

Skill building and career progression

The top 10 most in-demand skills in 2024

Future-proof your team with today's must-have skills.



Implementing this Learner Challenge

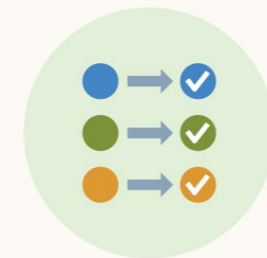


Learner Challenges are a great way to get your whole organization involved in learning.

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



Familiarize yourself with the learning calendar on [page 3](#)



Follow our recommended comms plan for your challenge on [page 4](#)



Learn how to get your whole organization involved on [page 8](#)


Learner calendar

The calendar in your download pack maps out a detailed learning journey for your team. It includes bite-sized courses that take between 5 and 10 minutes to complete, helping your team find the 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](#)






The top 10 most in-demand skills in 2024

Gain today's must-have skills to expand your knowledge and prepare for what's next in your career. Don't worry if you miss a day — you can always catch up tomorrow.

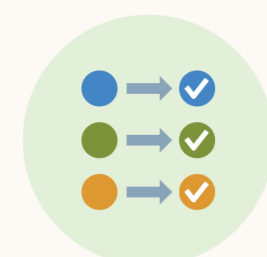
Monday	Tuesday	Wednesday	Thursday	Friday
Leadership skill course: Day 1 Demonstrating emotional intelligence (6m 38s)	Leadership skill course: Day 2 A lack of transparency fosters a lack of commitment (4m 54s)	Management skill course: Day 3 Be proactive in your relationships (3m 37s)	Management skill course: Day 4 What is a commitment conversation? (3m 31s)	Sales skill course: Day 5 How to establish a genuine connection with prospects (3m 4s)
Sales skill course: Day 6 Boost sales messaging with ChatGPT (3m 21s) Today's real-world sales applications of generative AI (5m 53s)	Customer service skill course: Day 7 Providing inclusive customer experiences (4m)	Customer service skill course: Day 8 Ensure AI integration with your customer service processes (3m 34s) Four customer-centric mindsets (3m 49s)	Project management Skill Course: Day 9 The art of communication with project stakeholders (5m 15s)	Project management Skill Course: Day 10 Why AI matters in project management (4m 1s)
Communication skill course: Day 11 When You Communicate Digitally (4m 33s) Know when to listen and when to speak (3m 7s)	Research skill course: Day 12 Using AI to summarize complex information (6m 24s)	Research skill course: Day 13 Kicking off by defining research objectives (3m 41s)	Teamwork skill course: Day 14 Engage fully with your teammates (3m 23s)	Teamwork skill course: Day 15 The six greatest challenges for cross-functional learning (12m 50s)
Problem-Solving skill course: Day 16 Identifying the problem (2m 47s)	Problem-Solving skill course: Day 17 Ask the right questions to find solutions (3m 10s)	Analytical skill course: Day 18 AI for analysis of qualitative data (3m 6s)	Analytical skill course: Day 19 Finding your analysis super-powers (1m 12s)	Day 20 Challenge: Choose one LinkedIn Learning course on wellbeing to explore next month.

Recommended comms plan for your challenge

Following this straightforward 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 pack to help promote your emails.



1

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

Use the email template on [page 6](#) of this toolkit to help you get started.



2

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 “The top 10 most in-demand skills in 2024” Learner Challenge yet? There’s still plenty of time to get involved.

Recommended comms plan for your challenge



Promote your campaign on the learner homepage.

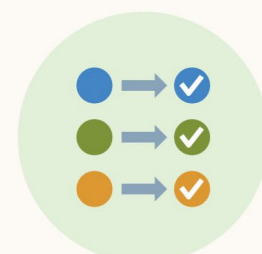
Learn how to do this on [page 7](#)



Get your whole organization involved.

Learn how to do this on [page 8](#)

Download promotional banners



3

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 Learner Challenge, "**The top 10 most in-demand skills in 2024**". Check out the calendar I emailed on [\[date\]](#), and [\[something related to the challenge topic\]](#).



4

Celebrate.

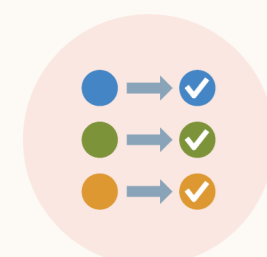
Send a positive wrap-up message to celebrate your team's effort.

For example: Thank you for taking part in the "**The top 10 most in-demand skills in 2024**" learning challenge. We hope you come away from this challenge feeling confident in your knowledge and ready to put your new skills to use.

