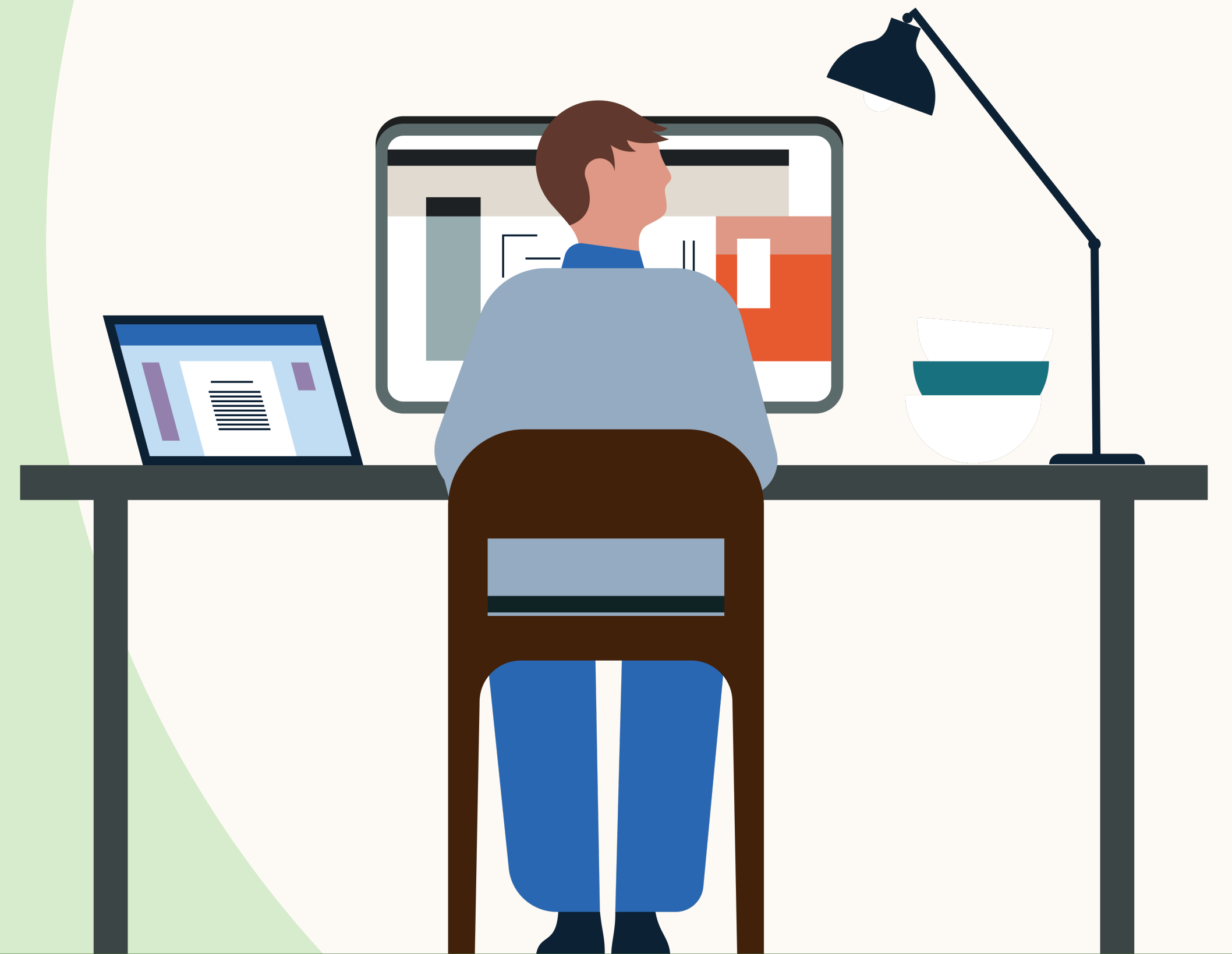


# Learning Habits.

Build productive habits that set you up for success.



