

Manager Playbook



Table of Contents

- 1 Feature Overview
- 2 Using the Tools
- 3 Curation Use Cases
- 4 Curation Best Practices

1 Feature Overview



With the Manager role, you're able to easily create, share, and track success of your learning and training programs.



Create learning content

Upload internal content
and curate custom
learning paths



Share content

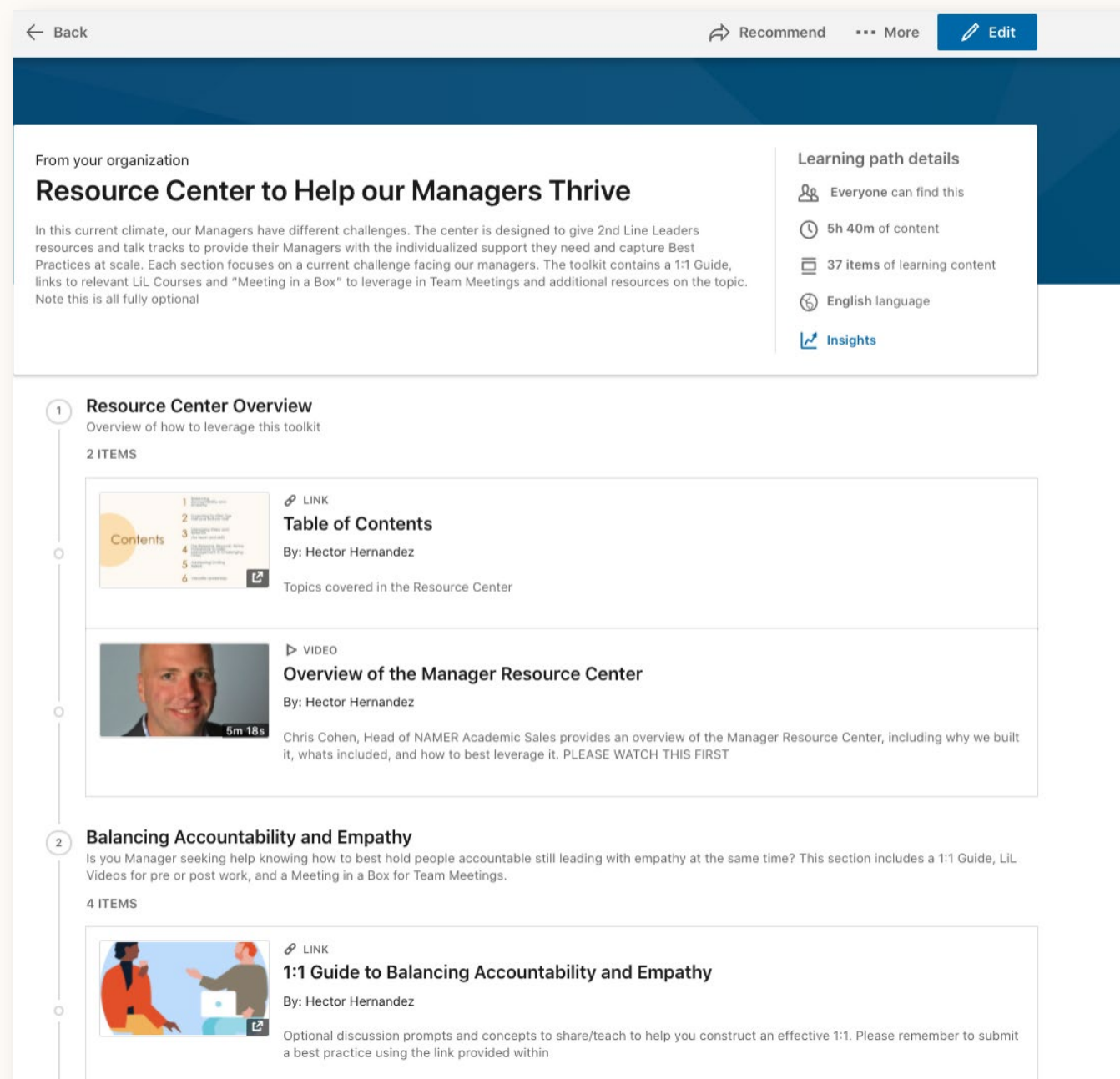
Connect your content to
the colleagues that need it



Get insights

Measure the success of your
programs with insights on
views and completions

Easily upload and arrange content into an intuitive, engaging format.



When creating learning paths you can...

