

Improve your technical skills

Get Started With SQL

Learn the basics of this increasingly popular skill.



Implementing this Learner Challenge

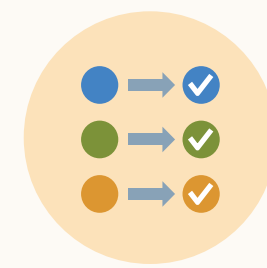


Learner Challenges are a great way to drive learner engagement and support retention by helping your employees accelerate their careers.

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 pack maps out a detailed learning journey for your team. It includes bite-sized courses that take around 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



Get Started With SQL

Explore new SQL videos every day that can be completed in around 5-10 minutes. Don't worry if you miss a day — you can always catch up tomorrow.

LinkedIn Learning

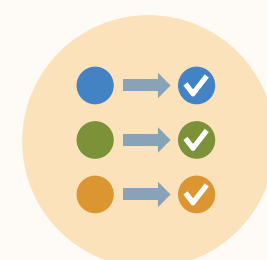
Monday	Tuesday	Wednesday	Thursday	Friday
<input type="checkbox"/> What is SQL? <small>(6m 14s)</small>	<input type="checkbox"/> What is a Relational Database? <small>(5m 41s)</small>	<input type="checkbox"/> Creating Tables <small>(2m 35s)</small> Different Ways To Create Tables <small>(7m 46s)</small>	<input type="checkbox"/> Pop quiz: What does SQL stand for?	<input type="checkbox"/> SQL Data Types and Nullability <small>(2m 5s)</small> Using Data Types and Identifying The Wrong Data Types <small>(5m 13s)</small>
<input type="checkbox"/> Basic SELECT Statements <small>(3m 40s)</small> Adding More Criteria to a Statement <small>(4m 17s)</small>	<input type="checkbox"/> Pop quiz: What is a relational database?	<input type="checkbox"/> The WHERE Clause: Finding Data Using Dates <small>(8m 09s)</small> Use LIKE, IN, and Wildcards With WHERE <small>(5m 39s)</small>	<input type="checkbox"/> Filter Data <small>(5m 33s)</small>	<input type="checkbox"/> Use String Functions on Your Data <small>(6m 41s)</small>
<input type="checkbox"/> Understanding JOIN Types <small>(2m 18s)</small>	<input type="checkbox"/> Inner JOINS <small>(5m 53s)</small> Outer JOINS <small>(5m 10s)</small>	<input type="checkbox"/> Pop quiz: What does a SELECT statement do?	<input type="checkbox"/> Subqueries <small>(4m 16s)</small>	<input type="checkbox"/> Use GROUP BY With Count <small>(5m 47s)</small>
<input type="checkbox"/> Introduction to Data Manipulation <small>(4m 25s)</small>	<input type="checkbox"/> Add Data to a Table <small>(4m 24s)</small> Modify Data in a Table <small>(4m 48s)</small>	<input type="checkbox"/> Removing Data From a Table <small>(3m 10s)</small> Aggregate Data <small>(6m 29s)</small>	<input type="checkbox"/> Overcoming Common SQL Mistakes <small>(3m 29s)</small>	<input type="checkbox"/> Activity: Visit LinkedIn Learning and select a full SQL course to explore next month.

Recommended comms plan for your challenge

Following this straightforward communications plan can 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.



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 our “Get Started With SQL” 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.

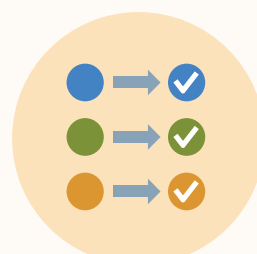
Learn how to do this on [page 07](#).



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, **"Get Started With SQL."** Check out the calendar I emailed on **<date>** and start exploring the basics behind this in-demand data skill.



04

Celebrate.

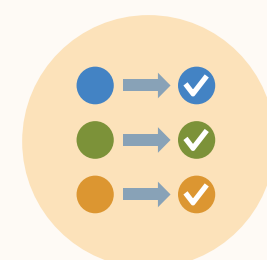
Send a positive wrap-up message to celebrate your team's effort.

For example: Thank you for taking part in the **"Get Started With SQL"** learning challenge. We hope you wrap up this month with a greater understanding of SQL and the knowledge to go from foundational learning to real-life application.

