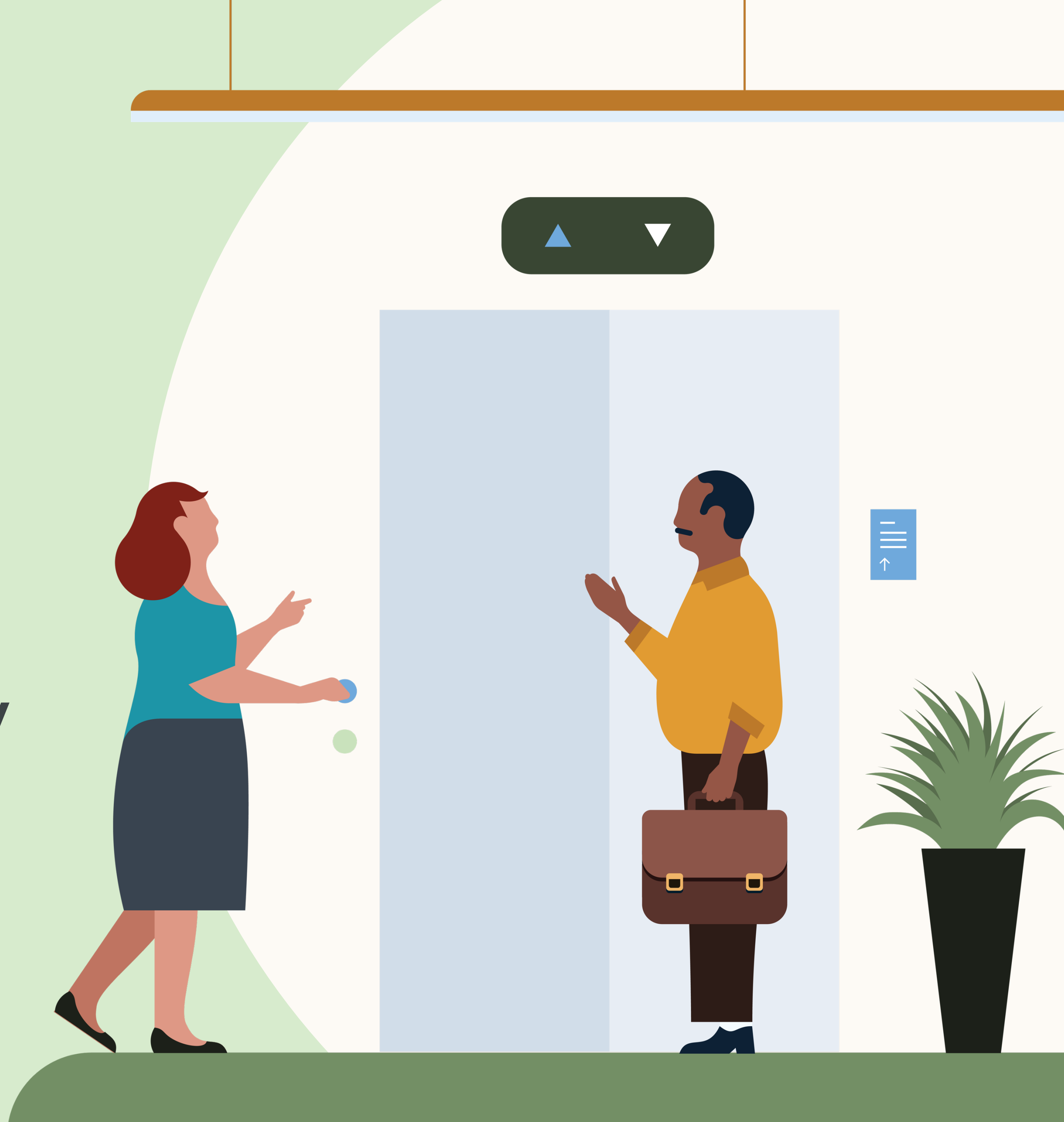


Career progression

Develop Career Skills for Internal Mobility

Learn what it takes to move your career forward



Implementing this Learner Challenge

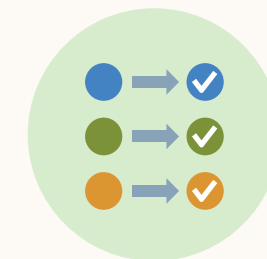


Learner Challenges are a great way to get your whole organization involved in learning.