- Blend LinkedIn Learning and internal custom content
- Handpick specific videos from courses
- Group content into sections
- Put content into an order
- Add descriptions for sections and pieces of content

“Before I could create learning paths, I would have to gather links and then manually create an email or a 1-pager which would take a ton of time. **With this role, I can present content in a useful, nice format and it takes no time at all.**”



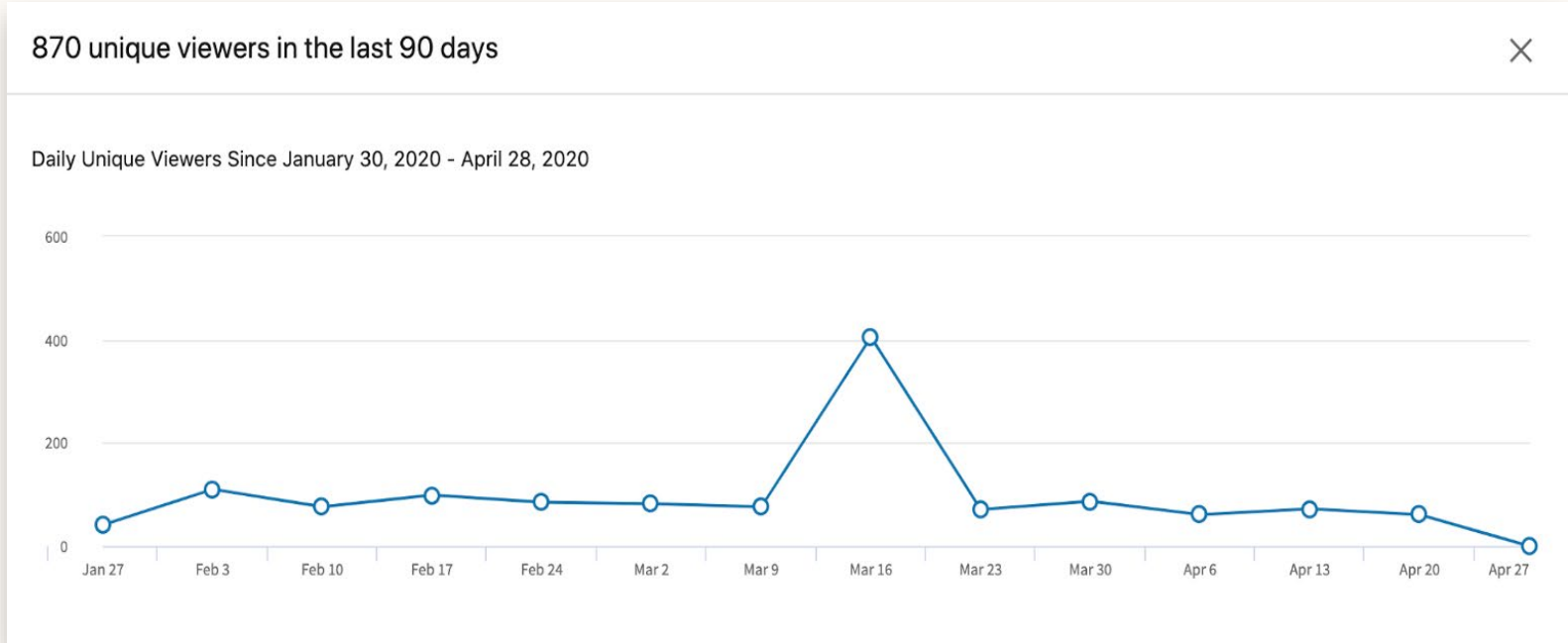
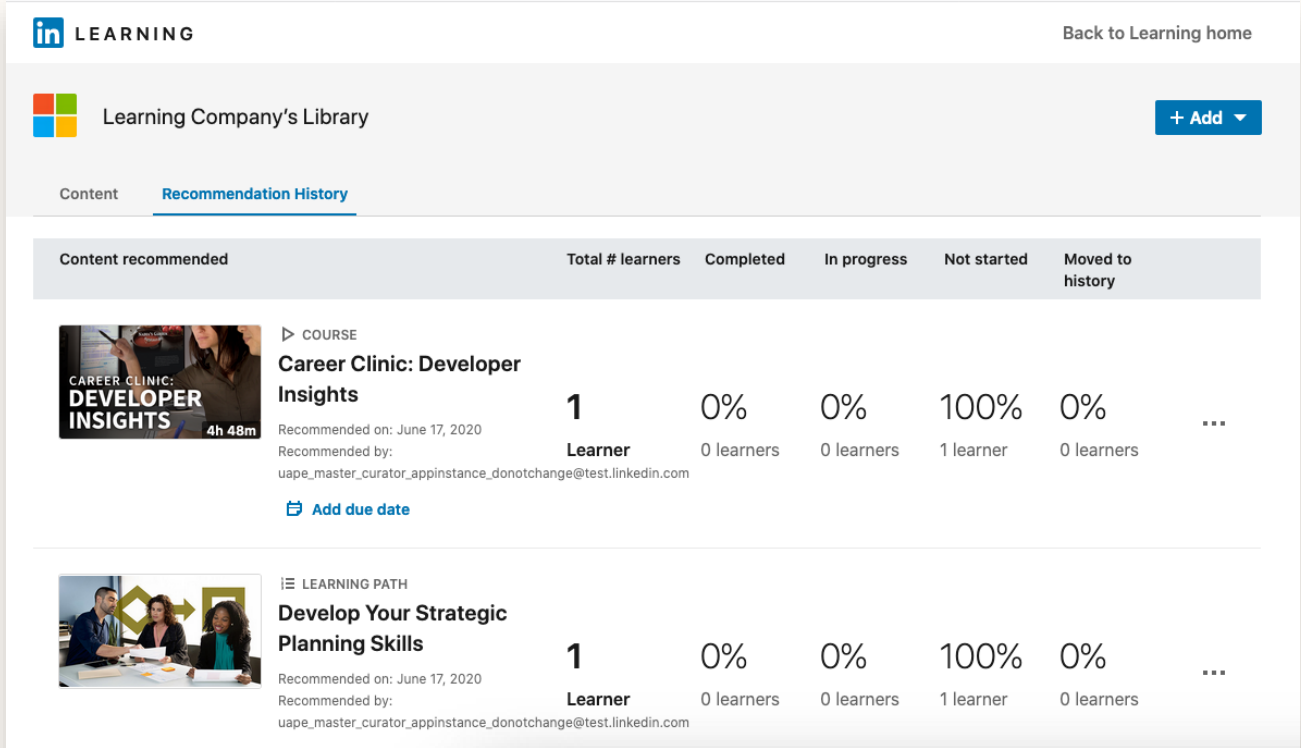
Program Manager
Curator from beta program