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: SQL: Learn this in-demand skill

Get Started With SQL

LinkedIn Learning



Hi team,

Structured Query Language, or SQL, is a key skill used by virtually every company that relies on large amounts of data. In today's global workforce, engineers, analysts, architects, and even business managers should have a basic understanding of it. To help you learn about this in-demand skill, I'd like to share a Learning Challenge running from **<start date>** to **<end date>** that'll give you the information you need to move from foundational knowledge to real-life application.

I've attached 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>

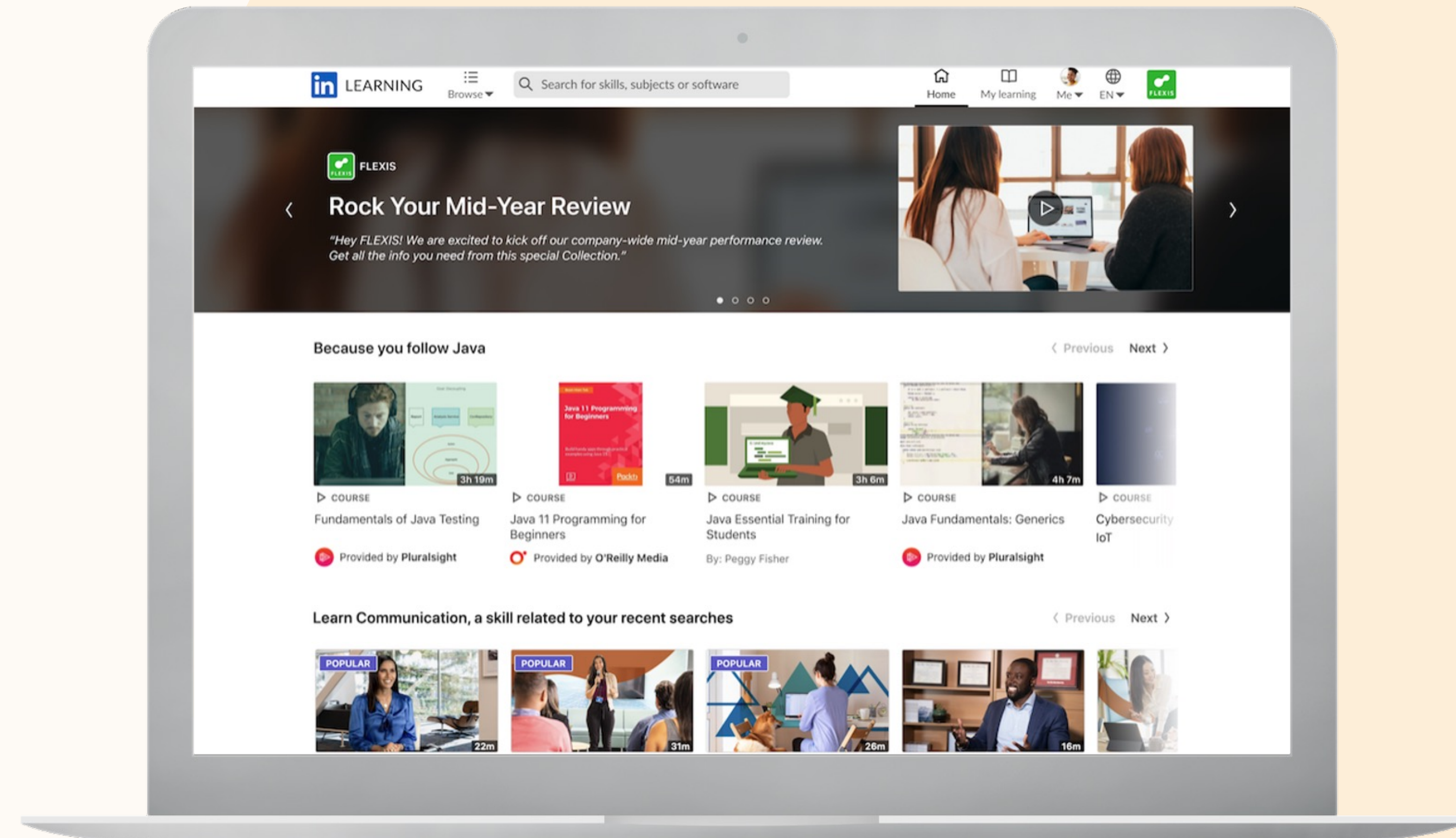
Promote your campaign on the homepage

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 Learner 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](#)