

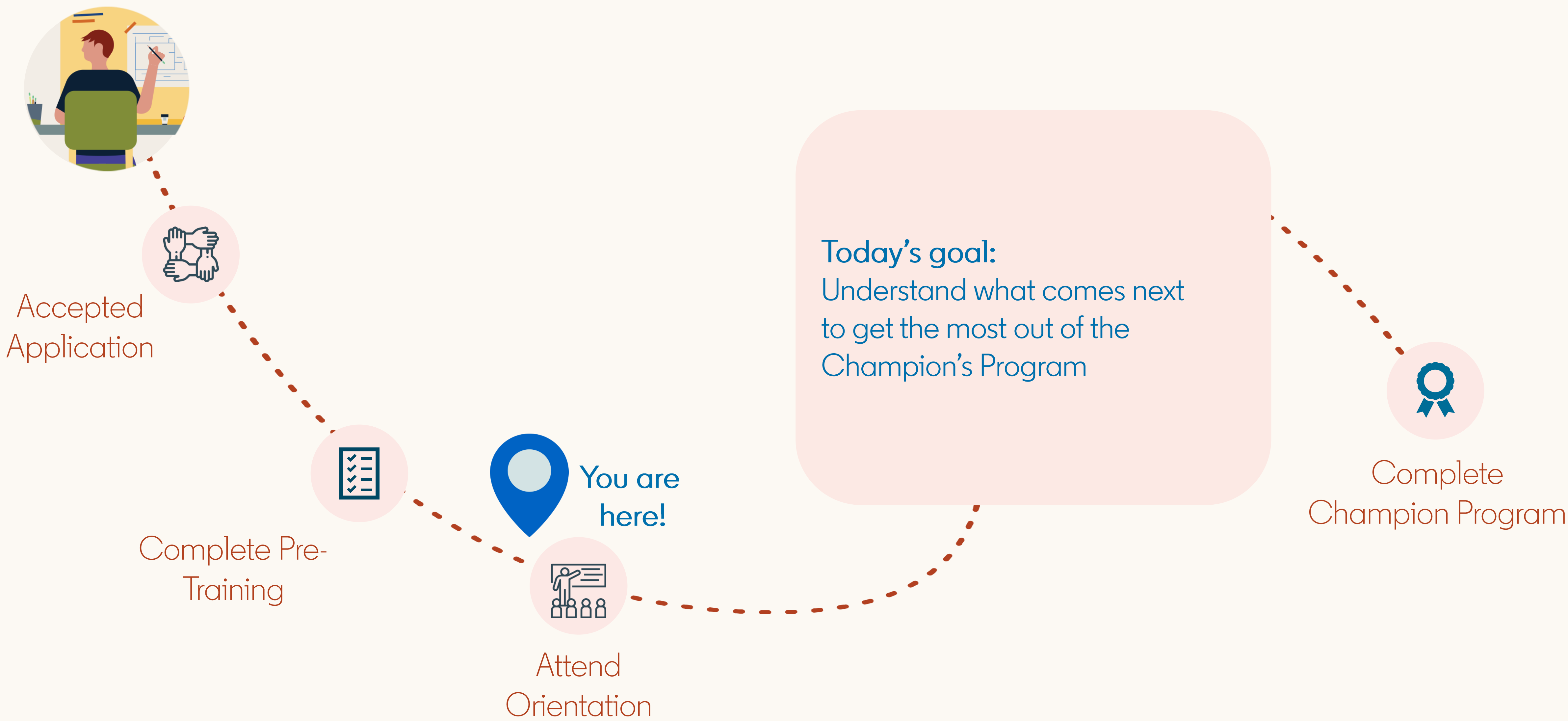
LinkedIn Learning Champion Program

Orientation
October 2020

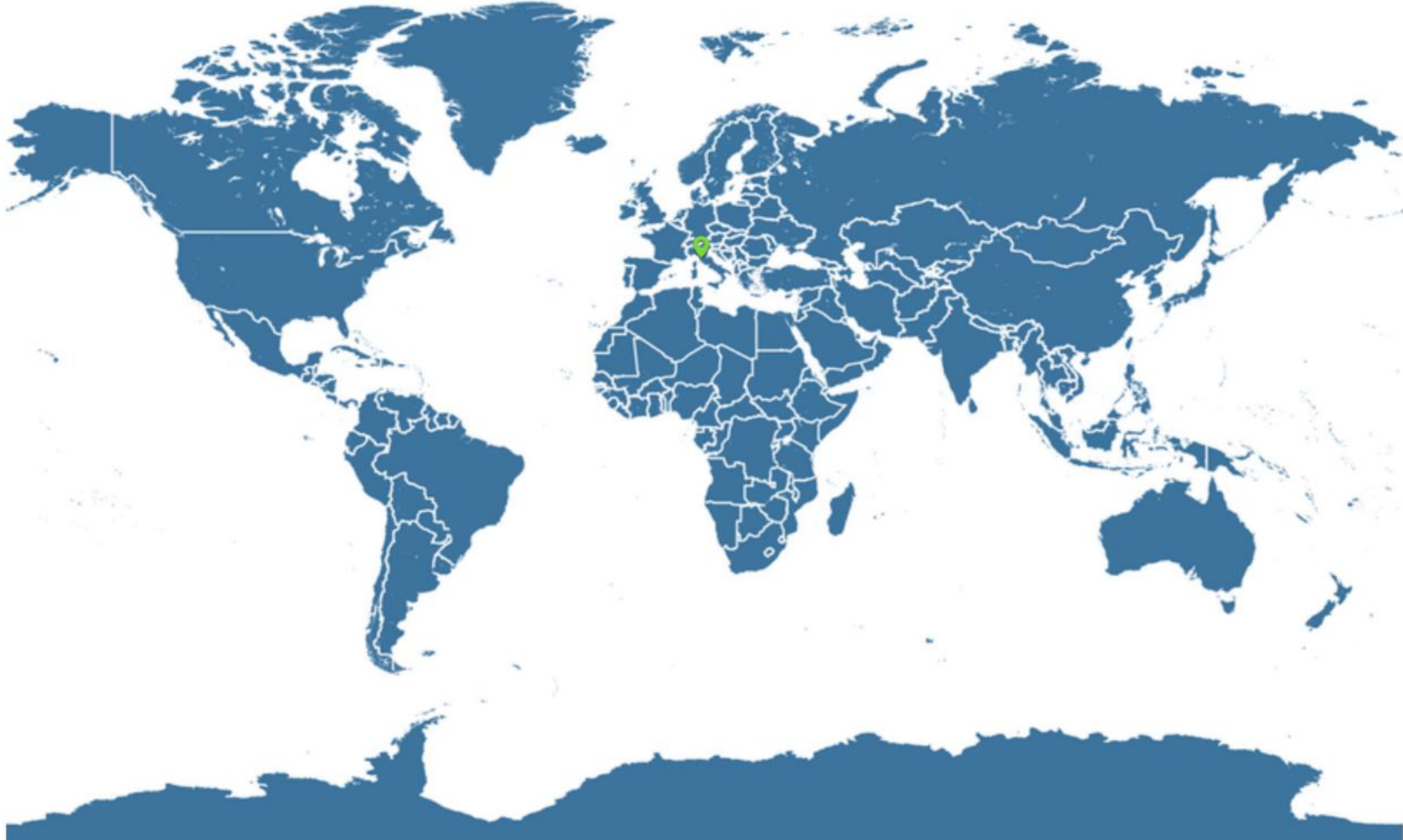
Agenda

- 1 Introductions (5 min)
- 2 Getting to know LinkedIn (15 min)
- 3 Champions program overview (20 min)
- 4 Resources & next steps (5 min)
- 5 Breakouts (10 min)

Welcome to your Champion Journey



1. Where were you born?



Pre-Training Checklist

Before we dive into the orientation, let's make sure everyone has completed the pre-training activities

- ☐ Create or refresh your LinkedIn profile.
- ☐ Get Started with LinkedIn Learning
- ☐ Watch these 2 LinkedIn Learning courses
 - [How to Use LinkedIn Learning](#)
 - [Learning LinkedIn For Students](#)
- ☐ Add the certifications to your LinkedIn Profile
- ☐ Request to join the Student Learning Ambassador group.

