

Skill building and career progression

# Boost your people management and coaching skills

Become a leader who helps teams thrive.



# Implementing this Learner Challenge



Learner Challenges are a great way to get your whole organization involved in learning.

With the resources in this toolkit, you can get started in a few simple steps:



Familiarize yourself with the learning calendar on [page 3](#)



Follow our recommended comms plan for your challenge on [page 4](#)



Learn how to get your whole organization involved on [page 8](#) and explore ways to deepen your learning on [page 9](#)

# Learner calendar

The calendar in your download pack maps out a detailed learning journey for your team. It includes bite-sized courses that take between 5 and 10 minutes to complete, helping your team find the time for learning.

Include this in your kickoff email to your learners on the first day of your challenge, so they can track their journey as they go.

[Download calendar](#)



Boost your people management and coaching skills.

Become a leader who builds thriving teams that grow business. Don't worry if you miss a day — you can always catch up tomorrow.



LinkedIn Learning

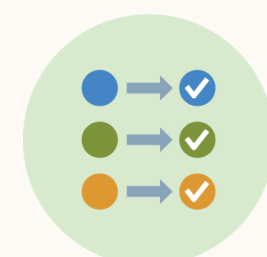
Monday	Tuesday	Wednesday	Thursday	Friday
<p>Day 1</p> <p><a href="#">Why has workplace culture taken center stage?</a> (3m 41s)</p>	<p>Day 2</p> <p><a href="#">Building your team's skillset</a> (2m 40s)</p>	<p>Day 3</p> <p><a href="#">Learn why people follow leaders who care</a> (2m 27s)</p>	<p>Day 4</p> <p><a href="#">Train and develop your talented people</a> (3m 19s)</p>	<p>Day 5</p> <p><b>Question:</b> How would you describe your leadership style, and how can you attune your leadership to the career aspirations of your teammates?</p>
<p>Day 6</p> <p><a href="#">Your role as a manager</a> (2m 49s)</p> <p><a href="#">Be someone people trust, no matter what</a> (2m 47s)</p>	<p>Day 7</p> <p><a href="#">Make time for your employees, not excuses</a> (4m 09s)</p>	<p>Day 8</p> <p><b>Challenge:</b> Create a list of ways to build trust with each teammate.</p>	<p>Day 9</p> <p><a href="#">The coaching manager</a> (3m 43s)</p>	<p>Day 10</p> <p><a href="#">Train and develop your talented people</a> (3m 19s)</p>
<p>Day 11</p> <p><b>Pop quiz:</b> What is one thing you can do for each teammate to encourage growth and build trust?</p>	<p>Day 12</p> <p><a href="#">Your role as a manager in encouraging internal mobility</a> (2m 29s)</p>	<p>Day 13</p> <p><a href="#">Feedback isn't a chore — it's something to champion</a> (5m 15s)</p>	<p>Day 14</p> <p><a href="#">Make learning opportunities accessible</a> (3m 47s)</p>	<p>Day 15</p> <p><a href="#">Tips for managers to prioritize self-care</a> (3m 57s)</p>
<p>Day 16</p> <p><a href="#">Using coaching to build strategic skills</a> (2m 15s)</p>	<p>Day 17</p> <p><b>Pop quiz:</b> How do you coach teams to think more strategically?</p>	<p>Day 18</p> <p><a href="#">Coaching in a virtual world</a> (4m 25s)</p>	<p>Day 19</p> <p><a href="#">Coach your employees to reveal career aspirations</a> (2m 50s)</p>	<p>Day 20</p> <p><b>Challenge:</b> Choose one LinkedIn Learning course on people management to explore next month.</p>

# Recommended comms plan for your challenge

Following this straightforward comms plan will help you keep your team informed at every step of your Learner Challenge.

With suggested messaging, and some practical tips and advice for creating engagement, this is all you need to launch a successful challenge.

You'll also find themed images and banners in your download pack to help promote your emails.



1

Choose a start date and send a launch email to your team.

Use the email template on [page 6](#) of this toolkit to help you get started.



2

Send a reminder.

Do this a few days into the challenge to catch anyone who missed the first email.

**For example:** Have you joined our “Boost your people management and coaching skills” Learner Challenge yet? You still have time to learn how to become a more effective leader who grows teams.

# Recommended comms plan for your challenge



Promote your campaign on the learner homepage.

Learn how to do this on [page 7](#)



Get your whole organization involved.

Learn how to do this on [page 8](#)

Download promotional banners



3

## Prep for the final stretch.

Send a second reminder close to the end of the challenge, so you can help spur your learners on.

**For example:** There's still time to get involved with our latest Learner Challenge, **"Boost your people management and coaching skills."** Check out the calendar I emailed on [\[date\]](#), and let's continue empowering people to lead.



4

## Celebrate.

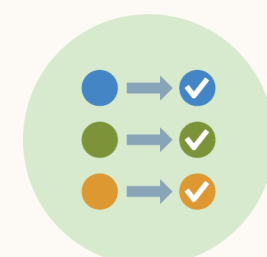
Send a positive wrap-up message to celebrate your team's effort.

**For example:** Thank you for taking part in the **"Boost your people management and coaching skills"** Learner Challenge. We hope you've come away with a new understanding of how to lead thriving teams that grow business.

# Launch email template

Use this email template to kick off your campaign and share the learning calendar with your team.

Download email banners



Subject line: Become a leader who helps teams thrive



Hi team,

When leaders cultivate the right management skills, they inspire teams to go above and beyond. That's why I'm sharing this exciting new Learner Challenge that will run from [\[start date\]](#) to [\[end date\]](#).

Attached you'll find a calendar of selected LinkedIn Learning videos that'll take about 5–10 minutes a day. I'll also send a reminder later in the month. If you have any questions in the meantime, feel free to reach out.

