

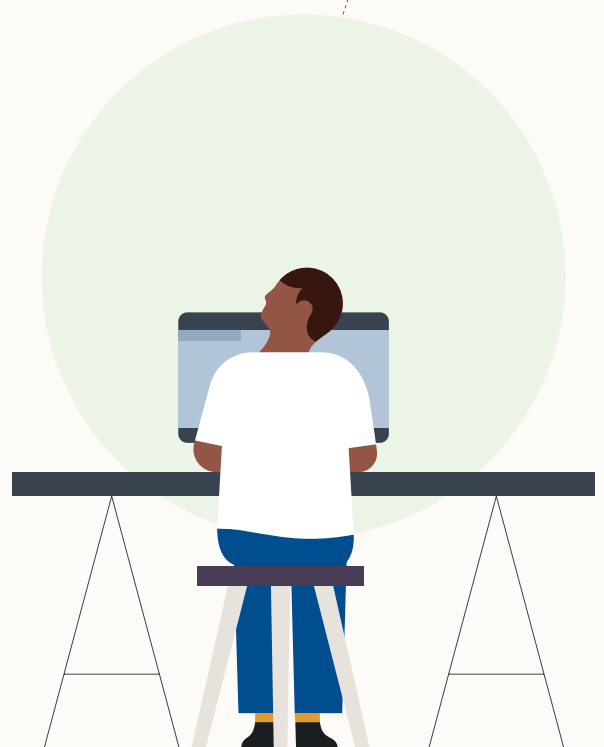
How LinkedIn uses LinkedIn Learning to drive employee engagement



It's a simple truth that engaged learners are engaged employees.

Achieving that ideal state, however, may not be as simple. While **94% of employees** would stay in a company longer if it invested in their learning and development (L&D)¹, L&D teams struggle to increase employee engagement in learning². This is exacerbated, in part, by the changing realities of work.

With the rise of remote working arrangements and the consequential loss of face-to-face interaction, it may be time for L&D teams to reconsider the blended approach of in-person and online learning. A weighted focus on personalised, anywhere-and-anytime learning, delivered in snackable and stackable formats, may work better in delivering the engagement levels you seek.



As an employer, LinkedIn uses a framework that outlines the 4M's of engagement.

It guides our efforts in deepening our culture of learning, driving employee engagement, and equipping and inspiring our people to do the best work of their career.



The 4M's of engagement



Moments that matter

Seize the important moments in the employee lifecycle to embed a learning mindset.



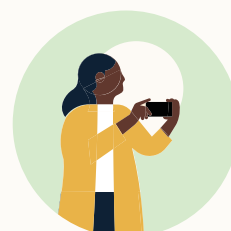
Manager involvement

Ramp up manager involvement as employees are more likely to take their cue from their managers.



Make learning fun

Strategies like gamification add to the **excitement and motivation of learning**.



Marketing, marketing marketing!

Use internal **marketing tactics to promote learning** so that learners are aware and encouraged to act.

Moments that matter: Seize the important moments

We regard every milestone in the employee lifecycle — from onboarding to performance reviews and career conversations — as a prime opportunity to embed learning into the flow of work. We consciously and continuously discuss learning as a development opportunity rather than a job requirement, encouraging an important mindset shift from learning as a chore to learning as an employee-driven and employee-centric experience.

When on-boarding new hires,

we incorporate an online learning path for them that covers a well-curated playlist of essential information, knowledge and skills to navigate their early days in the company. This introduces them to our culture of learning and encourages them to adopt an early habit of learning on demand and seeking out content online. LinkedIn Learning makes it easy for us to create custom Learning Paths for different groups of learners including new hires, new managers, teams and business units.



Performance review season is another important engagement opportunity.

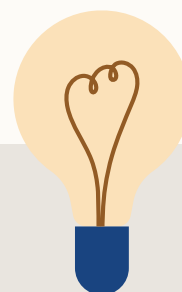
Employees and managers benefit from being well-prepared for their annual review conversations as we are able to leverage LinkedIn Learning to share custom content and deploy curated playlists. For instance, quick tutorials on crafting self-reviews, writing appraisals and holding effective career conversations offer timely and relevant tips

that help them learn as they prepare for their reviews.

As an outcome of performance review and career conversations, managers and employees can also work on identified development areas with relevant LinkedIn Learning courses. These could even be mapped as a learning path for employees.