We have a huge need for learning paths. **Any way to make this easier and less time consuming is a positive thing.** It allows me to quickly and easily communicate new training material with my global team.”

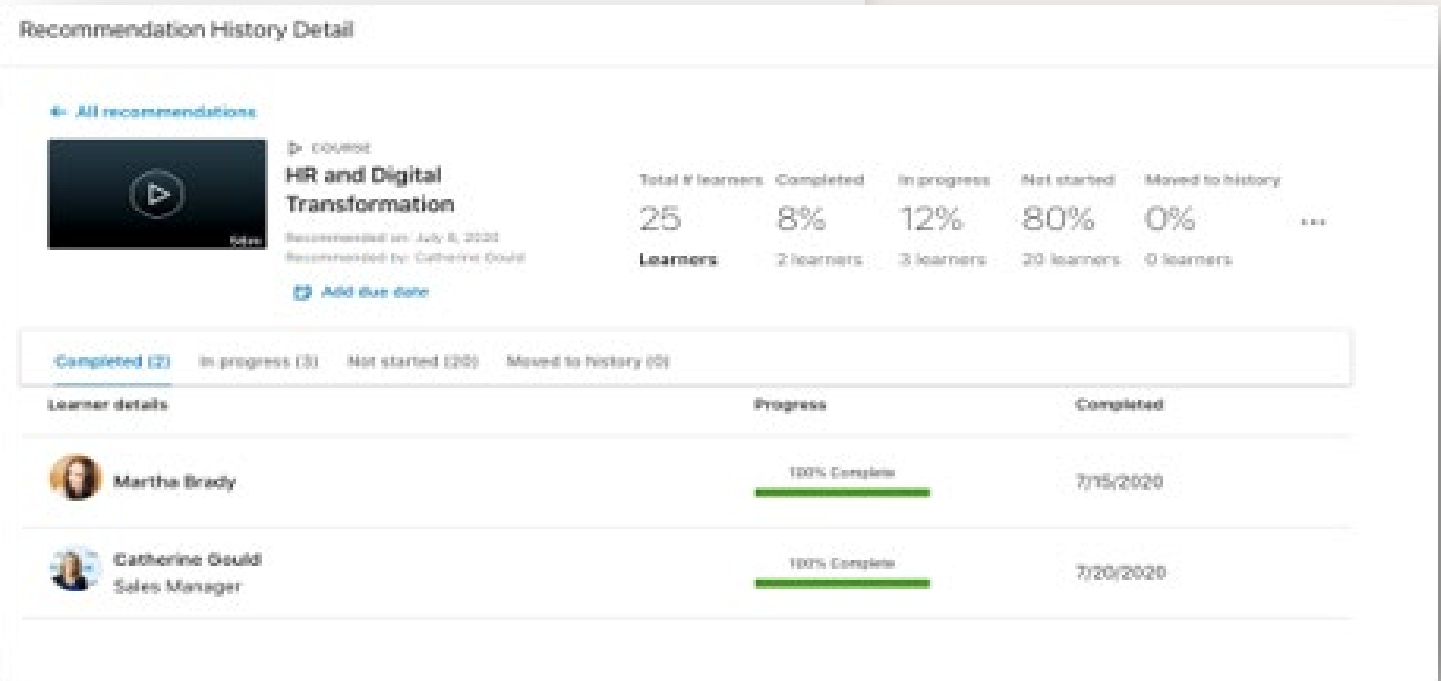


Learning Coordinator
Curator from beta program

Understand the impact of your trainings with deep reporting on learner engagement and completions.



Check out how your content has trended over the last 90 days with unique viewer counts



See who has completed and is in-progress with your content

“I’m not used to seeing any statistics out of my current tools. LinkedIn Learning beats SharePoint, email, and Google Docs on reporting and analytics – I can get so much more out of LinkedIn's tools!”



Technology Trainer
Curator from beta program

