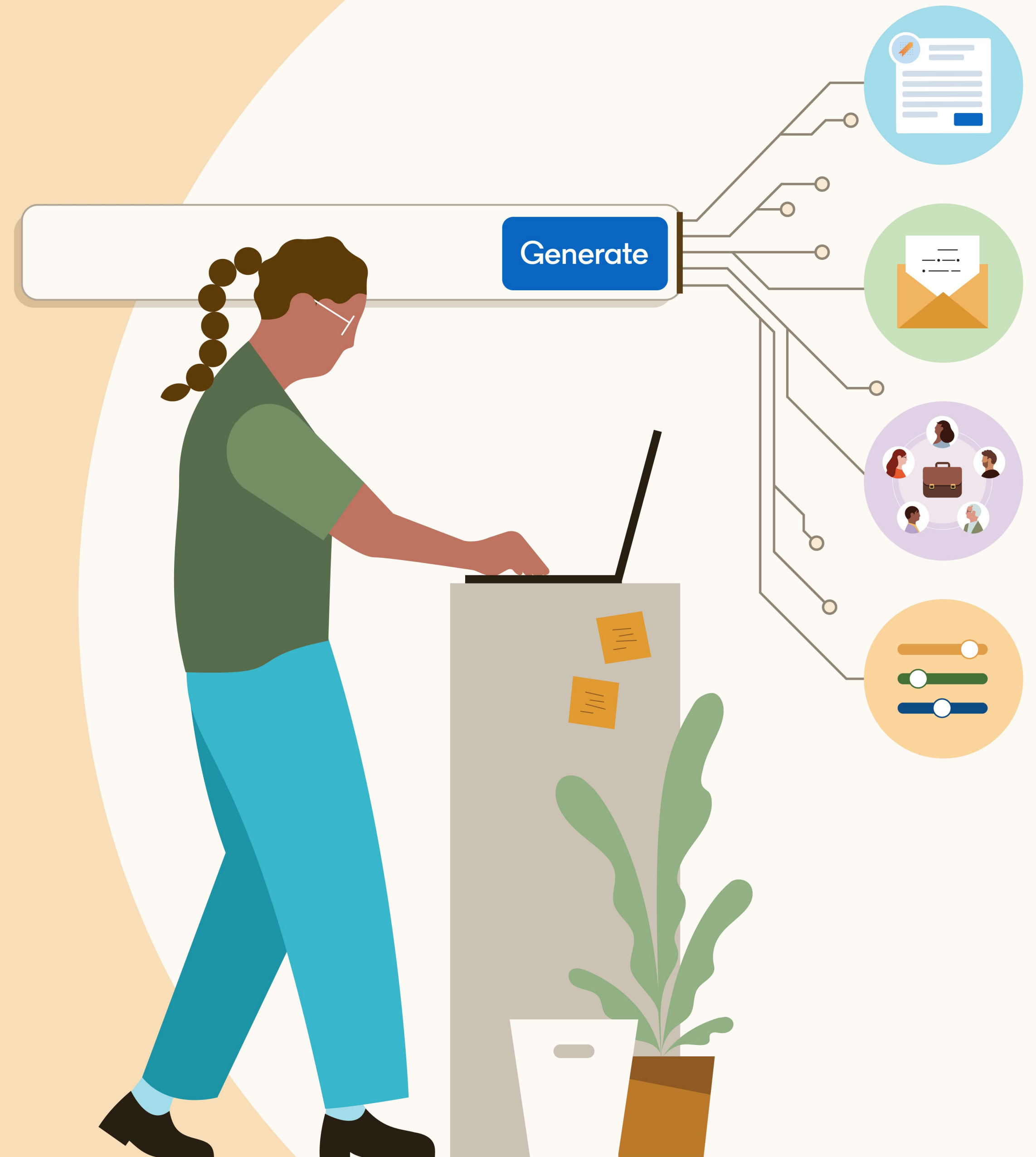


Improve your technical skills

A beginner's guide to generative AI

Get to know the basics of generative AI and learn how you can apply it to your everyday work.