Share one thing you learned from the LinkedIn for Students course or your favorite highlighted feature.



Comment in the chat

OUR VISION

Create economic opportunity
for every member of the
global workforce

OUR MISSION

Connect the world's professionals
to make them more productive
and successful

The Economic Graph



This is more important than ever in the changing world of work

Students face a complex, fragmented workforce with many pathways



Competition

Students and recruiters face the most competitive job market in history



Skills

New skills are emerging and companies expect you to acquire them

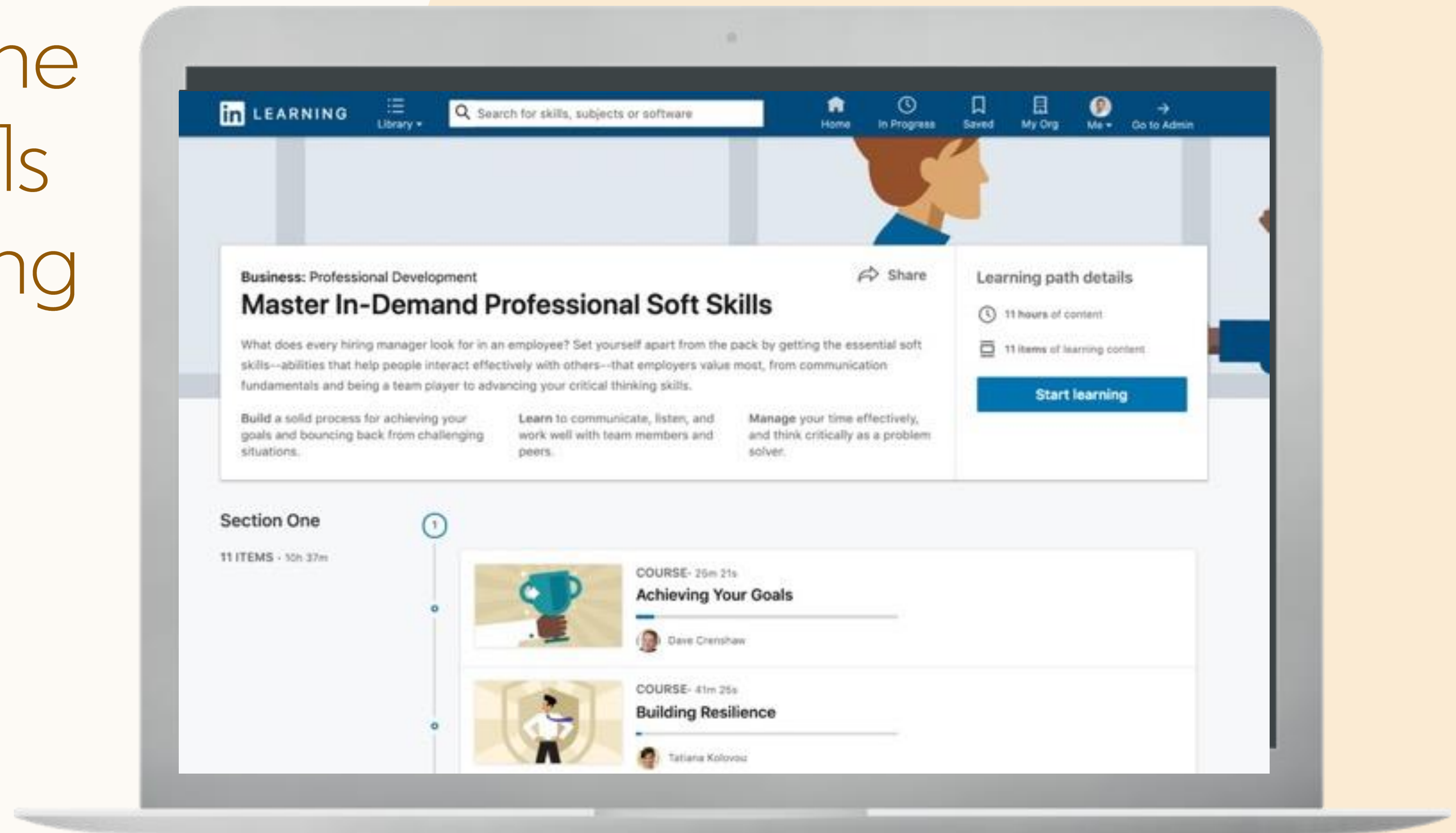


Disruption

Technology is disrupting entire industries and the traditional career path

Equip yourself with the most in-demand skills with LinkedIn Learning

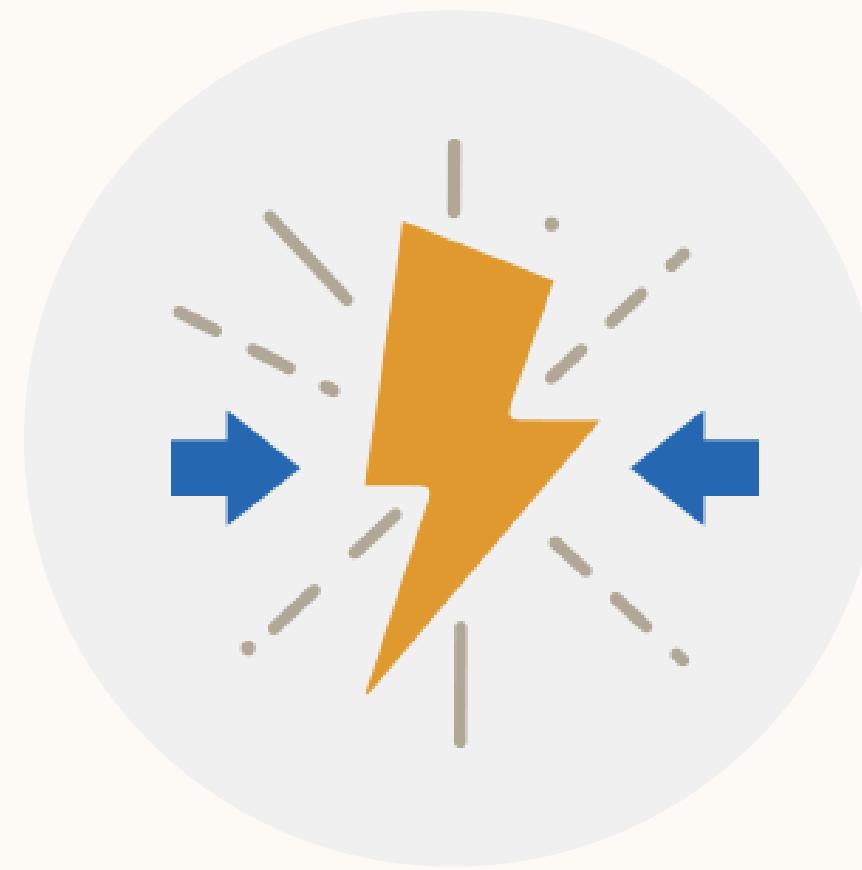
- 11,000+ courses on business and leadership, creative, and technology
- Find content based on trending skills in the industries you're interested in
- Learn anywhere with the mobile app



Leverage LinkedIn Learning to prepare
for both your academic career and the workforce.



Academic Success



Career-Readiness



Identify Skills Gaps

How can the Champions program help you?



Establish Your Brand

- Become an empowering leader on campus
- Reference letter from LinkedIn
- Career-ready portfolio of projects



Develop Your Skills

- Identify & fill skills gaps
- Gain experiential learning
- Certificate of Program Completion



Build Your Network

- Build relationships on campus
- Expand your network with peers & mentors
- Interact in LinkedIn group

Feedback from 2019 Champions showed results



89%

Establish Your Brand

89% of Champion participants increased their proficiency of LinkedIn Learning and became more active on the platform.



83%

Develop Your Skills

83% of Champion participants advanced new and current skillsets.



