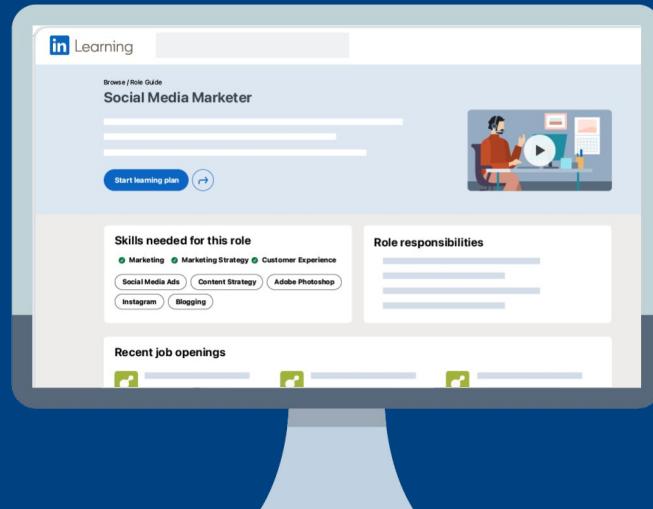




Easily customize your entire career development ecosystem

Make employee learning more relevant for your organization. Explore these easy customizations that flow across all LinkedIn Learning career development features.



Tailor learnings to your employees' needs

Roles vary, as do the skills required to be successful. Customization helps you make learning relevant to your organization's employees.

Make career development easy

With one-stop-shop customization, admins can customize role titles, skills, and content across the entire career development ecosystem – including Next Role Explorer, role guides, Career Goals, and Learning Plans.

Roles tab (Admin hub)

The screenshot shows the 'Roles' tab in the Admin hub. It displays a table of roles with columns for 'Role name', 'Last updated', and actions like 'Edit' and 'More'. Roles listed include Business Development Manager, Executive Assistant, Accessibility Specialist (Draft), Software Engineering Manager (Priority), and Public Relations Specialist.

Next Role Explorer

The screenshot shows the 'Explore your potential next role at Flexis' section. It lists roles like Data Analyst, Cyber Security Specialist, Software Engineer, Data Scientist, Database Administrator, and Web Developer. Below this, there are sections for 'Program manager' (with a note about the transition from Project Manager) and 'Skills you have on your LinkedIn profile'.

Role guides

The screenshot shows a role guide for 'Social Media Marketer'. It includes sections for 'Skills needed for this role' (Marketing, Marketing Strategy, Customer Experience, Social Media Ads, Content Strategy, Adobe Photoshop, Instagram, Blogging), 'Role responsibilities' (represented by three horizontal bars), and 'Recent job openings' (three icons).

Learning plans

The screenshot shows the 'My Career Journey' and 'My Learning Plan' sections. 'My Career Journey' includes a profile icon, 'Skills to develop' (Software Development, CSS, and 3 more), and a 'Career goal' (Secure a Software Engineer role). 'My Learning Plan' shows progress in learning JavaScript and HTML, with options to add courses.

Customize at scale with LinkedIn Learning

Easily duplicate role guides for quicker customization. Get AI-assistance (coming soon) to help write or edit role titles and descriptions. Plus, with sub-admin customization privileges (coming soon), more of your team can help you customize at scale.

Start customizing today via your LinkedIn Learning admin portal

Easily customize across the entire LinkedIn Learning ecosystem in a few simple steps



Step 1 Locate the Roles tab

Find the Roles tab under the Content tab within *My Learning*, where you'll see a list of all available role guides for your organization. Select an existing Role to customize, click *Create Role Guide* to start from scratch, or select *More > Duplicate* on any existing role to build from a template.

Create New

Role name	Last updated	Action
Business Development Manager	Jan 6, 2022	View details
Executive Assistant	Jan 6, 2022	View details
Accessibility Specialist	Jan 3, 2022	View details
Software Engineering Manager	Mar 9, 2022	View details
Public Relations Specialist	Mar 9, 2022	View details
Supply Chain Manager	Mar 9, 2022	View details
Enterprise Solutions Consultant	Mar 9, 2022	View details
Project Implementation Specialist	Mar 9, 2022	View details
Implementation Engineer	Mar 9, 2022	View details
Implementation Manager	Mar 9, 2022	View details

Edit Existing

Role name	Last updated	Action
Recruiter	Draft	May 2, 2022 View details
Project Manager	May 1, 2022	View details
Product Manager	Jan 10, 2022	View details
Sales Representative	Jan 10, 2022	View details
Sales Manager	--	Edit View



Step 2 Customize

You can add your own role title, description, specific skills, or custom content. To feature custom content, you'll need to upload it to your library first.

Create New

This interface allows users to define a new role. Key fields include:

- Role name:** Executive Assistant
- Alternative titles (up to 5, separated by commas):** Executive Office Assistant
- Language:** English
- Thumbnail:** Options to use a default thumbnail or upload a custom image (Image size: 600x340px).



Tip

Coming soon

Need help writing content? Or want quick editing help? Leverage AI assistance by clicking on the ✨ icon in each section.

Edit Existing

This interface allows users to edit existing role guides. Key sections include:

- Step 1: Tell us about the role:** Shows the role name (Executive Assistant) and alternative title (Executive Office Assistant). Includes a note about content tips.
- Step 2: Add role description, skills and learning content:** Includes an AI suggestion for a role description and a search bar for skills. A 'Custom content' section is also present.

Step 3 Preview and publish

Preview the way learners will view your custom content in a role guide. Custom content will populate for that role throughout the entire career development ecosystem where applicable, including Next Role Explorer, role guides, and My Learning Plan.

This screenshot shows the final published state of the role guide. Key elements include:

- Role description:** An executive assistant coordinates and provides high-quality administrative support to the executive team. An executive assistant typically works directly under the executive director or supervisor, assisting with scheduling, supervising staff members. As such, executive assistants function as an integral and indispensable part of the office and can be found in any industry - government, education, retail, hospitality, recreation, and more.
- Skills:** Time Management, Communication, Problem Solving, Microsoft Office, Negotiation, Confidentiality, Adaptability, Interpersonal Skills.
- Custom content:** Three video thumbnails: 'Universal Principles of Talent Management' (Video, 2h 20m), 'TIME MANAGEMENT TIPS' (Video, 2h 20m), and 'Universal Principles of T Management' (Video, 2h 20m).



For more information, contact your LinkedIn Learning account team