“The #1 benefit of this tool is tracking. I love that I can see how much engagement and usage there has been with my learning paths and custom content.”



HR Associate
Curator from beta program

Consolidate all your content on one platform so that everyone can always find it.

“We tend to give training once and not have it saved somewhere for future viewing, so this is a good way to create a training database for new employees who were not with the company when important training was originally given. **It’s easy for them to have one place for everyone to go to.** I also like that I can keep all of my curations organized in one place in my library.”



Sales Readiness
Curator from beta program

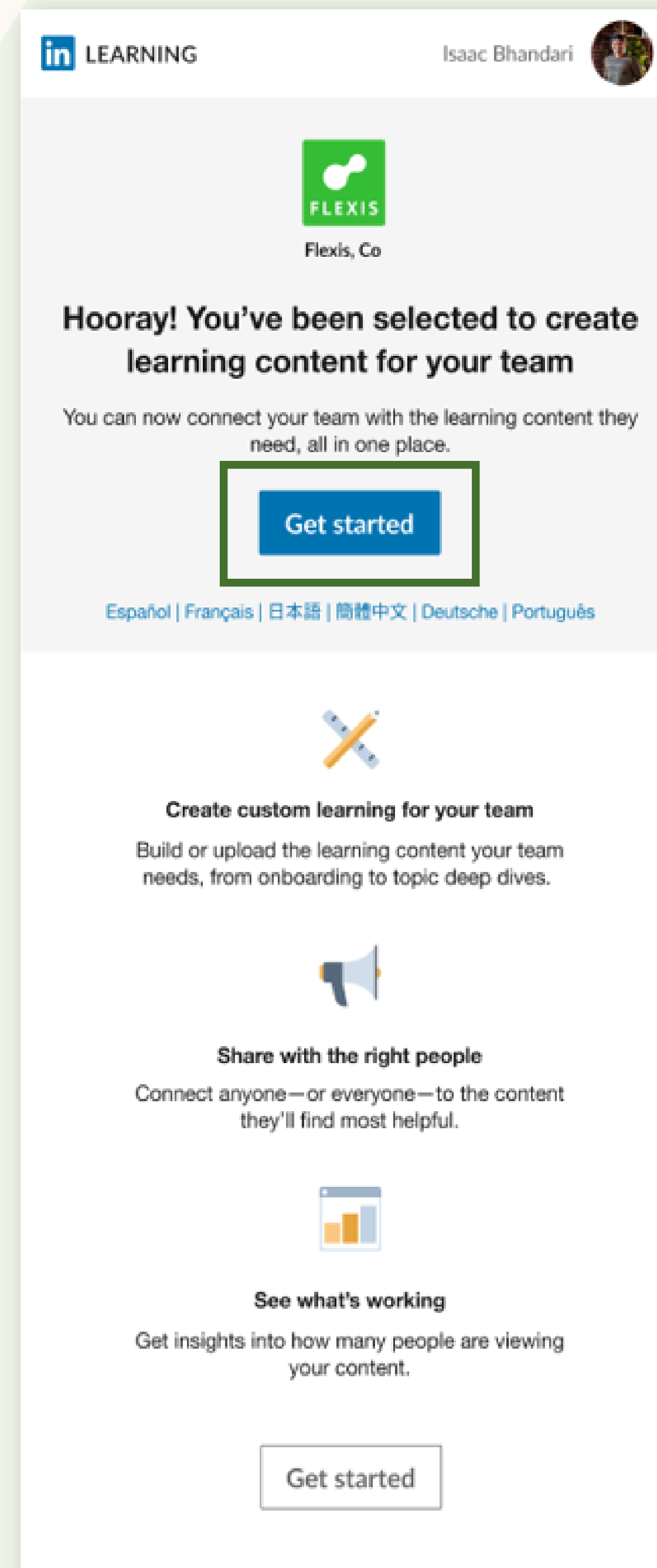
Because your curated content will live within your org's LinkedIn Learning library, learners will know where to access it.