Happy learning!  
[\[Name\]](#)

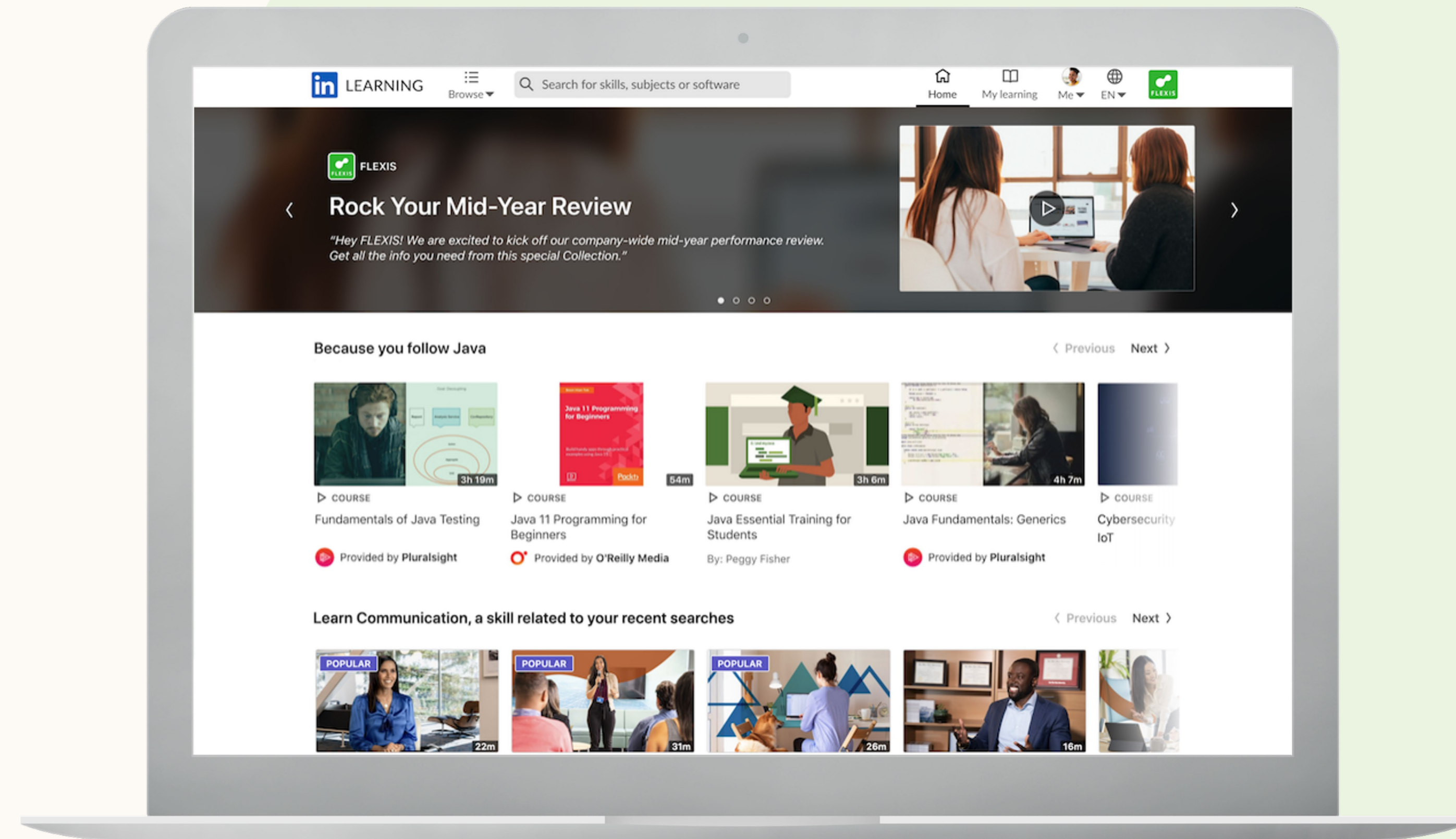
# Promoting your campaign on the homepage

With a [LinkedIn Learning Hub](#) account, you can promote Learner Challenges within your organization by creating a campaign that displays on the learner homepage.

The learner homepage banner is customizable, and you can add your company logo to ensure your campaign stands out to your learners.

Click below to watch a short video on setting up your own homepage campaign.

Watch now



# Tips and tricks to get more people involved in your L&D goals

LinkedIn data has shown that most team leads and executives are eager to support learning programs.

Here are a few ways to leverage executive influence to inspire employees to learn.



1.

Have executives record a video or provide a one-sentence quote.

Be motivational and inspirational to get your team excited about learning, rather than feeling pressured to participate.

2.

Include reminders in organizational communications.

Gentle reminders go a long way. Especially if you acknowledge your appreciation that your team is using their free time for learning.

3.

Cultivate friendly competition.

Make things competitive with goals and rewards for your top learners in order to motivate more people to get involved.

4.

Encourage your learners and team leads to share their favorite courses.

With so many courses available, it can be hard to know where to begin. Asking participants to share and discuss their favorite lessons is a great way to encourage conversation around the challenge and increase uptake.



# Developing leadership and management skills for tech



Tech leaders have unique challenges to overcome. Check out these additional videos to help them create more inclusive and long-lasting teams.

Course	Length
<a href="#">Bias in tech recruitment</a>	4m 54s
<a href="#">How to build inclusive technology</a>	3m 27s
<a href="#">Creating a feedback culture</a>	4m 41s
<a href="#">Tech mentorship the right way</a>	3m 04s
<a href="#">Help make you a multidimensional leader</a>	4m 06s

# Thank you.

We hope you found this toolkit useful.

Don't forget to check out other Learner Challenges available on our website.

[View more Learner Challenges](#)