# Implementing this Learner Challenge.

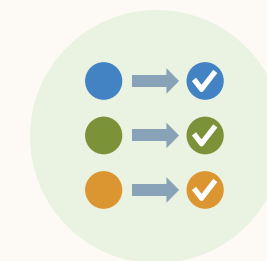


Learner Challenges are a great way to get your whole organization involved in learning.

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](#)



## Learning Habits.

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

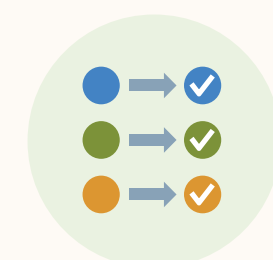
Monday	Tuesday	Wednesday	Thursday	Friday
<b>Activity:</b> Update the “Skills I’m interested in” section within your preferences	<a href="#">Make the Complex Simple</a> (3m 41s)	<b>Activity:</b> Set your weekly learning goal within LinkedIn Learning	<a href="#">Achieving Your Goals</a> (2m 22s)	<a href="#">Strategy for Success: Make It Convenient</a> (1m 29s)
<b>Activity:</b> Set a goal for something personal or professional you’d like to learn by this time next year	<a href="#">Positive Thinking Skills</a> (4m)	<b>Activity:</b> Email your manager the name of one LinkedIn Learning course you’re interested in taking	<a href="#">Balancing the Technology in Your Life</a> (1m 42s)  <a href="#">Understanding the Three Principles of Productivity</a> (2m 12s)	<a href="#">Understand If Procrastination Is Helping or Hurting You</a> (2m 47s) 
<a href="#">One-Minute Habit for Better Listening</a> (2m 27s)  <a href="#">One-Minute Habit for Continual Learning</a> (2m 19s)	<a href="#">Developing Self-Efficacy</a> (3m 49s)  <a href="#">Practicing Resilience</a> (1m 26s)	<a href="#">Focus and Work</a> (3m 12s)	<b>Activity:</b> Recommend a course or video to a colleague or teammate	<a href="#">Authentic Communication</a> (3m 36s)
<a href="#">The Ambiguity of Leadership</a> (2m 3s)	<a href="#">Master What You Can Control and Then Let Go of the Rest</a> (2m 58s)	<a href="#">Plan Three Things a Day</a> (1m 48s)	<a href="#">The Circle of Awareness</a> (3m 49s)	<b>Reflection:</b> What were your key takeaways from the Learning Habits 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.



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 Learning Habits challenge is well underway, but there’s still plenty of time to join in and start building productive habits to set yourself up for the year.”

# Recommended comms plan for your challenge.



Promote your campaign on the learner homepage.

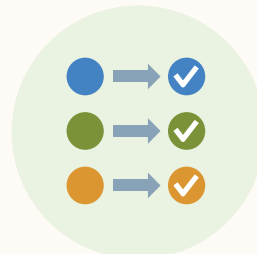
Find information about how to do this on [page 07](#).



Get your whole organization involved.

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

[Download promotional banners](#)



03

## Prep for the final stretch.

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

**For example:** “If you haven’t started the Learning Habits challenge, don’t worry! There’s still time to join in. Each section can be completed in 5-10 minutes, and will help you build productive habits at work and at home.”



04

## Celebrate.

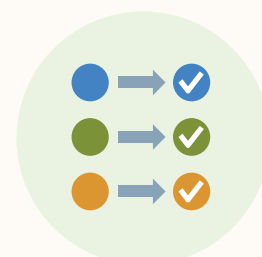
Send a positive wrap-up message to celebrate your team’s effort.

**For example:** “Congratulations on taking part in the Learning Habits challenge. Learning to be productive is a truly valuable way to set yourself up to reach your goals. Well done!”

# Launch email template.

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

[Download email banners](#)



## Learning Habits.



LinkedIn Learning

Hi Team,

Building productive habits is a really meaningful way to set yourself up for success.

That's why I'm excited to launch the Learning Habits challenge, running from **<start date>** to **<end date>**, to help you set and achieve your goals.