2 Using the Tools



After you're assigned as a Manager, you'll receive an email.* Clicking "**Get started**" will take you to your LinkedIn Learning homepage.

*If you don't receive the email, you will still be able to access the Manager tools from your homepage.



You can now start creating and sharing content!

Step 1

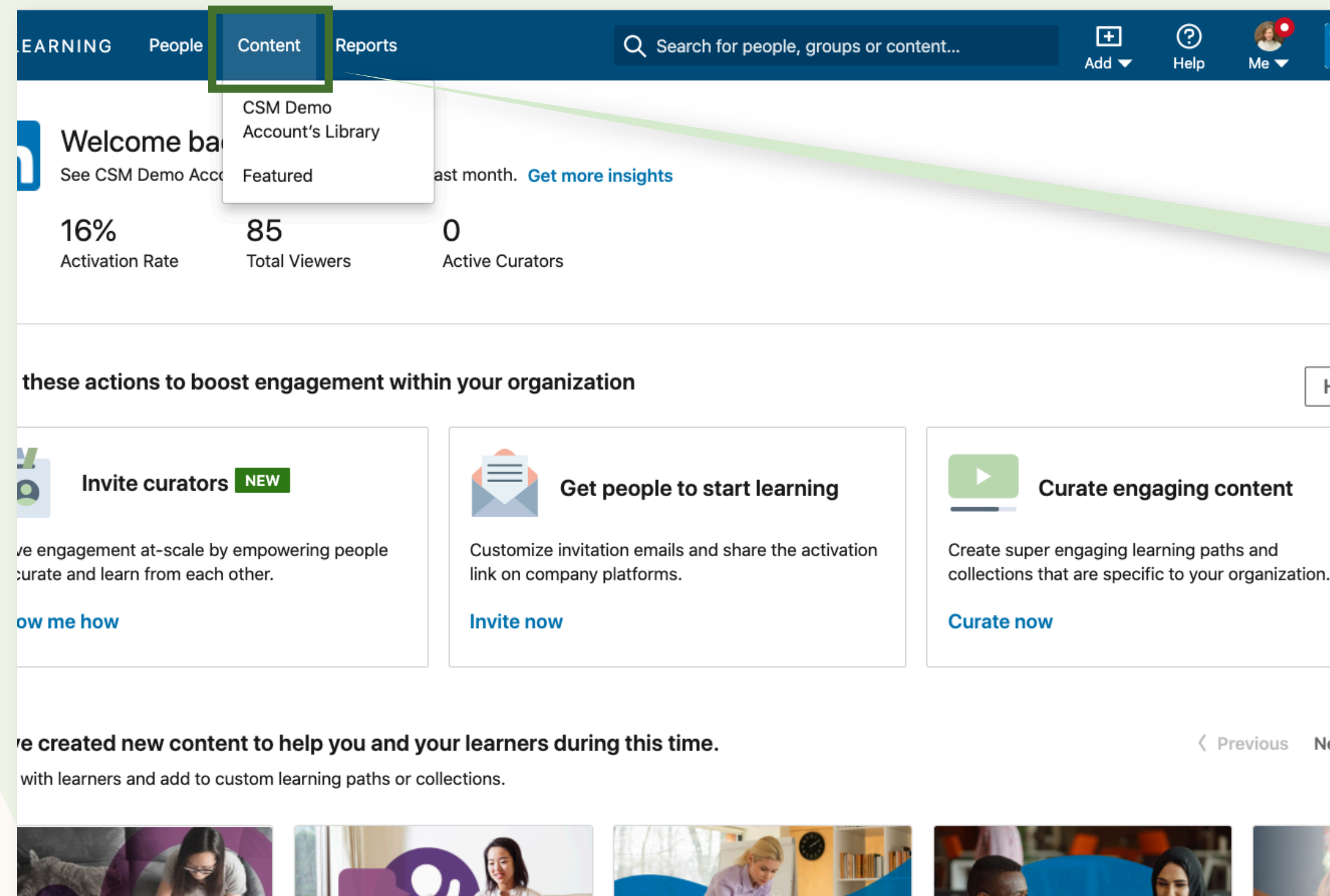
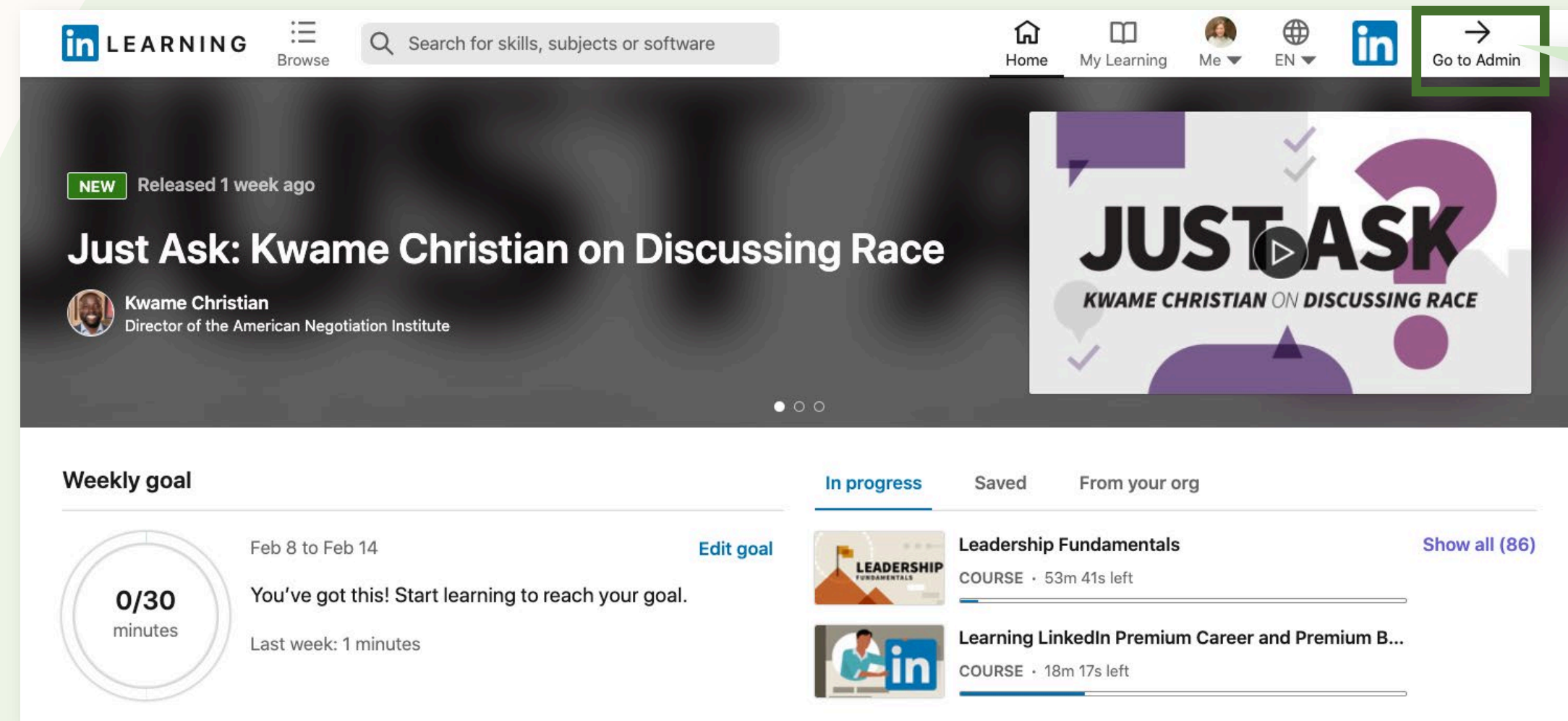
Click on the “Go to Admin” button at the top right of your LinkedIn Learning homepage.

Step 2

On the menu, click “Content” to be directed to your content library.





Step 3

Now, start recommending and curating customized learning paths for your team!



Recommend your content to trigger an email notification to your recipient(s) and highlight the content on their homepage.


