

Skill building and career progression

Planning Your Career Path

Identify your passions and set professional goals to move your career forward.



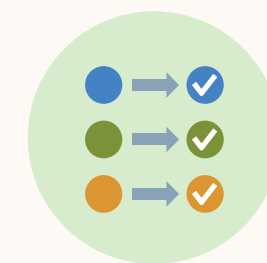
Implementing this Learner Challenge

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 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



Planning Your Career Path

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
<input type="checkbox"/> Having a Career Vision is Essential (1m 37s)	<input type="checkbox"/> Grow a Career Instead of a Job (2m 58s)	<input type="checkbox"/> What Do You Want in Your Future Career? (1m 44s)	Reflection: How do you feel about your current career vision?	<input type="checkbox"/> Build a Career Vision (3m 21s)
Activity: What are the top 3 things you want out of your future career? <hr/> <hr/> <hr/>	<input type="checkbox"/> Evaluate Potential Career Paths (3m 11s)	<input type="checkbox"/> Clarifying Your Work Values (2m 32s)	<input type="checkbox"/> Know What Your Career Goals Are (4m 40s)	<input type="checkbox"/> Create a Clear Professional Goal (3m 23s)
<input type="checkbox"/> Create Short-Term and Long-Term Goals (3m 34s)	<input type="checkbox"/> Identify Your Passion (2m 14s)	Activity: List 3 short-term goals and 1 long-term goal. <hr/> <hr/> <hr/>	<input type="checkbox"/> Identify Potential Roadblocks or Accelerators (4m 02s)	Reflection: Spend some time analyzing your values and passions.
<input type="checkbox"/> The Three Circles (2m 49s)	<input type="checkbox"/> Transferable Skills vs. Relevant Experience (2m 26s)	<input type="checkbox"/> Identify Resources (3m 32s)	<input type="checkbox"/> Take Control of Your Career (3m 19s)	Reflection: What's a course you'll commit to taking next month?

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.

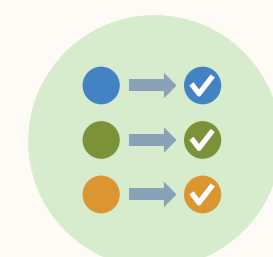


02

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 “Planning Your Career Path” 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.

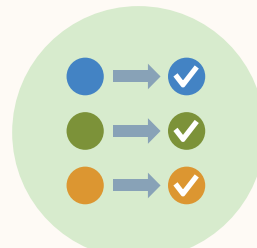
Learn how to do this on [page 07](#).



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, “**Planning Your Career Path**”. Check out the calendar I emailed on **<date>** and start learning about how to build your skills and boost your career.



04

Celebrate.

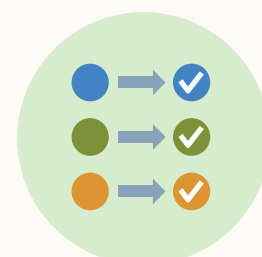
Send a positive wrap-up message to celebrate your team's effort.

For example: Thank you for taking part in the “**Planning Your Career Path**” Learning Challenge. We hope you've come away with new strategies for identifying and prioritizing the skills that will help to move your career forward.

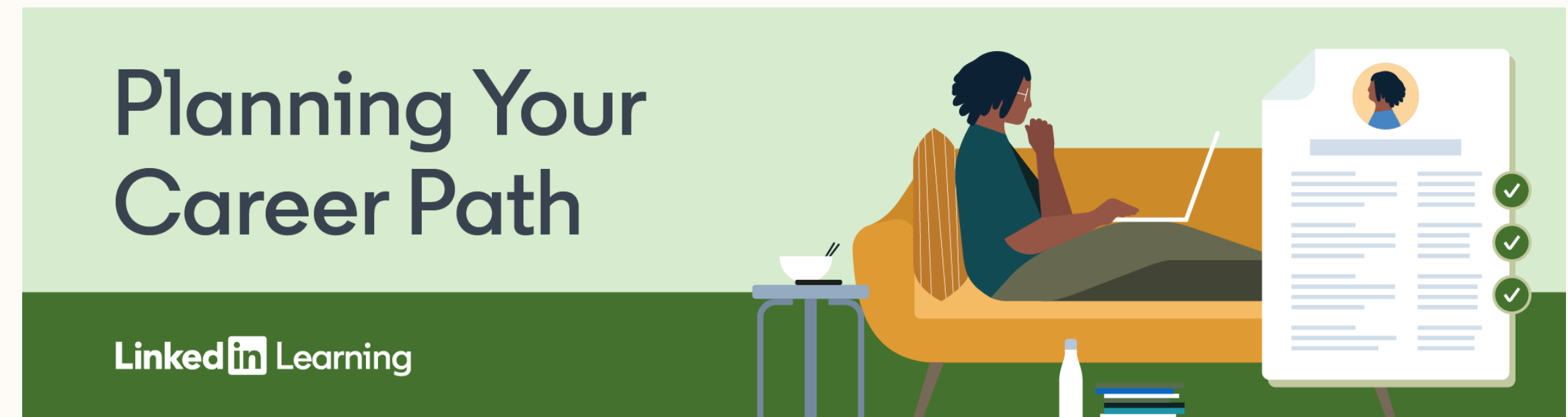
Launch email template

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

Download email banners



Subject line: Build a path for your career



Hi Team,

Taking the time to identify your passions and set professional goals can give you a clear vision for the future and help you move forward on your career path. In order to help you do this, I'd like to share a Learning Challenge running from **<start date>** to **<end date>** that'll help us spark ideas for positive change and discover new perspectives.

