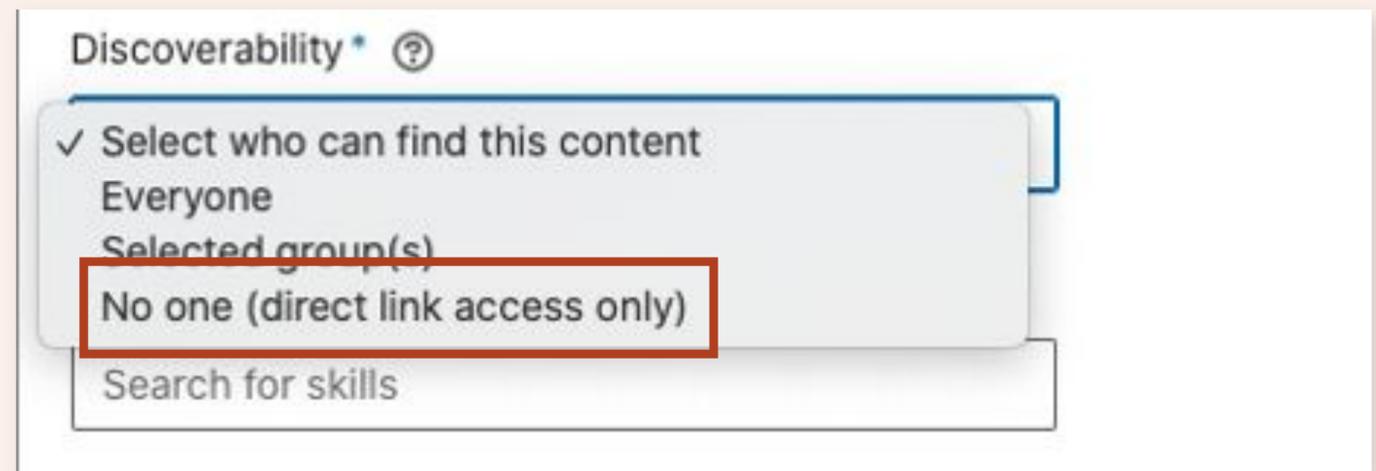
Search for tags

* indicates required

Cancel Create

Save your content while you're still working on it

Set discoverability to “No one (direct link access only)” if you want to keep working on your learning path before it is published (and available in search results and on the homepage).



Name & Tag Your Content Effectively

If you set discoverability to "Everyone," anyone within your organization can find your content in search, so make sure that the title is appropriate and helpful for learners.

- **Title:** Consider including the department/team name, program name, and subject area
- **Skills:** Include relevant skill tags so your content appears in skill search results alongside relevant LinkedIn Learning content
- **Custom Tags:** Include custom tags that are unique to your organization to ensure that colleagues can find your content while searching

Title *

59/100

Skills
Add expected skills to be learned.

Leadership × **Communication** × **Interpersonal Skills** ×
Written Communication × **Management** × **Public Speaking** ×

Custom tags
Add tags that are unique to your organization to enable learners to discover this content in search (e.g. Manager Training, New Hire Onboarding).

Leadership Essentials × **NAMER Sales Team** ×

Customize the thumbnail so your content stands out

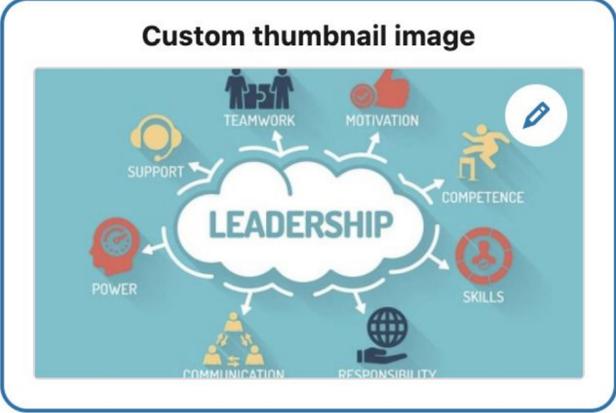
Upload a custom thumbnail image to ensure that learners can easily understand what the content is about

- Add an image that is unique and relevant to your target audience
- You can also customize the thumbnail for each piece of custom content that you add to the learning path

Create new Learning Path: **Details** ✕

Thumbnail
Select a custom image or use the default image for your Learning Path thumbnail