Implementing this Learner Challenge

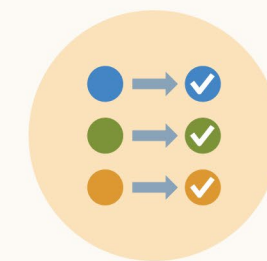


Learner Challenges are a great way to get your whole organization involved in learning.

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](#)

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.


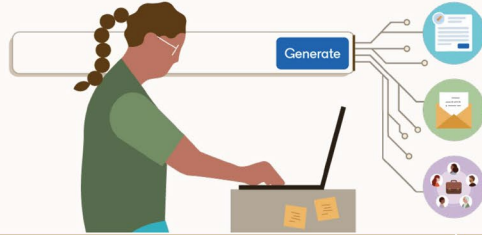
Include this in your kickoff email to your learners on the first day of your challenge, so they can track their journey as they go.

Download calendar



A beginner's guide to generative AI

Get to know the basics of generative AI and learn how you can apply it to your everyday work. Don't worry if you miss a day — you can always catch up tomorrow.



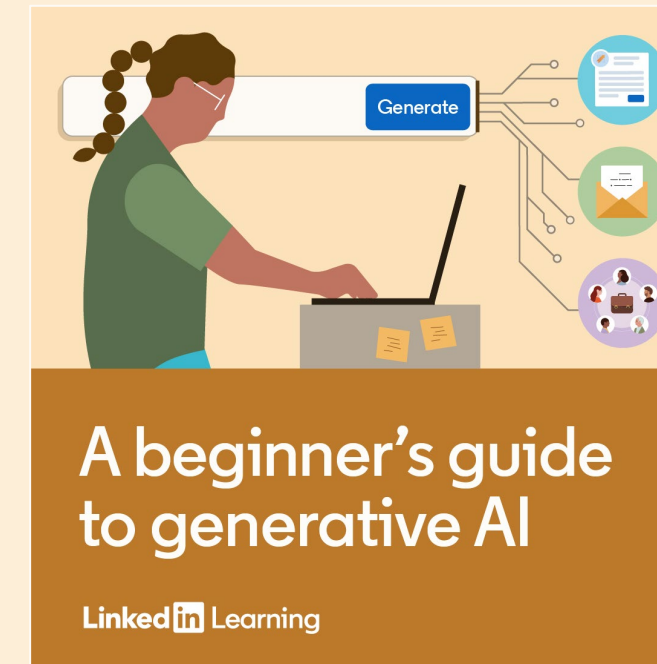
Monday	Tuesday	Wednesday	Thursday	Friday
<div>Day 1</div> <div>What is generative AI?</div> <div>(3m 36s)</div>	<div>Day 2</div> <div>Generative AI</div> <div>(3m 32s)</div>	<div>Day 3</div> <div>How generative AI works</div> <div>(4m 48s)</div>	<div>Day 4</div> <div>How generative AI is different than other types of AI</div> <div>(2m 12s)</div> <div>ChatGPT</div> <div>(3m 54s)</div>	<div>Day 5</div> <div>Pop quiz: If asked, how would you define generative AI?</div>
<div>Day 6</div> <div>How might generative AI impact various industries?</div> <div>(3m 56s)</div>	<div>Day 7</div> <div>Generative AI and where each of us fits in</div> <div>(5m 26s)</div>	<div>Day 8</div> <div>Pop quiz: What's one way AI can positively impact an industry?</div>	<div>Day 9</div> <div>The generative AI revolution</div> <div>(3m 40s)</div> <div>Data is fuel for AI</div> <div>(3m 23s)</div>	<div>Day 10</div> <div>Understanding Vilas' ethical AI framework</div> <div>(3m 26s)</div>
<div>Day 11</div> <div>Pop quiz: Why does data matter in AI?</div>	<div>Day 12</div> <div>Preparing C-Suite in directing responsible AI</div> <div>(3m 52s)</div>	<div>Day 13</div> <div>Generative AI use cases</div> <div>(3m 15s)</div>	<div>Day 14</div> <div>How generative AI is likely to evolve</div> <div>(2m 42s)</div>	<div>Day 15</div> <div>How to work with the responses from a generative AI chatbot</div> <div>(2m 30s)</div>
<div>Day 16</div> <div>Strategies for executives</div> <div>(4m 18s)</div>	<div>Day 17</div> <div>Question: What's one way you can use generative AI to help with your everyday work?</div>	<div>Day 18</div> <div>The future of GPT-3 and AI</div> <div>(5m 14s)</div>	<div>Day 19</div> <div>How to assess your company's needs</div> <div>(3m 50s)</div>	<div>Day 20</div> <div>Challenge: Choose one LinkedIn Learning course on generative AI to explore next month.</div>

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.