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 productive habits that are conducive to learning
- Become better at time management and stop procrastinating

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>**



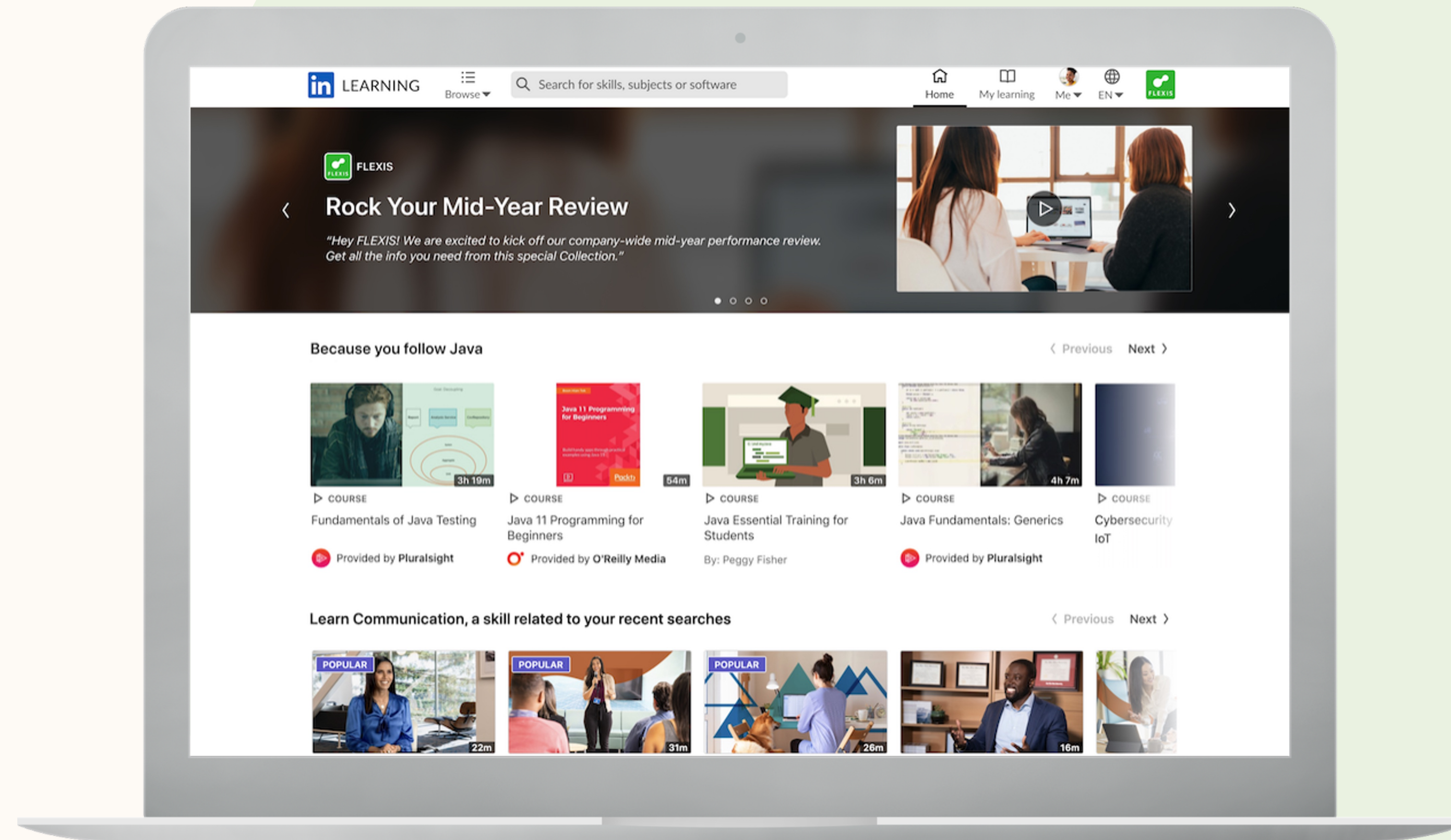
# Promote your campaign on the homepage.

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](#)