Default thumbnail image 

OR 

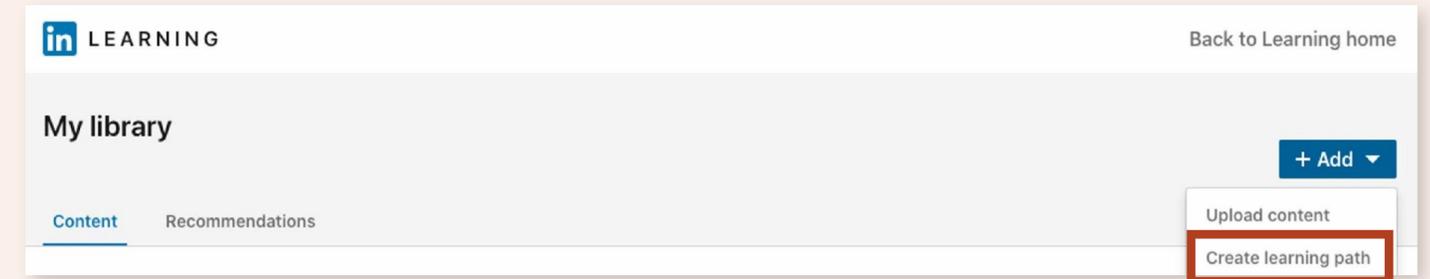
Title *
Leadership Essentials on Communication for NAMER Sales Team

59/100

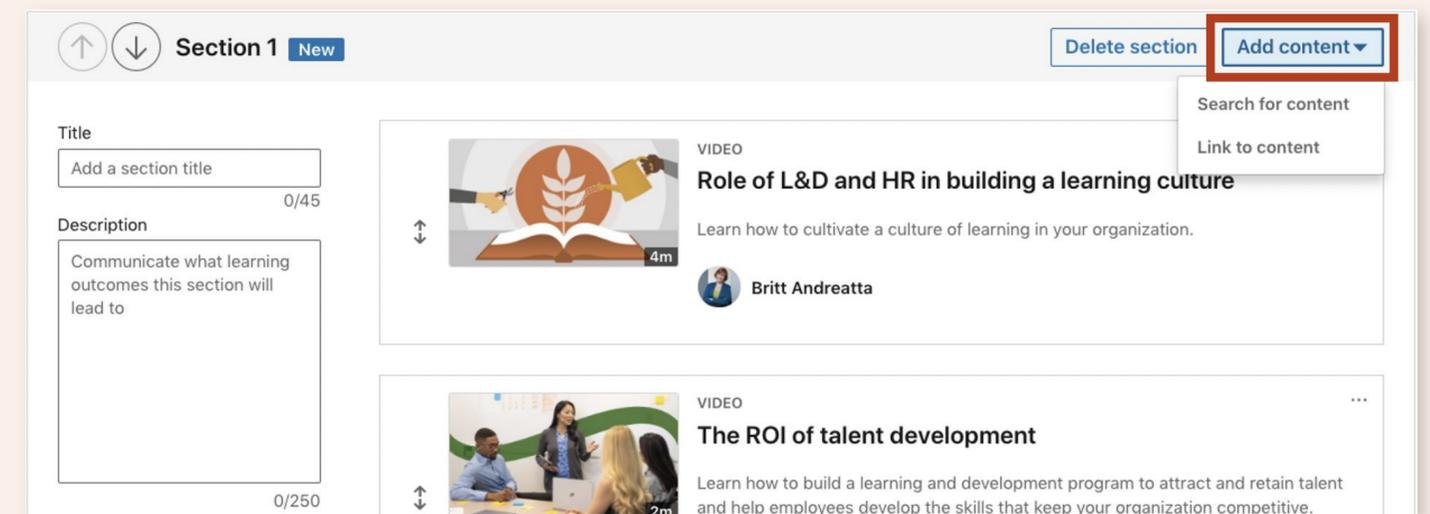
Blend learning paths with internal custom content

Learning paths that contain internal learning content perform better than learning paths without custom content. Custom content ensures that the path is hyper-relevant to your target audience.

Use custom content links instead of uploaded documents or videos if your audience may want to download the content post-viewing.



First, upload internal content to the platform – it can be a document, video, or link.



Then, when the building the learning path, add the document, video, or link to the path.

Bucket your content into sections

Group your content into sections by subject area to provide structure and guidance for learners.