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](#)



Learn how to get your whole organization involved on [page 08](#)

Learner calendar

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



Develop Career Skills for Internal Mobility

Explore new videos every day that can be completed in around 5 minutes. Don't worry if you miss a day — you can always catch up tomorrow.

Monday	Tuesday	Wednesday	Thursday	Friday
<div>Challenge starts tomorrow!</div> <div></div>	<div><input type="checkbox"/></div> <div>Take Control of Your Career (3m 20s)</div>	<div><input type="checkbox"/></div> <div>Benefits of Internal Mobility (2m 38s)</div>	<div><input type="checkbox"/></div> <div>Seeing Your Role in the Bigger Picture (2m 9s)</div>	<div>Activity: What are the top 2–3 things you've learned so far?</div>
<div><input type="checkbox"/></div> <div>Identify the Right Move: Up, Down, or Across? (4m 7s)</div>	<div><input type="checkbox"/></div> <div>Excel in Areas for Greater Visibility (2m 9s)</div>	<div>Activity: What are some ways you can showcase your strengths in your organization? _____ _____ _____</div>		<div><input type="checkbox"/></div> <div>How to Find a Sponsor (4m 21s)</div>
<div><input type="checkbox"/></div> <div>The Difference Between a Sponsor and a Mentor (3m 22s)</div>	<div>Activity: Who in your organization would you want to be your sponsor or mentor?</div>	<div><input type="checkbox"/></div> <div>Make a Positive Impression on Senior Leadership (4m 59s)</div>	<div><input type="checkbox"/></div> <div>How to Sell Your Transferable Skills (4m 22s)</div>	<div></div>
<div><input type="checkbox"/></div> <div>Work on Your Own Career Mobility (2m 16s)</div>	<div>Activity: List the 2–3 learnings you can put into action in your workplace. _____ _____ _____</div>			

Recommended comms plan for your challenge

Use this easy-to-follow 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 kit to help promote your emails.



01

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

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

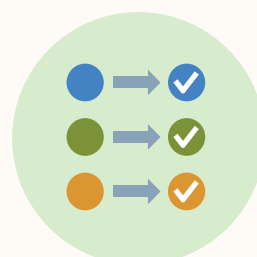


02

Send a reminder.

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

For example: Have you joined in our “Develop Career Skills for Internal Mobility” Learning Challenge yet? Luckily for you, there’s still plenty of time to get involved.



Recommended comms plan for your challenge



Promote your campaign on the learner homepage.

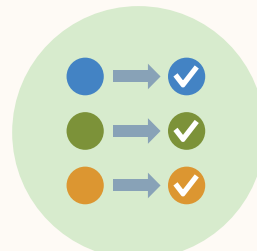
Learn how to do this on [page 07](#).



Get your whole organization involved.

Learn how to do this on [page 08](#).

Download promotional banners



03

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 Learning Challenge, "**Develop Career Skills for Internal Mobility.**" Check out the calendar I emailed on **<date>** and learn how to set your course for the career you want at your company.

Celebrate.

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

04

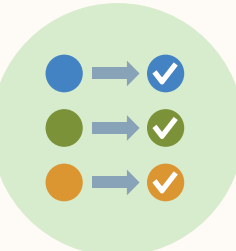
For example: Thank you for taking part in "**Develop Career Skills for Internal Mobility.**" We hope you've come away with the skills to grow your career in your company.



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: Take steps for career growth



Hi Team,

You work hard at your job and you want to grow your career in the company. But knowing how to make that happen isn't always clear. This month I'm excited to share a Learner Challenge running from **<start date>** to **<end date>** that will help you build the skills and knowledge to chart your course within your organization.

I've attached a calendar of selected LinkedIn Learning videos that'll just take about 5 minutes a day.

I'll also 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 reach out.

