LinkedIn Learning

Wellness

Health & Wellness.

Learn to be healthy, both body and mind.

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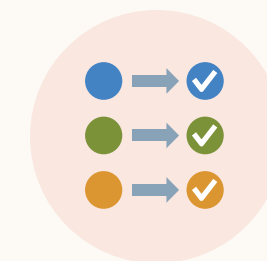# Implementing this Learner Challenge.

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.

Download calendar

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

Monday	Tuesday	Wednesday	Thursday	Friday
Challenge starts tomorrow!	The Power of Attitude (4m 55s)	Assessing Your Energy (1m 55s)	Well-Being Is Priority (3m 31s) **Activity:** Aim to drink eight 8oz glasses of water over the course of the day	Introduction to Focused Breathing (3m 43s)
How to Prevent Employee Burnout (3m 42s)	How Is Your Well-Being? (4m 9s)	The Art of Letting Go (2m)	Manage Your Energy (3m 11s)	**Activity:** Block off two 5-minute breaks in your calendar next week for a mid-day stretch or a walk outside
Working Through Anxiety (3m 46s)	Recognizing Passions (2m 54s)	Invert How You Think: The Path of Least Effort (3m 21s)	Staying Strong in Mind and Body (3m 22s)	**Reflection:** What were your biggest takeaways from the Health & Wellness challenge?

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.

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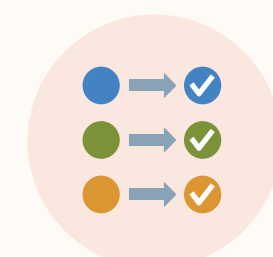
01

Choose a start date and send a launch email.

Use the email template on page 06 of this toolkit to help you get started.

Learn to be **kinder and more patient to yourself.**

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02

Send a reminder.

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

For example: "Our Health & Wellness challenge is well underway, but there's still time to join in if you haven't started it already. Simply download the calendar in the email I sent, and start building healthy and productive habits today."

Recommended comms plan for your challenge.

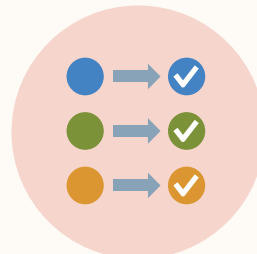## Promote your campaign on the learner homepage.

Find information about how to do this on .

Get your whole organization involved.

Find information about how to do this on .

Download promotional banners

Build productive habits to improve your **physical, mental, and emotional health.**

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Prep for the final stretch.

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

03

For example: "We're in the home stretch of our Health & Wellness challenge, but there's still time to join in. Each section can be completed in around 5-10 minutes, so choose the ones that you think will benefit you most and start building healthy habits today."

Celebrate.

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

04

For example: "Congratulations on taking part in our Health & Wellness challenge. I hope you picked up some good advice and information to help you build healthy habits and be more mindful. Well done all!"

Congratulations!

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Launch email template.

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

[Download email banners]
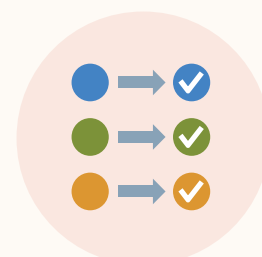
Health & Wellness.

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Hi Team,

There's never a bad time to focus on your health and to become mentally, emotionally, and physically stronger.

That's why I'm excited to launch a Health & Wellness challenge, running from **<start date>** to **<end date>** to give you the tools to build productive habits.

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

- Build healthy sleeping habits
- Improve your physical environment
- Make healthy nutrition choices

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>

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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
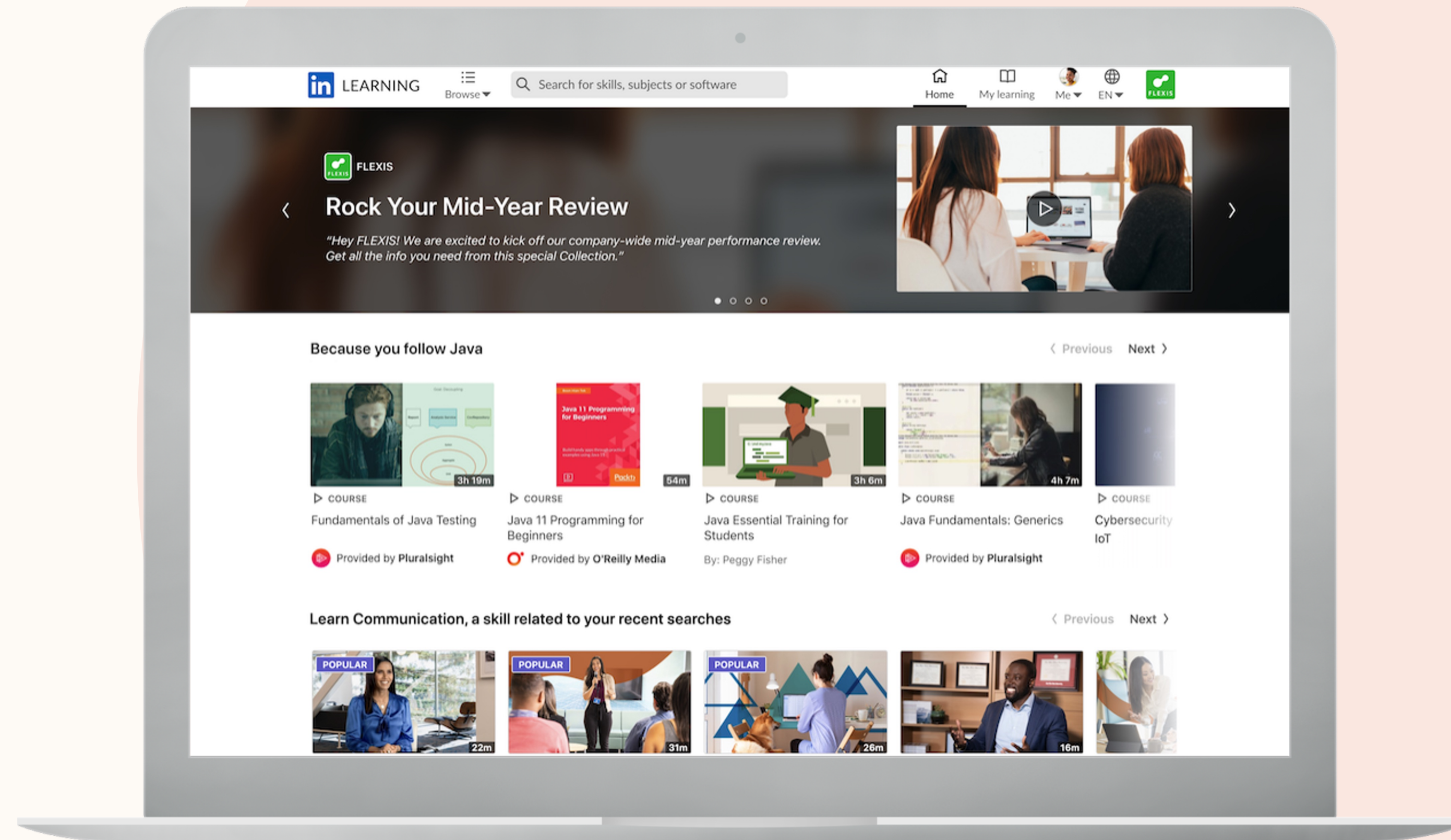
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Tips and tricks to get more people involved in your L&D goals.

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