25

Build Your Network

Avg # of first degree connections made per member during the 2020 program

The 2020 Champions cohort drove engagement

Don't forget to use the hashtag
#LiLChampions2021

#lilchampions2020



517

Posts



33K

Likes



4.2K

Comments



800

Shares



158K

Clicks



1M

Impressions

* Engagements made via posts with the #lilchampions2020 hashtag from October 2019 – May 2020

Champions share their stories

Confidence, Connections, Career-Readiness



Gabriela Castro

Resource Manager (PMP)
Napkyn Analytics
Graduated 2018

“

My first three jobs, I got through LinkedIn. There's no better place to build your network, learn new skills and land a job.



J.J. Nix

Program Specialist
US Dept of Veterans Affairs
Graduated 2016

“

LinkedIn is so much more than getting a job. It's valuable for connecting, learning and finding out what's going on in the world.

A Success Story



“

I wanted to share the good news that I will be a summer intern in May!

The LiL Champions Program helped me greatly in the application process because my portfolio of events served as a great storytelling tool to show how I was creating community on campus around professional development.

Cesar Lozano Hernandez
University of Toronto, Mississauga

Knowledge Check!

1.What is a top skill for 2020?

2.What is one feature on LinkedIn Learning that helps people learn?

Champion's Program Overview



What Champions do

Three take-aways



Be a LinkedIn Insider

- Build a professional brand with your LinkedIn profile.
- Get inside knowledge on data insights.
- Leverage all the insider tools & resources



Grow your skills

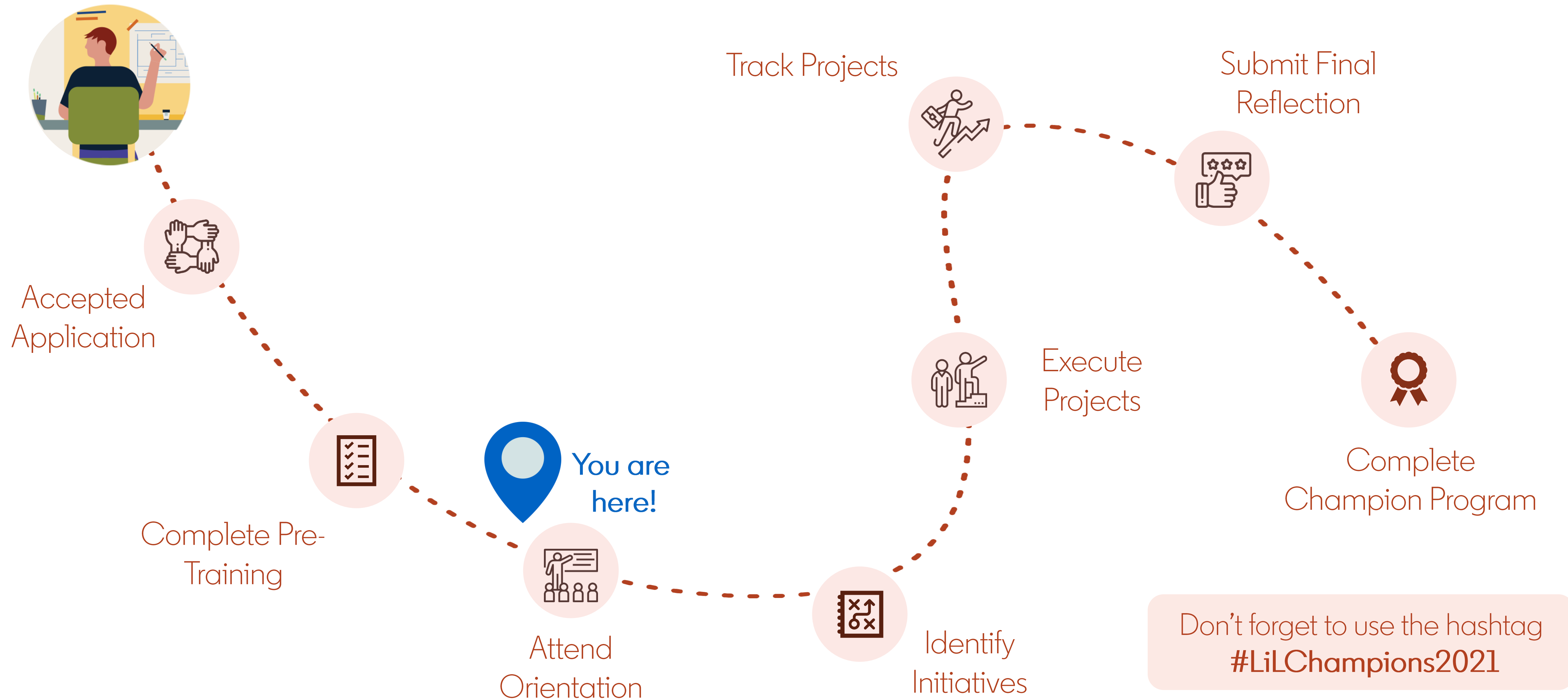
- Identify your interests & potential career options.
- Use data to pinpoint the exact skills you need.