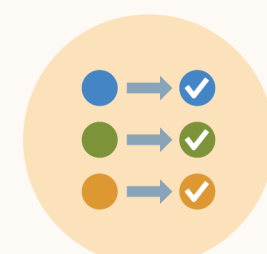
Use the email template on [page 6](#) of this toolkit to help you get started.

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 “A beginner’s guide to generative AI” Learner Challenge yet? Don’t worry. There’s still plenty of time to get involved.

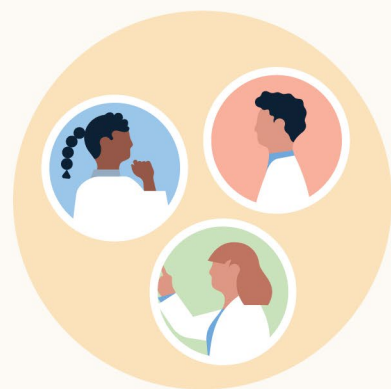


Recommended comms plan for your challenge



Promote your campaign on the learner homepage.

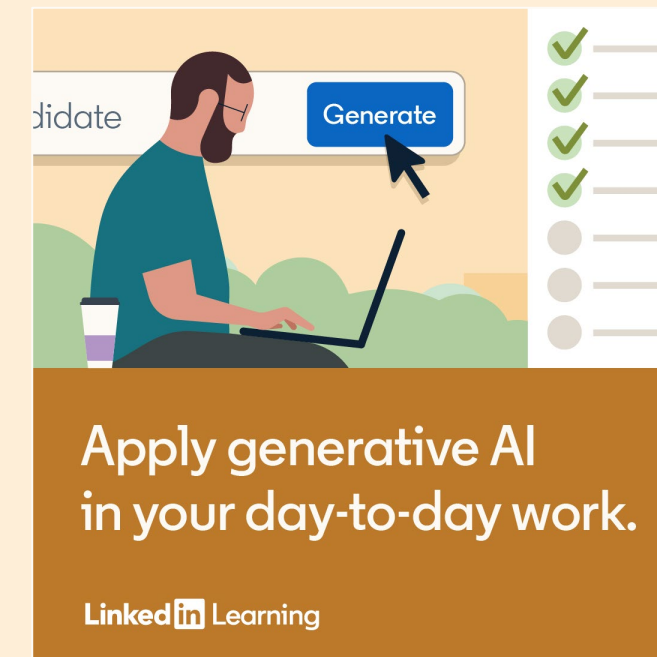
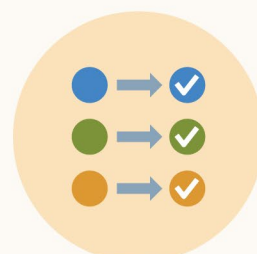
Learn how to do this on [page 7](#)



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, "**A beginner's guide to generative AI**". Check out the calendar I emailed on [\[date\]](#), and learn more about the basics of AI.



4

Celebrate.

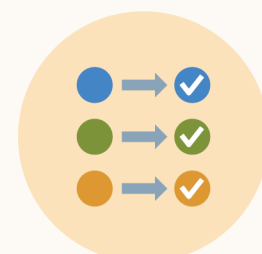
Send a positive wrap-up message to celebrate your team's effort.

For example: Thank you for taking part in the "**A beginner's guide to generative AI**" Learner Challenge. We're excited to see how you apply what you've learned to your day-to-day work.

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: Ready to get started with generative AI?