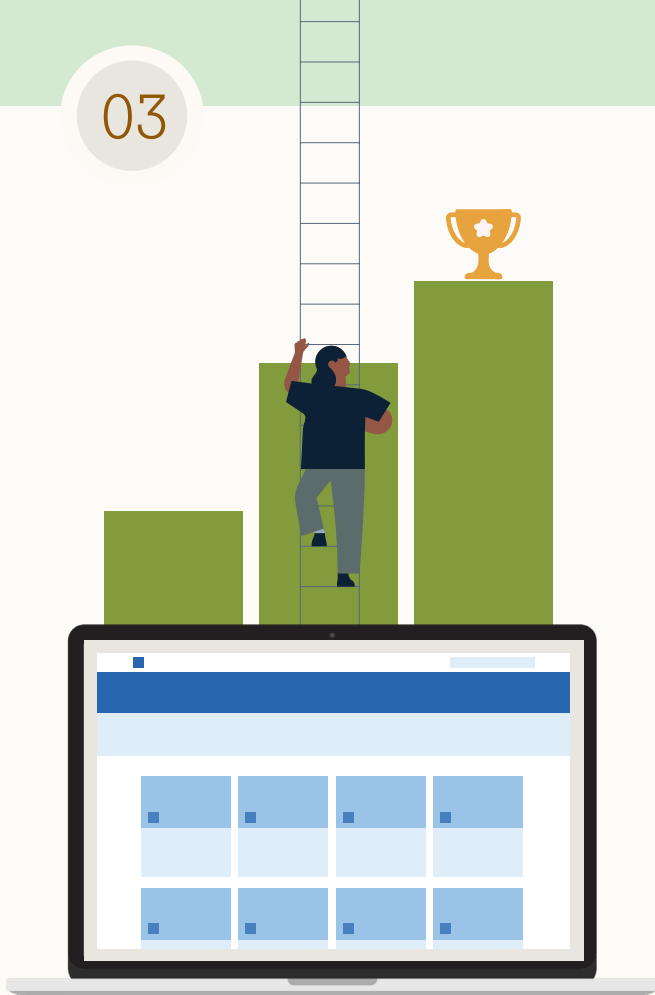
Manager involvement: Ramp up their involvement

With **56% of employees** saying they would spend more time learning if their manager suggested a course³, we gave our managers sub-admin access to LinkedIn Learning's Recommend feature. This allows our employees to receive manager- recommended courses over and above the platform's personalised suggestions, which are based on data-backed insights gleaned from what their peers are learning and what skills they need to succeed in their current role.



Use of the LinkedIn Learning platform Recommend feature shot up by 4x

telling us managers found it to be useful tool in supporting and coaching their teams.



Make learning fun!

We like to introduce friendly competition to get our people revved up about learning.

LinkedIn Learning challenge

Every year, we host the LinkedIn Learning Challenge, a week-long, company-wide competition where the department that engages the most in learning earns coveted challenge trophy. In 2019, we doubled each employee's learning goal from 15 to 30 minutes and saw **engagement levels soar by 44%⁴!**

We also recorded uplifts across all major learning metrics during the challenge period:

- 3x** increase in average number of weekly learners
- 5x** increase in average number of weekly learning hours
- 8x** increase in number of course completions

These short-term results have long-term significance too.

They suggest that the challenge has been effective in encouraging our people to incorporate learning into their work routine. To sustain the new learning habits that they formed during the challenge, we use the next 'M' in our framework — marketing.



Marketing, marketing and marketing

While events like the LinkedIn Learning Challenge are seasonal, we make sure to promote learning all year round with a focus on recognition. We recently launched the monthly LinkedIn Learning Personal Challenge where employees who complete at least 15 minutes of learning each week for a month are entered into a monthly raffle for fun prizes such as audiobook subscriptions. In one month, **we saw viewing minutes on LinkedIn Learning surge by as much as 70%.**



This is supported by another ongoing recognition initiative that is focused on celebrating ‘LinkedIn Learning super users’.

Using data from LinkedIn Learning, we identify the top 10% of our learners and gift them with a digital accomplishment badge that they can attach with pride on their LinkedIn post externally. The announcement is made via a personalised email communication from L&D with a video message from our Global L&D Head congratulating the ‘super user’. **This encourages our employees to take pride in their learning achievement,** and is aimed at inspiring them and their connections on LinkedIn to keep learning.





At LinkedIn,

the 4M's of engagement have been effective in helping us maintain strong employee engagement even as our people spend more time away from the office than in it. We believe that **the rise of remote working presents a new opportunity** for L&D teams to double down on personalised online learning.



As an L&D specialist, I appreciate how online learning enables people to learn as much as they want, whenever they want. When employees are empowered to direct and pace their own learning, they are in a better position to synchronise their professional development with the rhythm of the business. That, in my experience, creates amazing levels of employee engagement.”



Ann Ann Low Senior Director,
Learning & Development, Asia Pacific LinkedIn

Get in touch with us to schedule a **free demo** to discuss how **LinkedIn Learning** can help your employees learn relevant skills, achieve their goals and make a greater impact.

References:

1. LinkedIn Learning 2019 Workplace Learning Report
2. LinkedIn Learning 2020 Workplace Learning Report
3. LinkedIn Learning 2018 Workplace Learning Report
4. LinkedIn Learning 2020 Workplace Learning Report