LinkedIn Learning

Building Productive Habits

# Productivity Pointers.

Learn to stay focused and be productive.

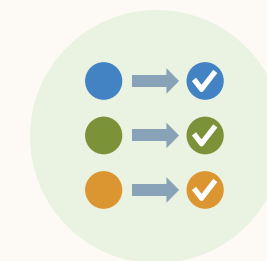**Linked**in Learning

# 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

LinkedIn Learning

# 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**

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

LinkedIn Learning

| Monday | Tuesday | Wednesday | Thursday | Friday |
|--------|---------|-----------|----------|--------|
| Manage Energy, Not Time (2m 24s) | Strategies to Accomplish More (1m 25s) | Activity: Block off four short breaks in your calendar next week | The Ultimate Superpower (1m 58s) | Making Sense of Your Workflow (3m 46s) |
| Activity: Set one intention for this week to keep you focused | Why Working Harder Isn't Working (3m 8s) | Making Hard Decisions about Priorities (1m 34s) Activity: Make a list of ways to spend your free time today (e.g. on specific tasks, relaxing, reading etc.) | Attention Practices (4m 10s) | Prioritize Your Time and Attention (3m 7s) Activity: Block off time each day next week to read and respond to emails |
| Ways to Get in "The Zone" and Get Things Done (2m 48s) Optimizing for Peak Productivity (2m 49s) | Activity: Make time for something fun and energizing in your calendar next week | Five Steps to Finding Your Own Success (2m 19s) | Pairing Energy with Your To-Do List (2m 54s) Activity: Before signing off today, make a list of the big things you want to focus on tomorrow | Reflection: What were your biggest takeaways from the Productivity Pointers 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.



Productivity Pointers.
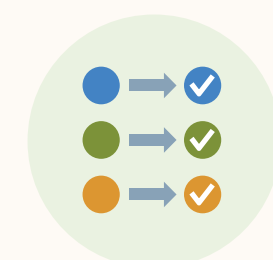
**01**

## Choose a start date and send a launch email.

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



Kick the procrastination **habit** once and for all.

**02**

## Send a reminder.

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

**For example:** "Our Productivity Pointers challenge is underway, but there's still plenty of time to join in. Learn how to manage your time, and kick the procrastination habit once and for all."

# Recommended comms plan for your challenge.

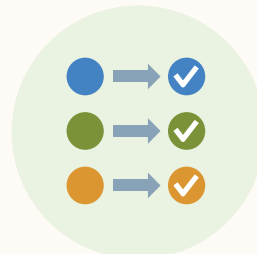## Promote your campaign on the learner homepage.

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 in **5 minutes a day.**

LinkedIn Learning

## 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 Productivity Pointers challenge, but there's still time to join in. Take just 5 minutes a day to become more productive and manage your time better."

## Celebrate.

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

Congratulations!

LinkedIn Learning

**04**

**For example:** "Congratulations on taking part in our Productivity Pointers challenge. I hope you picked up some great tips and advice to help you make more time in your day, and reduce stress as a result."

# Launch email template.

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

[Download email banners]

---
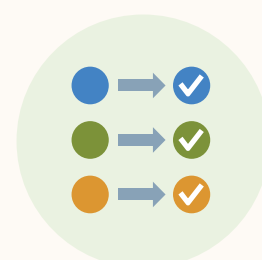
## Productivity Pointers.

**LinkedIn Learning**

Hi Team,

Learning to be productive is an invaluable skill to master, and it can be done in just a few minutes a day.

That's why I'm excited to launch the Productivity Pointers challenge, running from **<start date>** to **<end date>**, to help you kick the habits that might be holding you back.

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

- Maximize your downtime
- Beat procrastination once and for all

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>**

**LinkedIn** Learning

# 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
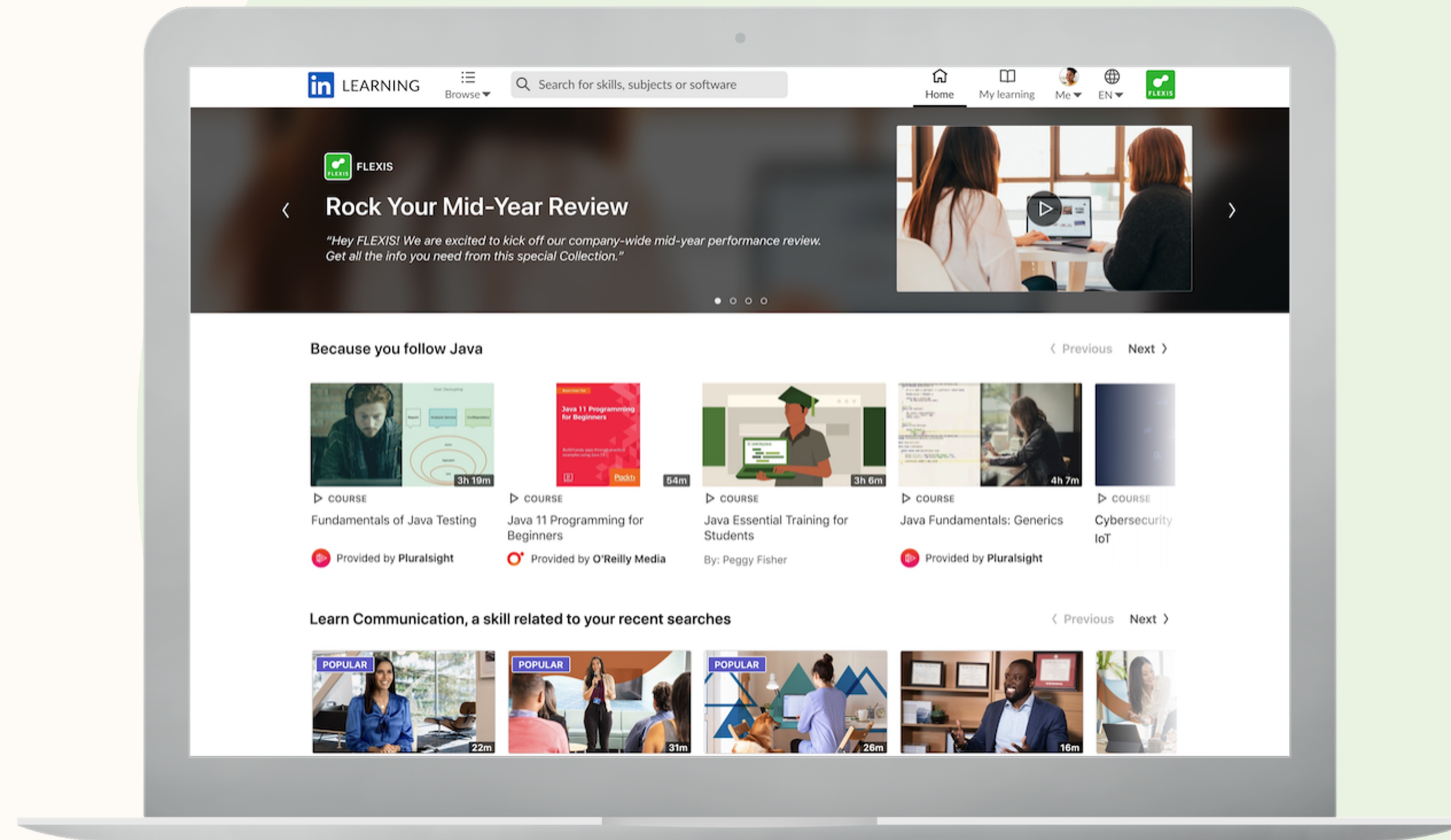
**LinkedIn Learning**

# 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