

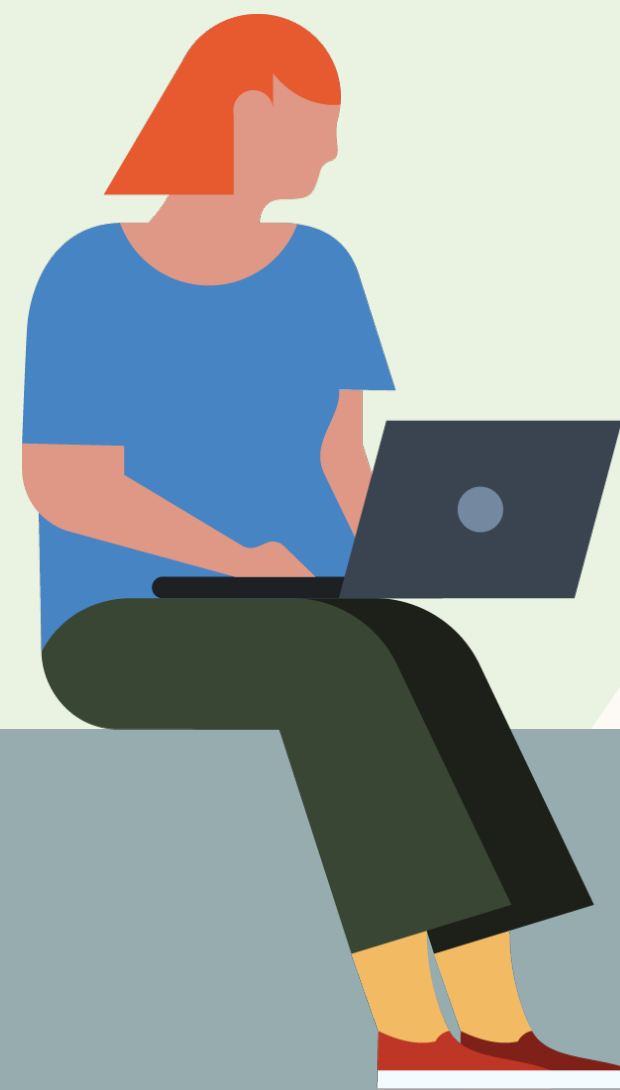
Skill building and career progression

# Unlock the power of professional networking.

Advance your career with new connections, mentors, and sponsors.



# Implementing this Learner Challenge

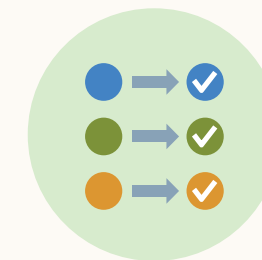


Learner Challenges are a great way to drive learner engagement and support retention by helping your employees accelerate their careers.

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 5–15 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






### Unlock the power of professional networking

Discover how to identify allies and establish professional networks that can help you move your career forward. Don't worry if you miss a day — you can always catch up tomorrow.

Monday	Tuesday	Wednesday	Thursday	Friday
<input type="checkbox"/> <a href="#">Why Network?</a> (2m 54s)  <a href="#">Build Meaningful Connections</a> (2m 57s)	<input type="checkbox"/> <a href="#">Principles of Networking</a> (2m 16s)	Pop quiz: Name three reasons why having a network is important.	<input type="checkbox"/> <a href="#">Branding Yourself Through Social Media</a> (4m 07s)	<input type="checkbox"/> <a href="#">How To Stand Out</a> (2m 43s)
<input type="checkbox"/> <a href="#">Expand Your Professional Network Strategically</a> (2m 21s)  <a href="#">Understanding the Goal: Building Relationship Capital</a> (1m 24s)	<input type="checkbox"/> <a href="#">Leverage LinkedIn</a> (1m 32s)	<input type="checkbox"/> <a href="#">Develop Influential Relationships</a> (3m 49s)	Challenge: Join a LinkedIn Group relevant to your career, create a post, and respond to comments.	<input type="checkbox"/> <a href="#">Building Your Network</a> (2m 40s)
<input type="checkbox"/> <a href="#">Understand Relationship Development</a> (4m 37s)	<input type="checkbox"/> <a href="#">Identifying a Mentor</a> (3m 59s)  <a href="#">How to Ask Someone To Be Your Mentor</a> (3m 08s)	<input type="checkbox"/> <a href="#">Mentor and Be Mentored</a> (3m 34s)	<input type="checkbox"/> <a href="#">Getting the Most From Your Mentoring Relationship</a> (1m 04s)	Challenge: Begin making a list of your requirements for a mentor.
<input type="checkbox"/> <a href="#">What Is Sponsorship?</a> (4m 18s)  <a href="#">The Difference Between a Sponsor and a Mentor</a> (3m 22s)	<input type="checkbox"/> <a href="#">Successful Approaches for Protégés</a> (11m 44s)	Pop quiz: What is a sponsorship?	<input type="checkbox"/> <a href="#">How To Leverage Your Sponsor's Influence</a> (2m 38s)	Challenge: Next month, commit to completing <a href="#">The Ultimate Guide to Professional Networking</a> .

# 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.

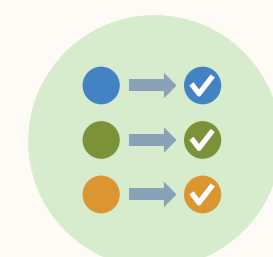


02

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 “Unlock the power of professional networking” learning challenge yet? There’s still plenty of time to get started.





