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# Celebrating Women.

Empowering women in the workplace.



# Implementing this Learner Challenge.

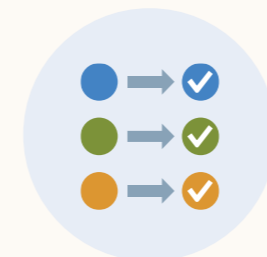


Learner Challenges are a great way to get your whole organization involved in learning.

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



Familiarize yourself with the learning calendar on [page 03](#)



Follow our recommended comms plan for your challenge on [page 04](#)



Get your whole organization involved on [page 08](#)

# Learner calendar.


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

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



## Celebrating Women.

Discover new lessons every day which can be completed in around 5-10 minutes.

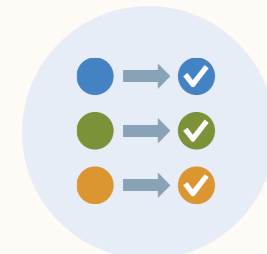
Monday	Tuesday	Wednesday	Thursday	Friday
<p>Challenge starts tomorrow!</p> 	<p><a href="#">Why It Matters</a> (2m 18s)</p> <p>Pop Quiz: Companies with more women in leadership produce better results</p> <p><input type="radio"/> True <input type="radio"/> False</p>	<p><a href="#">We All Have Gender Bias</a> (3m 40s)</p>	<p><a href="#">Performance Bias</a> (2m 21s)</p> <p>Pop Quiz: It is only men who fall into gender bias traps</p> <p><input type="radio"/> True <input type="radio"/> False</p>	<p><a href="#">You Work Like You Played</a> (3m 15s)</p>
<p><a href="#">Amplifying Women's Voices at Work</a> (2m 27s)</p>	<p><a href="#">Strengths Women Bring to Negotiations</a> (2m 51s)</p>	<p><a href="#">Attribution Bias</a> (2m 1s)</p> <p>Pop Quiz: Knowing unconscious bias exists is enough to counteract it</p> <p><input type="radio"/> True <input type="radio"/> False</p>	<p><a href="#">Same Words, Different Definitions</a> (4m 8s)</p>	<p><a href="#">The Leadership-Likability Double Bind</a> (3m 47s)</p>
<p><a href="#">Likability Bias</a> (2m 3s)</p> <p><a href="#">Maternal Bias</a> (1m 53s)</p>	<p><a href="#">Encouraging Male Allies</a> (3m 58s)</p>	<p><a href="#">Office Housework</a> (2m 9s)</p>	<p><a href="#">How Teams Can Leverage Both Masculine and Feminine Leadership</a> (3m 41s)</p>	<p><b>Reflection:</b> What were your biggest takeaways from the Celebrating Women challenge?</p>

# Recommended comms plan for your challenge.

Follow this straightforward comms plan to guide your team 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 some themed images and banners in your download pack to add color to your emails and make them more eye-catching.



01

Choose a start date and send a launch email.

Use the email template on [page 06](#) of this toolkit to help you get started.

02

Send a reminder.

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

**For example:** “Our Celebrating Women learning challenge is underway, but there’s plenty of time to get involved. Each session can be completed in around 5-10 minutes a day, but don’t let them build up.”

# Recommended comms plan for your challenge.



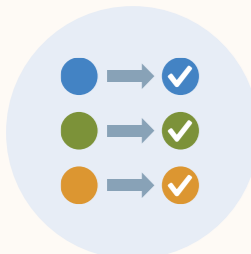
Promote your campaign on the learner homepage.

Find information about how to do this on [page 07](#).



Get your whole organization involved.

Find information about how to do this on [page 08](#).



03

## Prep for the final stretch.

A second reminder close to the end of the challenge will help spur your learners on.

For example: “Just a quick reminder that time is running out to begin our Celebrating Women learning challenge to mark **<Women’s History Month/International Women’s Day>**. If you haven’t started yet, it’s not too late to join.”



04

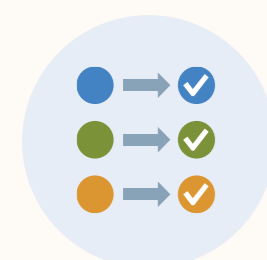
## Celebrate.

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

For example: “Congratulations on taking part in our Celebrating Women challenge to increase awareness of equity of women in the workplace. Thank you for investing in your learning journey for allyship.”

# Launch email template.

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



## Celebrating Women.



Hi Team,

In honor of **<Women's History Month/International Women's Day>**, I'm excited to launch the Celebrating Women challenge, running from **<start date>** to **<end date>**.