Inspire others

- Elevate your skills by helping others discover their learning goals.
- Share the benefits of LinkedIn & LinkedIn Learning.
- Become an inspirational leader on your campus.

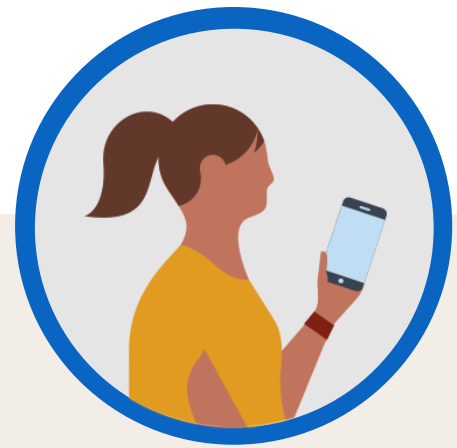
Champion Journey



Benefits

What are the projects?

Don't forget to use the hashtag
#LiLChampions2021



Marketing/Creative (10 pts)

- Build your own learning brand and cultivate new skills by sharing ways you are learning
- Share what you're learning in LinkedIn Learning's Library and tag people who may find it valuable
- Get the word about services such as LiL in a way that is unique to your school



Writing (10 pts)

- Find your authentic voice
- Write about your experiences from newly acquired skills to meaningful connections with others
- Publishing articles on LinkedIn, personal blogs & in the campus newspaper, blog



Public Speaking (20 pts)

- Prepare a virtual presentation to gain experience and skills
- Design and host a webinar for your peers on the opportunities available on campus to support their own learning journey
- Host a presentation or interactive talk in partnership with a club or school department



Team Building (20 pts)

- Focus on collaboration & leadership skills
- Communicate to a team or organization
- Building projects with fellow students like a [Learning Week Campaign](#), or a [LinkedIn Learning Course Club](#)



Networking (10 pts)

- Discover how to project confidence and build a narrative
- Meet connections across your school
- Reach out to departments, like the Career Center, or Faculty to tell them about LinkedIn Learning and how to use content

Project Samples

Check out various projects from previous cohorts!

Don't forget to use the hashtag
#LiLChampions2021

Heather Snow • 2nd
Repair and Overhaul Planner at Safran Landing Systems (Former LinkedIn Learn...
4mo

During this pandemic I have found it difficult to maintain connections and network with others. But then I found these three courses!! Check out this poster I have made, indicating the courses I recommend for maintaining your networks and leading groups in a virtual setting! [#networking](#) [#LilChampions2020](#) [#linkedinlearning](#) [#creativework](#)

LinkedIn Learning

Maintaining Networks while Social Distancing

Recommended courses:

1. "Leading at a Distance" by: Kevin Eikenberry (36 minutes)
2. "Leading Virtual Meetings" by: Kevin Eikenberry (32 minutes)
3. "Working Remotely" by: Mike Gutman (60 minutes)

Abel Rosas • 2nd
Aspiring Project Manager | Business Analyst | Product Owner | Scrum Master
5mo •

This Friday on May 8th at 4 pm., I will be holding my first virtual workshop, "Scrum Framework", part 2 of my 4 part series.