# Recommended comms plan for your challenge



Promote your campaign on the learner homepage.

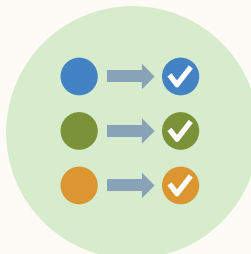
Learn how to do this on [page 07](#).



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, “Unlock the power of professional networking”. Check out the calendar I emailed on [<date>](#) and discover the role networking and professional relationships can play in your career advancement.



04

## Celebrate.

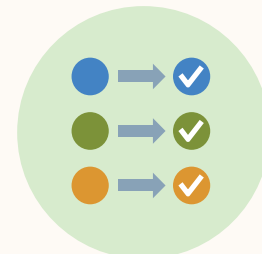
Send a positive wrap-up message to celebrate your team's effort.

**For example:** Thank you for taking part in this month's “Unlock the power of professional networking” learning challenge. I hope you've encountered valuable advice for creating meaningful professional relationships and identifying allies who can help you 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:** Learn how connections can advance your career



Hi team,

Creating and maintaining professional connections are keys to career growth. When you establish a network of allies, you open the door to mentorships, sponsorships, and other opportunities that can help you grow in your role or move forward. To help you begin leveraging the power of these relationships, I'd like to share a Learner Challenge running from **<start date>** to **<end date>**.

I've attached a calendar of selected LinkedIn Learning videos that'll take about 5–15 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>**



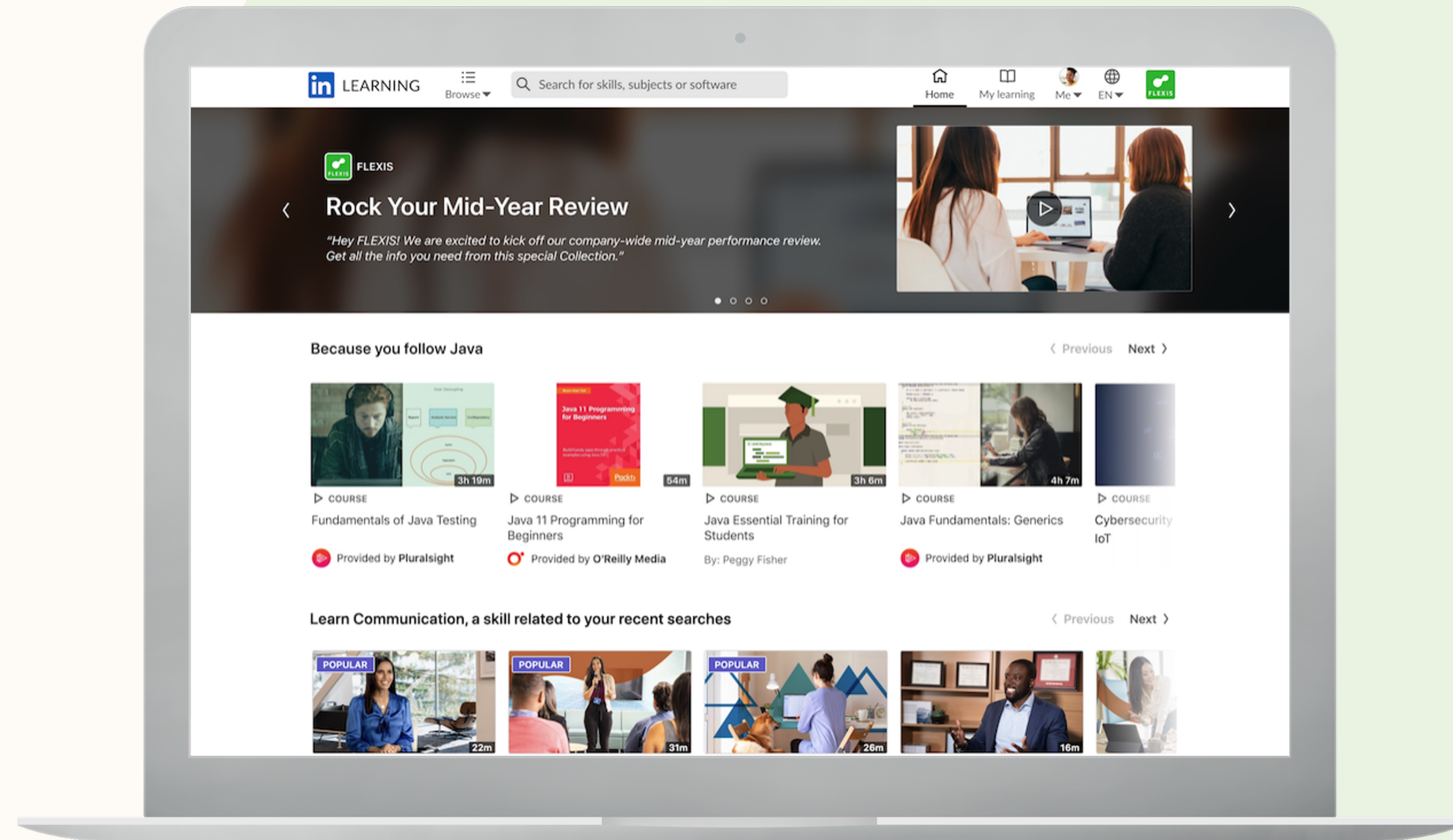
# Promote your campaign on the homepage.

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](#)