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.

Optional:

If your organization has LinkedIn Learning Hub: "Lastly, to help you build the right skills to advance your career, you now have the ability to set a career goal in LinkedIn Learning and receive personalized content for it within your homepage and under "My Learning" > "My Goals". Look for a "Set a career goal" banner on your homepage.

Happy learning!

<Name>

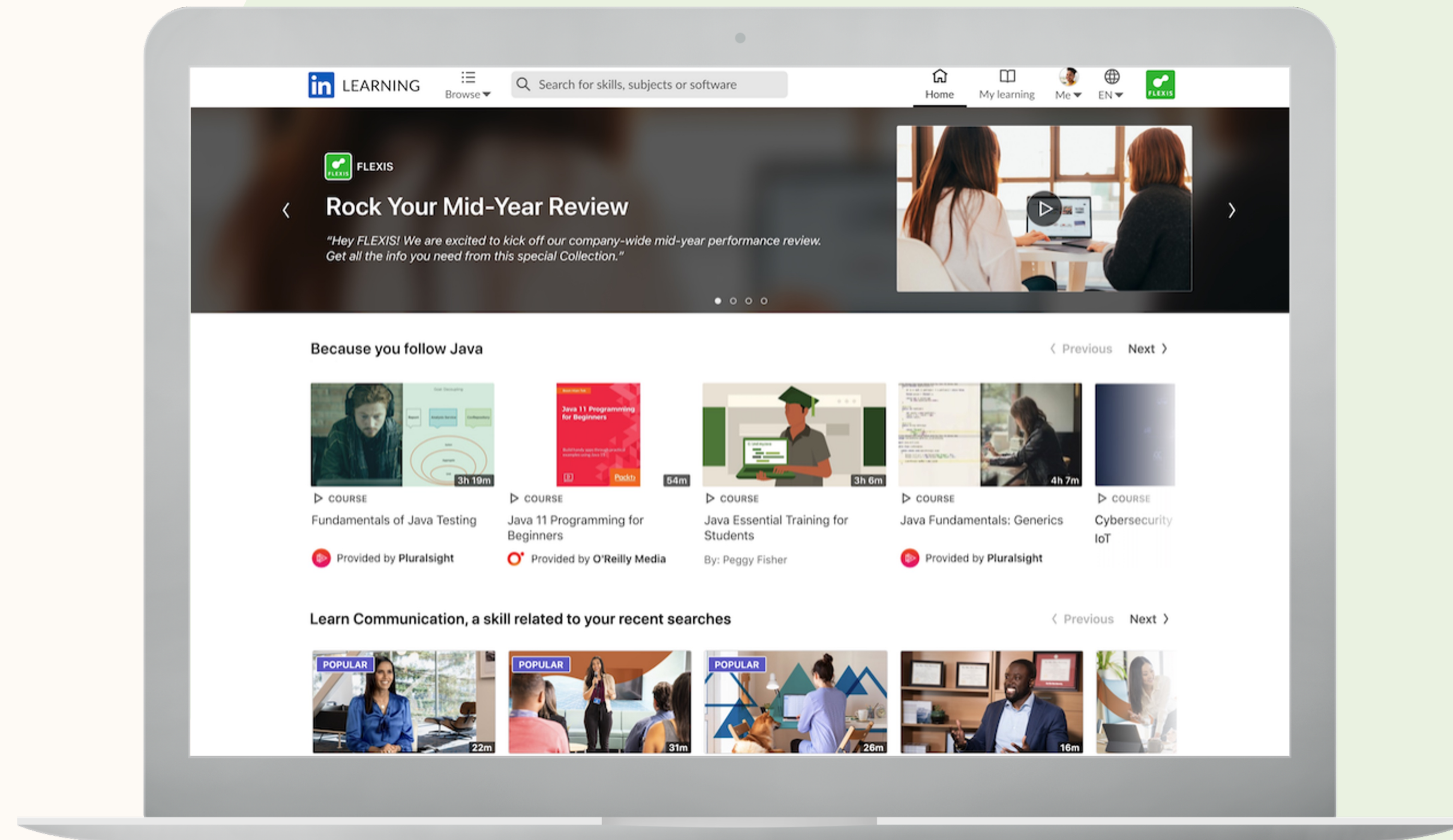
Promote your campaign on the homepage

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](#)