During this workshop, I will:

- Walkthrough Scrum Framework
- Real-life examples
- Discuss supplementary courses from LinkedIn Learning that will help to deepen your understanding of these topics
- Q&A

Please use the following link: <https://lnkd.in/eYCyrK6>

I'm very enthusiastic about the workshops that I'm doing. I enjoy the Scrum Framework, and I've been using Scrum for a while.
See you tomorrow!
[#lilchampions2020](#) [#linkedinlearning](#)



Monday	Tuesday	Wednesday	Thursday	Friday
6 Video : The Reality of Change (1m, 0s) Change in Context (3m, 0s)	7 Activity : List one change you're experiencing right now Video : Working Remotely from Home (3m, 2s)	8 Video : The Importance of Resilience (2m, 52s) Activity : List one thing you're grateful for today	9 Video : Health and Wellness (3m, 5s) Activity : List one way you want to invest in yourself this month	10 Video : Plan Meaningful Breaks (3m, 43s) Activity : Block off 3 meaningful breaks in your calendar for next week
13 Video : Successful Remote Meetings (3m, 30s) Video : Building Rapport with Remote Employees (3m, 26s)	14 Activity : Name one colleague who you will not see face-to-face this month who you'll try to connect with virtually	15 Video : The Rhythming of Life: Breathe (4m, 1s) Activity : Spend 1 minute: Breath in for 5, out for 5	16 Video : Perfecting Eye Contact (3m, 14s) Knowing Your Boundaries and Limitations (2m, 51s)	17 Video : The Power of Having Fun with Loved Ones (4m, 30s)
20 Video : Shifting the Stress Lens: Feel (4m, 6s)	21 Activity : List one adjustment you've made in April as a result of the LiL videos you've watched	22 Video : The Platinum Rule of Friendship (2m, 20s) Building Community Resilience (52s)	23 Video : How to Respond to Quick Questions (4m, 33s)	24 Activity : List your biggest takeaway from the April LiL challenge:

DUE
March 31st, 2021

Champion Project Form - Saved

Preview

Questions Responses

Champion Project Form

You can add up to 3 projects at a time, but please submit projects only once.
Feel free to reach out to studentchampions@linkedin.com with any questions!

Earn 80 Points

To complete the program you will need to complete a variety of projects to total 80 points. Submit through [THIS FORM](#) also on champions website.

Final Project Categories

Don't forget to use the hashtag
#LiLChampions2021

Innovation Project

- Want to design your own projects and point structure?
- Create your project plan to include aspects of the most in-demand soft and/or hard skills of 2020.
- Work with your mentor or the Student Champion Team to determine the structure, and point value for your initiative

Reflection

- Reflect on what professional skills you've gained & put into practice
- Critically give feedback on how to improve the program for future cohorts
- Summarize a capstone project in either a 350-word essay or 3-minute video

DUE
March 31st, 2021

Knowledge Check!

1. What is required to successfully complete the program?
2. What is the due date for your final reflection and project tracker?

Resources & next steps



There are a lot of resources to lean on for support

- [Champions website](#): project ideas, branding
- [Project outlines](#): example projects & points value
- [Student Learning Champions group](#): stay up-to-date, network
- [Technical support](#): LinkedIn and LinkedIn Learning technical support
- Studentchampion@linkedin.com: Champion program questions
- Mentors: guidance and mentoring – Intro's to mentors in late October

What comes next



LinkedIn Coffee Chat - 30 min, 1st Tues of month at 2pm EST

Join LiL experts and fellow champions to brainstorm project ideas, ask questions, and catch up over coffee



Mentor Meet-ups - 45 min, Times TBD based on survey

Spend 15 minutes with your mentor to review program progress before splitting into mentor led Course Clubs



Rock Your Profile - November 9th, 3pm EST

Rock Your Profile with best practices from an LinkedIn expert and former Champion.



Ask Me Anything – starting December

Ask a LinkedIn Employee Anything to learn about virtual event planning, job search best practices, and career development

Don't forget to join the [Student Learning Champions group](#)

Breakouts

Discussion ideas:

- Name, School, Major
- What's not on your LinkedIn profile?
- Initial project ideas?



Questions & Survey

