DEI Upskilling on LinkedIn Learning Hub

Embrace diversity, equity, and inclusion (DEI) learning in your workplace and inspire a sense of belonging.
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Why learning about DEI matters to learners

A culture of diversity and inclusion is more important than ever before. When your company nurtures DEI, employees become not only empowered to succeed in their roles today, but also inspired to achieve tomorrow’s goals.

#1

The #1 factor that defines an exceptional workplace is the opportunity to learn new skills.*

31%

Employees at companies with inclusive learning cultures are 31% more likely to recommend working for their organization*…

25%

… and they are 25% more likely to report being happy.*

Why DEI matters to employers

Increasing inclusivity can help your company innovate, delight more customers, and ultimately grow faster than the competition.

Diverse companies report 45% higher revenue attributed to innovation.*

Companies with more diverse management teams have 19% higher revenues due to innovation.*

There is a 25% profitability differential between the most and least diverse companies.**

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* BCG Henderson Institute, How Diverse Leadership Teams Boost Innovation, 2018.
Employers are investing more heavily in DEI.

To achieve an inclusive and innovative environment, companies are embracing DEI upskilling across the board. DEI programming has become a major focus for L&D teams.

45% of L&D teams plan to deploy DEI learning programs in 2022 — 11% more than in 2021.*

35% of HR leaders report that building DEI skills is a top priority.**

* LinkedIn, Workplace Learning Report, 2022.
** Gartner, HR Leaders' Number One Priority, 2022.
How LinkedIn Learning Hub can elevate DEI learning

LinkedIn Learning Hub is a skill-building platform that draws on data and insights to deliver personalized content, community-based learning, and skill-driven outcomes that empower your company.

Here are three ways that LinkedIn Learning Hub features can help you inspire DEI learning.

**Curation**

Personalize DEI learning for your learners to increase engagement.

- **Key features:**
  - Curator role
  - Custom content
  - Third-party integration

**Promotion**

Share DEI content that matters most across your organization.

- **Key feature:**
  - Campaigns

**Reporting**

Identify which DEI skills learners are building, and which skills your organization needs.

- **Key features:**
  - Consolidated, customizable reports
  - Skills insights
Curation

Personalize your learners’ experience with DEI content to increase engagement.
Curation

Curator role

Assign teammates to create or customize DEI learning paths or collections. Learn how to find curators at your company.

Custom content

Upload custom DEI content from your company to increase learner engagement.

Third-party integration

Integrate third-party DEI content into LinkedIn Learning Hub to create an engaging, one-stop learning experience for your learners.

Integrate with:
- Coursera for Business
- edX
- Harvard Business Publishing
- O’Reilly Media
- Pluto TV
- Udemy Business
- and more

Pro tips

Explore our pre-curated DEI learning paths, such as “Create an Inclusive Work Culture.”

Check out our Multilingual Diversity, Inclusion, and Belonging content mapping to quickly uncover DEI content that supports your organization’s top needs.
Promotion

Promote DEI content that matters most to your organization.
Campaigns help us in our DE&I effort by promoting targeted content on this topic. The course ‘Becoming a Male Ally at Work’ was incredibly successful. Campaigns also allow us to propose customized learning paths around our new leadership competencies framework in a very easily accessible way.”

David Lupau
Learning & Development Partner
at PPG

Companies that recommend courses to their employees report 69% more hours of content watched per learner.*

Campaigns allow you to promote relevant DEI content to your organization, directly on the LinkedIn Learning homepage.

Learn more about campaigns

* LinkedIn data, 2022.

Boost learner engagement with curated and bite-sized DEI Learner Challenges.

Engage your learners by quickly sharing DEI assignments across your organization through org-wide assignment emails.

Feature and promote LinkedIn Learning instructors who offer DEI courses, tools, and Office Hours. We recommend starting with Pat Wadors and Mary Frances Winters.
Reporting

Identify which DEI skills learners are building, and which skills your organization needs.
**Reporting**

**Consolidated, customizable reports**

- Drive learning and career outcomes by understanding DEI Skills Insights and surfacing opportunities to learners
- Guide your strategy so you can curate personalized content for specific groups of learners

**Skills Insights**

- Pin “Diversity & Inclusion” as a priority skill on your Skills Insights page and directly recommend content to learners
- Learn more about Skills Insights

Use LinkedIn Learning Hub reporting to identify future DEI upskilling needs and develop concrete strategies to gain leadership buy-in on DEI.

Use Recommendation Reports to view how learners engage with content recommended by admins and curators.
Additional LinkedIn resources on DEI

**Videos:** Check out four DEI Office Hours events on how to foster an inclusive organization.

**Blog:** Discover 38 ways to make real DEI progress.

**Blog:** Learn three ways to be more inclusive.