

## Career Progression

# Upskill to Advance Your Career

Identify and prioritize the skills that'll take your career to the next level.



# Implementing this Learner Challenge

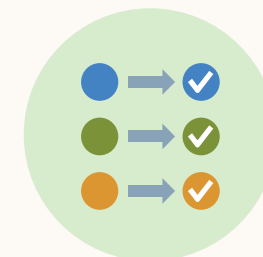


Learner Challenges are a great way to get your whole organization involved in learning.

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](#)



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 kick-off email to your learners on the first day of your challenge so they can track their journey as they go.

[Download calendar](#)





### Upskill to Advance Your Career

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
<p>Challenge starts tomorrow!</p> 	<input type="checkbox"/> <p><a href="#">Identify Skill and Knowledge Gaps</a> (3m 37s)</p>	<p>Activity: List three hard skills you'd like to develop.</p>	<input type="checkbox"/> <p><a href="#">Map Your Skills and Fill the Gaps</a> (2m 06s)</p>	
<p>Activity: List three soft skills you'd like to develop.</p>	<input type="checkbox"/> <p><a href="#">Communicate with Authority, Clarity, and Confidence</a> (3m 05s)</p>		<input type="checkbox"/> <p><a href="#">Master What You Can Control and Then Let Go of the Rest</a> (2m 58s)</p>	<input type="checkbox"/> <p><a href="#">Emotional Intelligence</a> (3m 16s)</p>
<input type="checkbox"/> <p><a href="#">How to Improve Your Observation Skills</a> (2m 21s)</p>	<p>Activity: What's a course you'd like to complete in the next 30 days?</p>	<input type="checkbox"/> <p><a href="#">Building for Continuous Change</a> (3m 03s)</p>		<p>Activity: What are your favorite takeaways from the videos you explored? List them in the space below.</p>
<p>My takeaways:</p>				

# Recommended comms plan for your challenge

Use this easy-to-follow comms plan to 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.

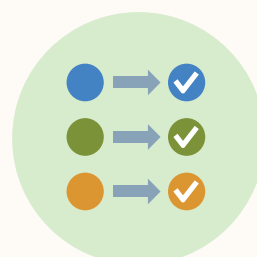


02

Send a reminder.

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

**For example:** Have you joined our “Upskill to Advance Your Career” 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.

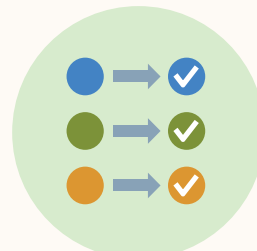
Learn how to do this on [page 07](#).



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, "Upskill to Advance Your Career". Check out the calendar I emailed on [<date>](#) and start learning about how to build your skills and boost your career.



04

## Celebrate.

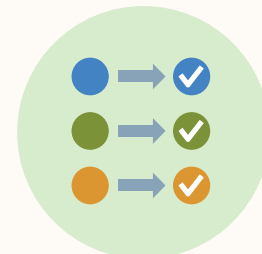
Send a positive wrap-up message to celebrate your team's effort.

**For example:** Thank you for taking part in the "Upskill to Advance Your Career" 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 skills to grow your career

## Upskill to Advance Your Career

LinkedIn Learning



Hi Team,

From leadership training to time management, sharpening your skills can help you boost your career. This month I'm excited to share a learning challenge running from **<start date>** to **<end date>** that'll help you to identify and prioritize skills that can help move you forward.

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.

Happy learning!  
**<Name>**

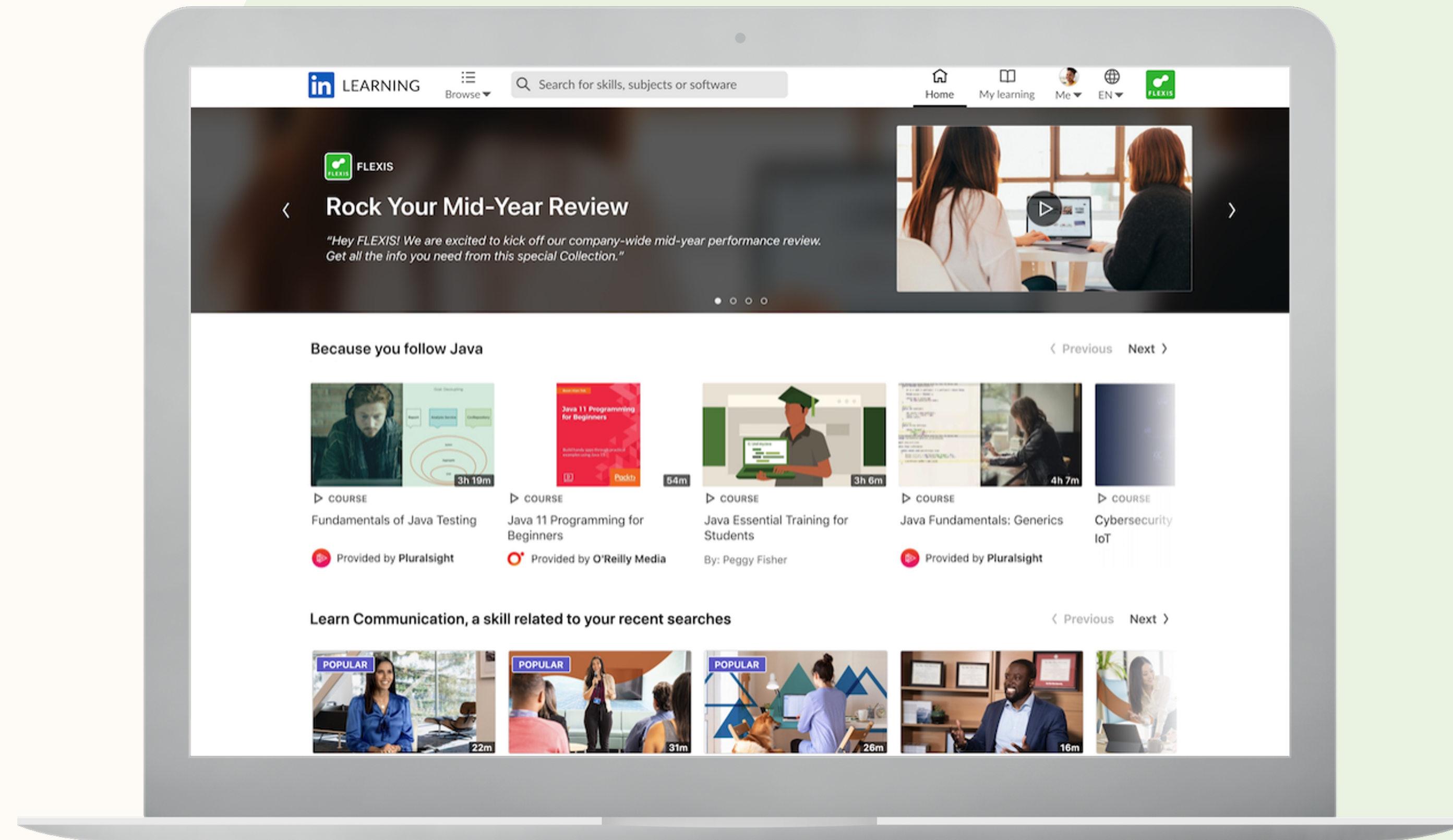
# Promote your campaign on the homepage

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](#)