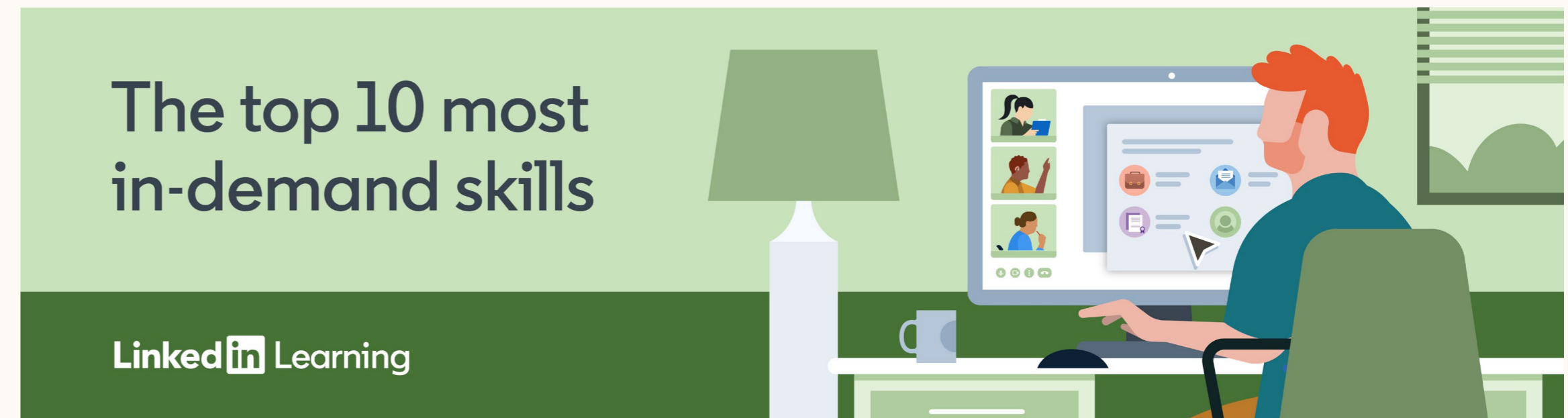
Launch email template

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

Download email banners



Subject line: Grow your career with these must-have skills



Hi team,

As businesses keep evolving, there's the potential for skills gaps to keep widening. To close those gaps and help you continue to grow your career, I'm sharing a helpful new Learning Challenge that will run from [<start date>](#) to [<end date>](#).

This challenge has bite-sized courses that focus on the top 10 most in-demand skills today: leadership, management, sales, communication, project management, customer service, research, teamwork, marketing, and analytical skills.

Attached you'll find a calendar of selected LinkedIn Learning videos that'll take about 3–5 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>](#)

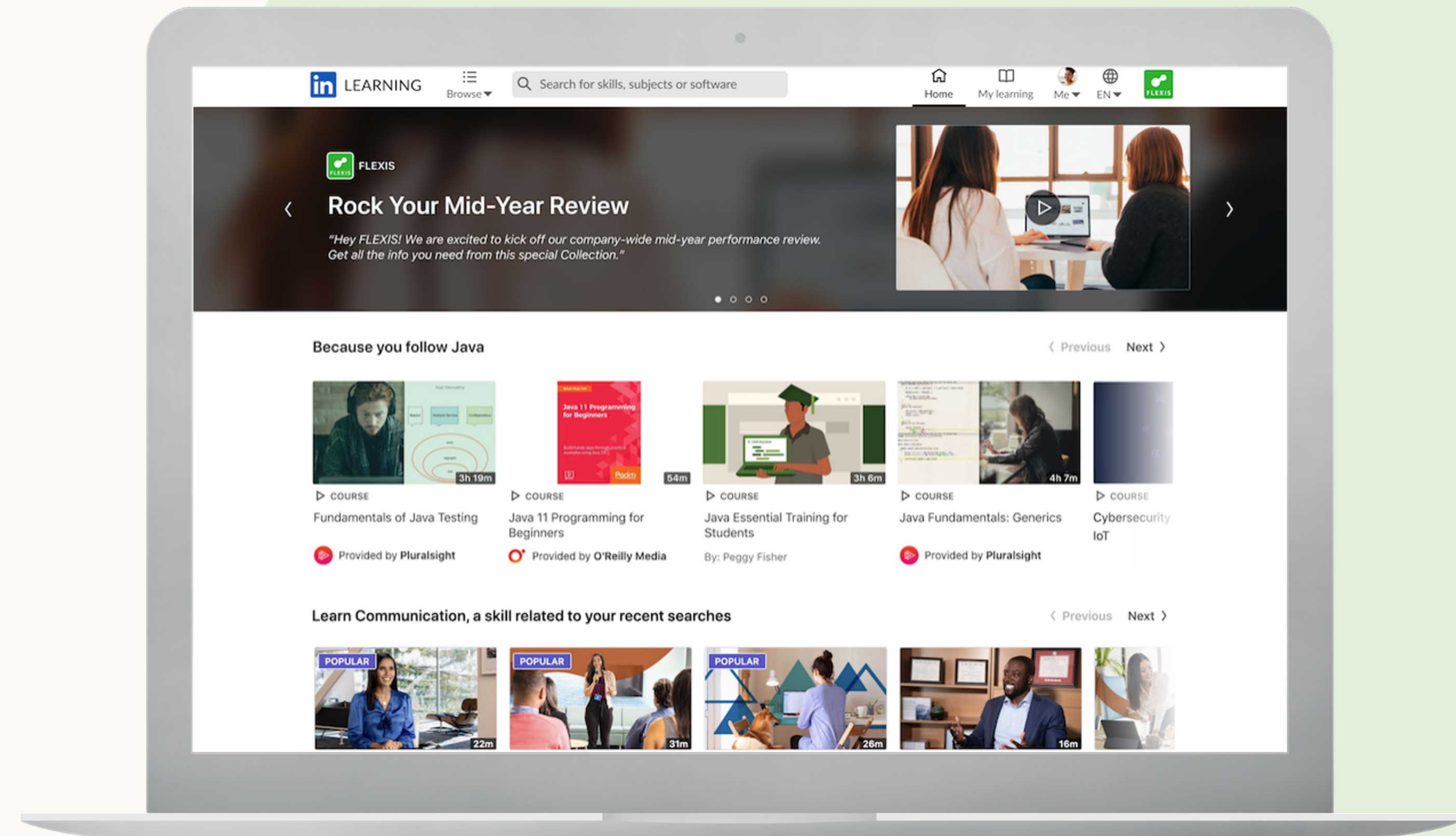
Promoting your campaign on the homepage

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.



1.

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.

2.

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.

3.

Cultivate friendly competition.

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

4.

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](#)