Hi team,

Generative AI isn't just another buzzword. It's a game-changer. It has the power to positively impact our daily tasks, projects and long-term strategies. To help you get up to speed on this technology and learn how you can use it in your day-to-day work, I'm sharing an 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!
[\[Name\]](#)

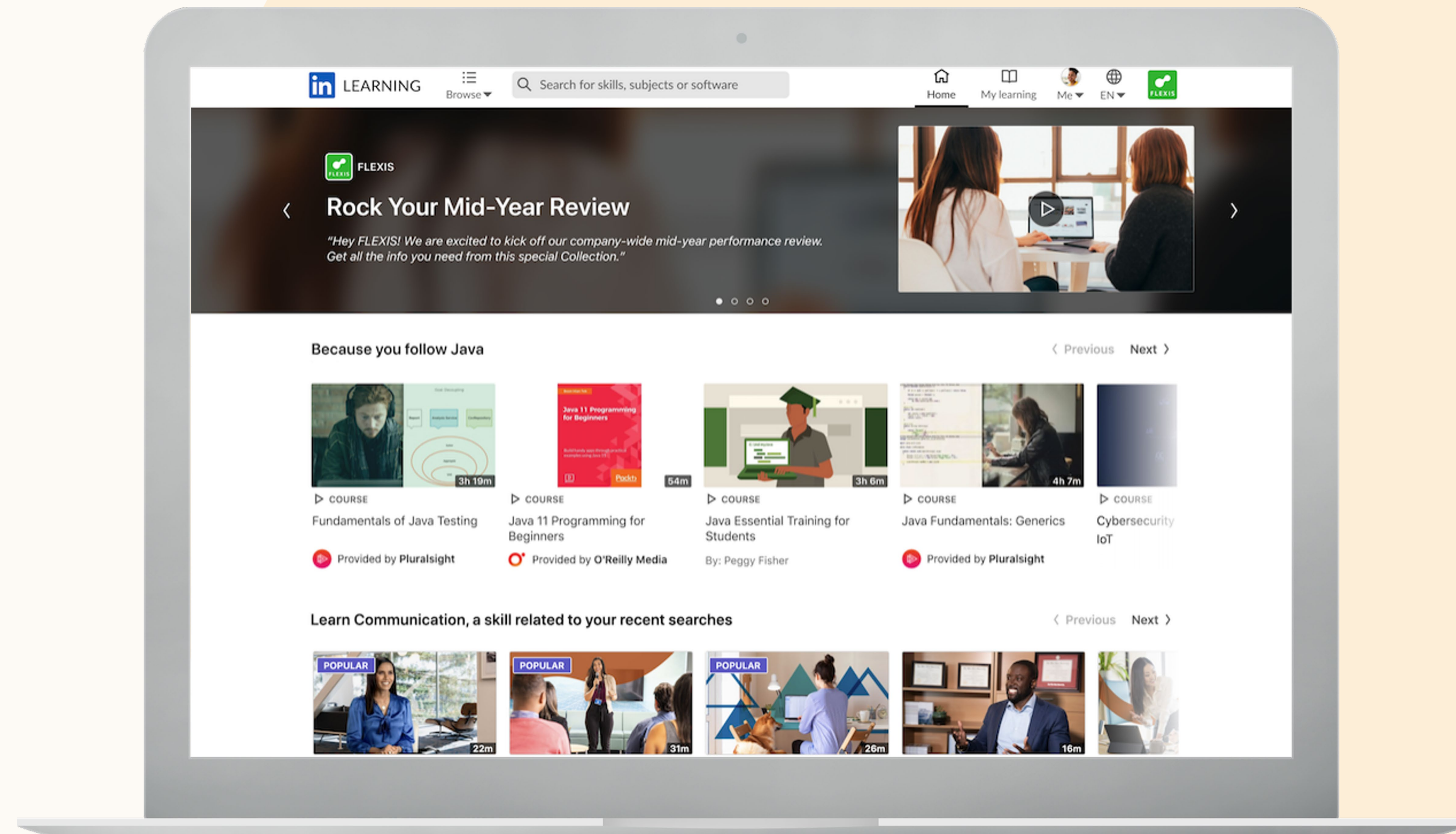
Promoting your campaign on the homepage

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.

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](#)