✓ Content has been published. Share with others now



COLLECTION

Building accessible products at Flexis

By: Jane Wheeler


 Recommend to learners


Add recipients

Select all [1,800] learners

Search for learner or groups

Other ways to share


 Copy link

 Share on teams

You will have the option to add a customized message and due date.

in LEARNING

Jane Wheeler




Hi Jane Wheeler,

[First_Name_Sender] from [Company_Name] has just recommended you a course, [Course_Title]


Due on: February 17, 2020 PDT

Get started

 [First_name_Last_name] - 1st
Assigner title, account name

Hey Team, I'm recommending/assigning this content for us all to take by next Monday the latest. And don't forget to add this to your calendar! Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Maecenas egetas eros risus, quis fringilla urna auctor id. Curabitur consequat arcu sed ipsum sollicitudin tristique i Maecenas egetas eros risus, quis fringilla urna auctor id.



COURSE

Becoming an first AI-First Product Leader

Artificial intelligence is changing the world, powering everything from advertising to education. Becoming a successful product leader is...

By: [provider_name]

Learn now


in LEARNING


Search for skills, subjects or software

Home My Learning Me EN

FEATURED NEW Released 1 week ago

How to Tell Stories That Win Market Share

 Big Think
Big Think is one of the largest short-form video providers of soft skills knowledge.



Weekly goal

0/60 minutes


Sep 14 to Sep 20


You've got this! Start learning to reach your goal.

Last week: 0 minutes

Edit goal

In progress Saved From your org




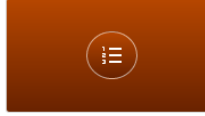
 Digital Transformation & Innovation for Tomorrow's
LEARNING PATH · 18h 32m 8s

 Marketing Foundations
COURSE · 49m

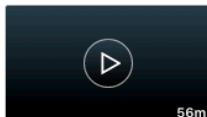


Recommendations will appear in the "From your org" section of the recipient's homepage.

LinkedIn Learning

Recommending also gives you access to deeper insights like learner-level in-progress and completion data.



Learning Company's Library							Back to Learning home
Content		Recommendation History					
Content recommended		Total # learners	Completed	In progress	Not started	Moved to history	
	Career Clinic: Developer Insights Recommended on: June 17, 2020 Recommended by: uape_master_curator_appinstance_donotchange@test.linkedin.com Add due date	1	0%	0%	100%	0%	...
		Learner	0 learners	0 learners	1 learner	0 learners	
	Develop Your Strategic Planning Skills Recommended on: June 17, 2020 Recommended by: uape_master_curator_appinstance_donotchange@test.linkedin.com Add due date	1	0%	0%	100%	0%	...
		Learner	0 learners	0 learners	1 learner	0 learners	
	Product Marketing New Hire Onboarding Recommended on: June 17, 2020 Recommended by: uape_master_curator_appinstance_donotchange@test.linkedin.com Add due date	1	0%	0%	100%	0%	...
		Learner	0 learners	0 learners	1 learner	0 learners	
	Business Development for Marketers Recommended on: June 17, 2020 Recommended by: uape_master_curator_appinstance_donotchange@test.linkedin.com Add due date	1	0%	0%	100%	0%	...
		Learner	0 learners	0 learners	1 learner	0 learners	


After you’ve made the recommendation, check out how many learners have started and/or completed your content in the “Recommendations” tab

Recommendation History Detail						
← All recommendations						
	HR and Digital Transformation Recommended on: July 8, 2020 Recommended by: Catherine Gould Add due date	Total # learners	Completed	In progress	Not started	Moved to history
		25	8%	12%	80%	0%
		Learners	2 learners	3 learners	20 learners	0 learners
Completed (2) In progress (3) Not started (20) Moved to history (0)						
Learner details		Progress		Completed		
	Martha Brady	100% Complete		7/15/2020		
	Catherine Gould Sales Manager	100% Complete		7/20/2020		

Click into the piece of content to understand the progress of individual learners

Along with recommending, post the content URL on relevant internal platforms to maximize reach.



 Content has been published. **Share with others now** 



COLLECTION

Building accessible products at Flexis

By: Jane Wheeler


 **Recommend to learners** 


Add recipients

Select all [1,800] learners

Search for learner or groups

Other ways to share

 Copy link

 Share on teams

After you've shared content, monitor views on your Reports page.