Happy learning!
<Name>

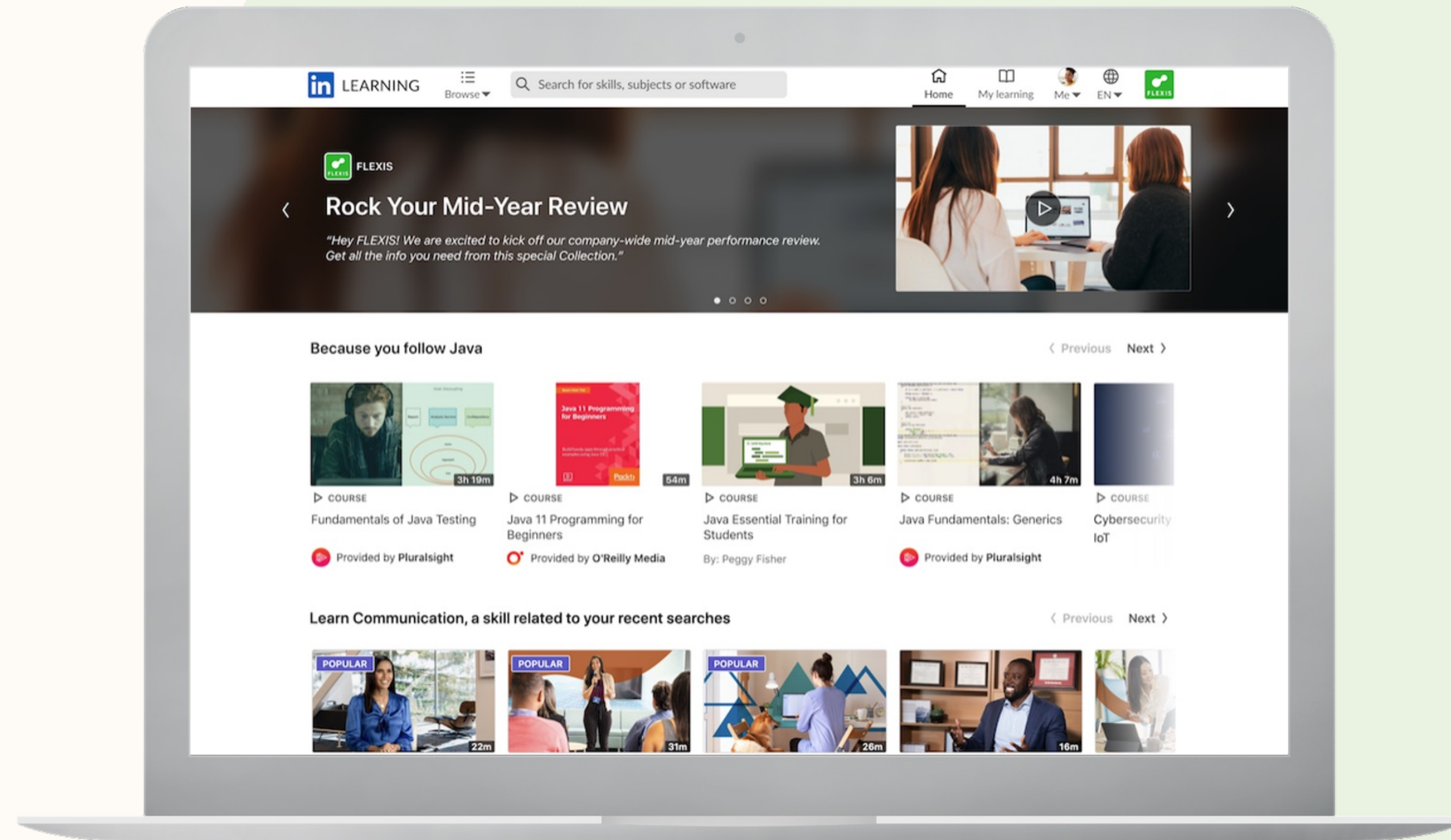
Promote your campaign on the homepage.

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 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.

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.

We hope you found this toolkit useful.

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

[View more Learner Challenges](#)