2 Adapt your management style
What motivates and drives the people on your team? How can you bring autonomy, mastery, and a sense of purpose to their work? Explore the answers to these questions in this section.

2 ITEMS

Archived
1h 50m

▷ COURSE
Motivating and Engaging Employees (2013)
By: Todd Dewett
Learn how to motivate your team and retain their valuable contributions over time.

▣ Watch section 1.1 on understanding what motivates and engages employees (4 minute clip) - AND - section 3.4 on Using non-monetary motivators (4 minute clip)

MANAGEMENT TIPS WEEKLY
7h 50m

▷ COURSE
Management Tips
By: Todd Dewett
Get two new management tips and learn to improve communication, increase motivation, deal with conflict, and build better relationships.

▣ Watch sections 2.1 and 2.2 on managing multiple generations (2 clips, 5 minutes total)

3 Have an (epic) career conversation
Career growth is one of the most powerful drivers of engagement and retention across the board - among millennials, among women, among new technology employees. Learn how to engage and retain your team members with coaching and career conversations.

2 ITEMS

1h 25m

▷ COURSE
Reid Hoffman and Chris Yeh on Creating an Alliance with Employees
By: Reid Hoffman and Chris Yeh
LinkedIn founder Reid Hoffman and entrepreneur Chris Yeh discuss the Alliance, their innovative framework for managing

Add descriptions within the learning path

Provide specific context for learners by adding detailed descriptions for each section and piece of content.

Section 1

Delete section Add content

Title
Management

Description
Communicate what learning outcomes this section will lead to

10/45

0/250

↑ ↓

▶ COURSE
New Manager Foundations
By: Todd Dewett
1h
Learn how to establish your identity as a leader, connect with your team, and become a successful first-time manager.

↑ ↓

Add description
Add description to provide context

0/500

Cancel Save

Depending on your learning objective, make sure that the length of the learning path is manageable.

If your goal is quick skill development, keep it focused and aim for your learning path to be no longer than 2 hours and fewer than 5 total sections (with fewer than 6 pieces of content per section).

If your goal is behavior change or mastery of an advanced topic, you will need to include longer, in-depth pieces of content, which may require a longer learning path.

The screenshot shows a LinkedIn Learning course page. On the left, under 'From your organization', the title 'Hiring a Diverse Team' is displayed. Below the title, it says 'LinkedIn Learning courses to help you understand WHY diverse teams win.' The 'Skills' listed are 'Education' and the 'Tags' are 'Manager DIBs Training'. On the right, under 'Learning path details', there are several icons and text: a person icon for 'Everyone can find this', a clock icon for '1h 21m of content' (which is highlighted with a red box), a document icon for '4 items of learning content', a globe icon for 'English language', and a bar chart icon for 'Insights'.

Add in Custom Assessment Links to Ensure Comprehension

Add a custom link to the end of the learning path (or each section) that directs to a custom quiz. Microsoft and Google forms both offer assessment solutions that you can link to.

The screenshot shows a learning path interface with two items. The first item is a course titled "Performance Management: Conducting Performance Reviews" by Todd Dewett, with a 28m duration. The second item is a "Section Assessment" link by Kelsey Bostrom, which is highlighted with a red border. The assessment link includes a thumbnail image of a quiz and a description: "Take this short quiz to make sure you understand these topics."

The screenshot shows the "Leadership Essentials Level 2 Assessment" quiz. It features a green header with the title and a subtitle: "Take this short quiz to test your comprehension of this learning path." Below the header, there is a privacy notice: "Hi Kelsey, when you submit this form, the owner will be able to see your name and email address." The main content of the quiz is a multiple-choice question: "1. What best defines 'effective leadership'?" with four options: "Delegating all work to others", "Using a 'one-size-fits-all' approach", "Telling people exactly what they have to do", and "Using a variety of leadership styles at the right time and in the right way".

Make sure your content stays up-to-date

- Learning paths should be evaluated and updated **every quarter** (check the "last modified" date to see when you last updated the content)
- What to consider when updating a learning path:
 - How have your team's skill development needs changed?
 - Have any popular new courses come out since initial creation?
 - Have any new technical courses come out with more up-to-date information?
- If your content is no longer relevant, set discoverability to "No one (direct link only)" so that no one will be able to find the content on the platform anymore

20-30

New courses are released each week. **Keeping your curations up-to-date is key!**