Linked in Learning What the World Learned in 201

What did the world <u>learn</u> this year? We looked at exclusive data to find out what people around the world learned based on the 93 million people LinkedIn Learning reached in 2019.

Get insight into top learning trends to help you reach your professional goals.

The Biggest Learnina Trends of 2019 Career Starters and Baby Boomers

industries. The oldest generation in the workforce also had 'Python Essentials' on their most-watched courses list.

learned how to code

Millennials are the Jacks & Jills of all trades Every generation learned a lot in 2019, but Millennials take the cake for

Younger workers are gunning to be the next star developers across all

3 Gen X and Managers are laser-focused

the most topics covered by a single generation.

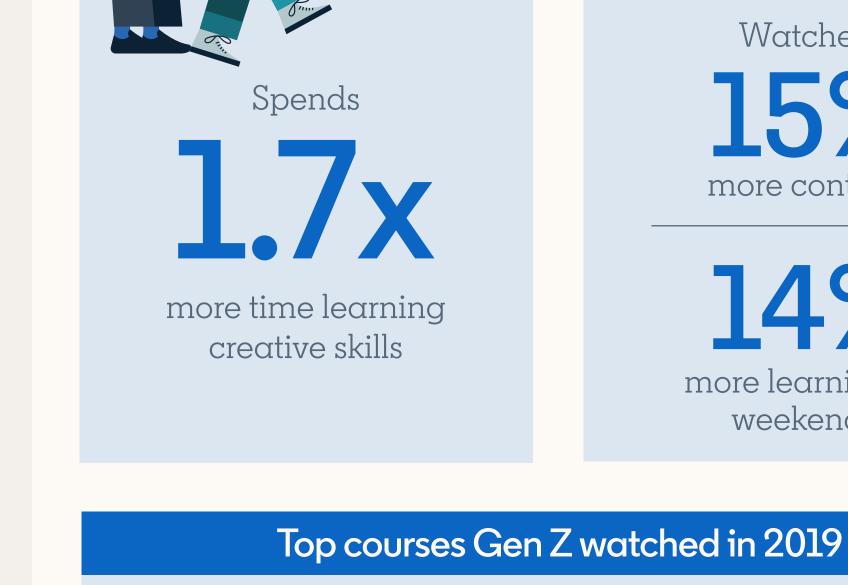
on leadership Managers took the time to hone people management skills across all

generations, but Gen Xers watched the most leadership content compared to the average learner.

4 Most C-Suite learners are entrepreneurs When a member of the C-Suite takes the time to learn, they're likely an entrepreneur running a company with 50 employees or less. This group makes up 64% of the C-Suite population using LinkedIn Learning.

Learning Trends by Generation

Gen Z (born 1995 — 2010)



more content* 14% more learning on weekends*

Watched

*data compared to the average learner

(born 1981 - 1994)

- Millennials

Logo Design: Techniques

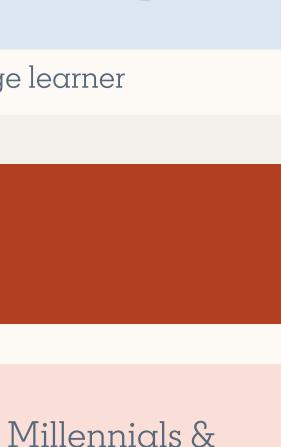
Photoshop CC Essential

AutoCAD 2019 Essential

Training

Training

Watched



Gen X spend

more time learning

advanced content



Advanced SQL for

Building a Recommendation

System with Python Machine

Data Scientists

Learning & AI

Watched

compared to Gen Z Top courses Millennials watched in 2019

Watched

Gen X (born 1965 - 1980)

*data compared to the average learner





Top Topics

"Python Essential Training"

was the

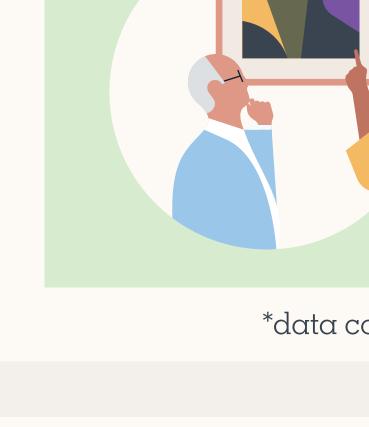
Communication Leadership most watched course

Top courses Baby Boomers watched in 2019

People

Baby Boomers

(born 1946 - 1964)



Watched

more content on

programming

React.js Essential Training

Python Essential Training

Learning REST APIs

32%

more focused on

soft skills*

 Communication with Diplomacy and Tact Python Essential Training *data compared to the average learner Learning Trends by Career Stage

Watched

more hours of content*

Watched

2.3x

more content on

leadership*

Working with Difficult

languages* more courses* Top courses Career Starters watched in 2019

*data compared to the average learner

Managers

Career Starters

- *data compared to the average learner

Emotional Intelligence

of C-Suite learners

lead companies with

50 employees or less

64% Watched 3.2x

Watched 39% of their learning on mobile devices*



 Brad Field on Raising Capital Pitching to Investors Advanced Business

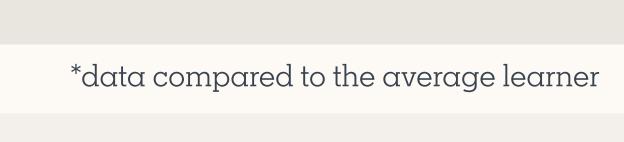
Top courses Managers watched in 2019 Transitioning from Manager To Leader Coaching for Results Developing Your

C-Suite

more entrepreneurial

topics*





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real-world experts—and more than 50 new courses added every week—the library is

always up-to-date with the most in-demand business, technical, and creative content.

and interactive so employees develop the most relevant, applicable skills.

Additionally, LinkedIn insights and social experiences make learning more personalized