I've attached a calendar of selected LinkedIn Learning videos that can be completed in 5-10 minutes a day. These will help you:

- Understand bias in the workplace
- Become a stronger ally to women

I'll send a reminder later in the month, but it's worth starting early and staying on track. If you have any questions in the meantime, feel free to get in touch.

Happy learning!  
**<Name>**

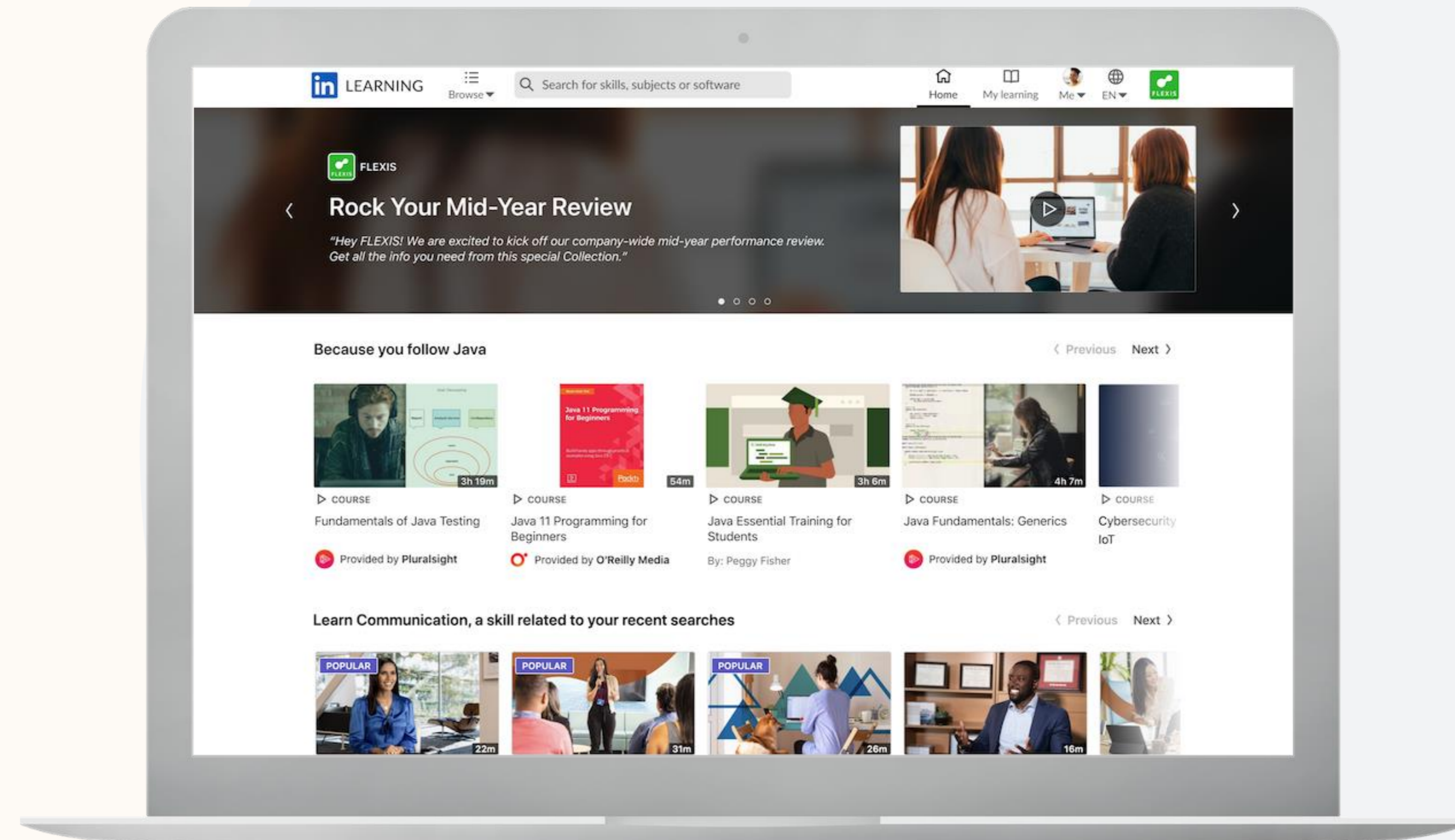
# Promote your campaign on the homepage.

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.



01

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.

02

Include in organizational communications.

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

03

Cultivate friendly competition.

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

04

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.

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

[See more Learner Challenges](#)