Flexis' library








Featured

Flexis' library

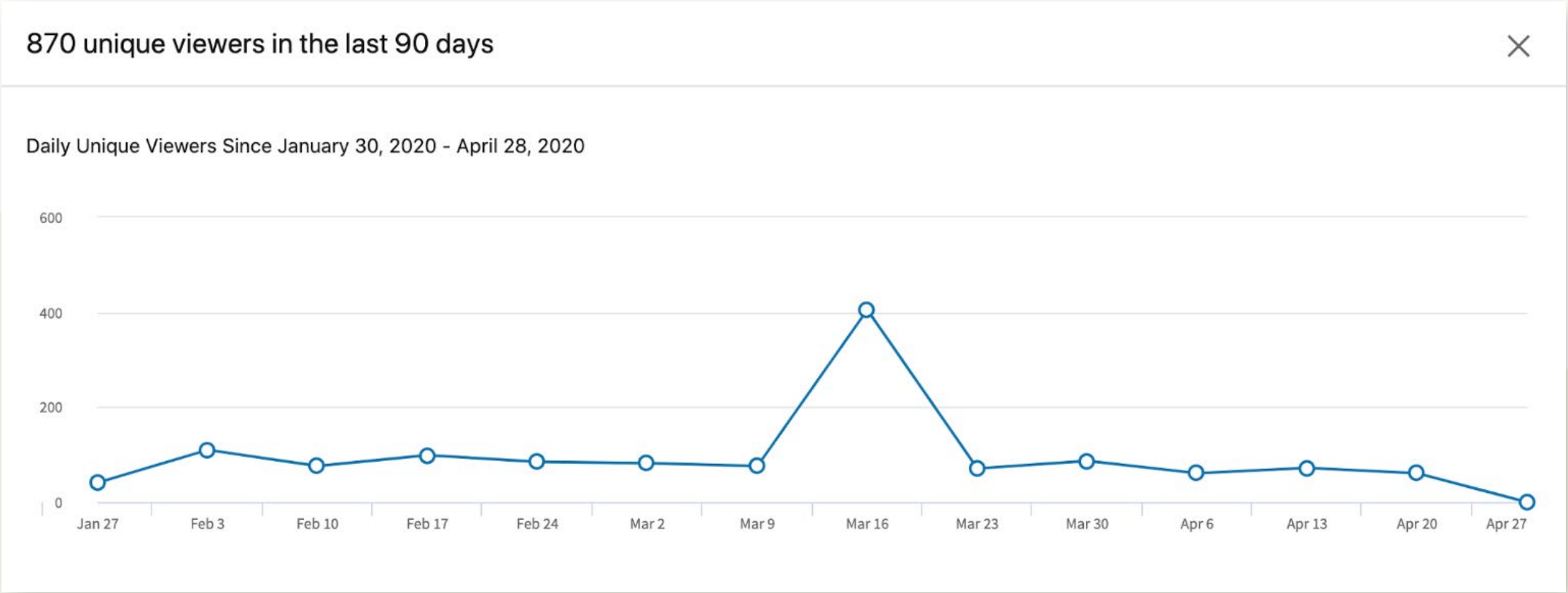
Add content

My content

Q Tags Skills Type All languages

Content name	Author	Most recent ↓	Viewers (last 90 days)	
 ▶ VIDEO Learning without Formal Authority	Juliana Richard	June 30, 2020	278	...
 ▶ DOCUMENT Electronics Foundations: Basic Circuits	Leroy Dudley	June 29, 2020	982	...
 □ LINK Job Seeker Tips	Milton Pollard	June 26, 2020	1,278	...
 ▶ LEARNING PATH Being Mentored	Jon Bowers	June 26, 2020	1,327	...
 ▶ LEARNING PATH Deep Learning: Image Recognition	Cedric Ortega	June 25, 2020	1,532	...
 ▶ LEARNING PATH Chris Shares New Features	Charlie Moody	June 25, 2020	1,271	...
 ▶ LINK Be a Better Manager by Motivating Your Team	Debora Gilliam	June 24, 2020	870	...

See how many unique learners have viewed your content in the last 90 days



Click on a viewer count number to check out content trends over time

Relevant Help Center Articles

- [Creating a Learning Path](#)
- [How to Use Discoverability Controls](#)
- [Uploading Custom Content and Links](#)
- [Understanding Content Viewer Counts](#)
- [Getting Insights on Recommended Content](#)

Have more questions?

Visit the [Help Center](#) to see more help articles and contact support.

3 Curation Best Practices



Choose the best content

Consider these 3 factors before searching for content:



Who is your target audience?

Region, Business Unit, Team,
Department, Function?



What is the learning objective?

Behavior Change, Skill
Development, Info Synthesis?



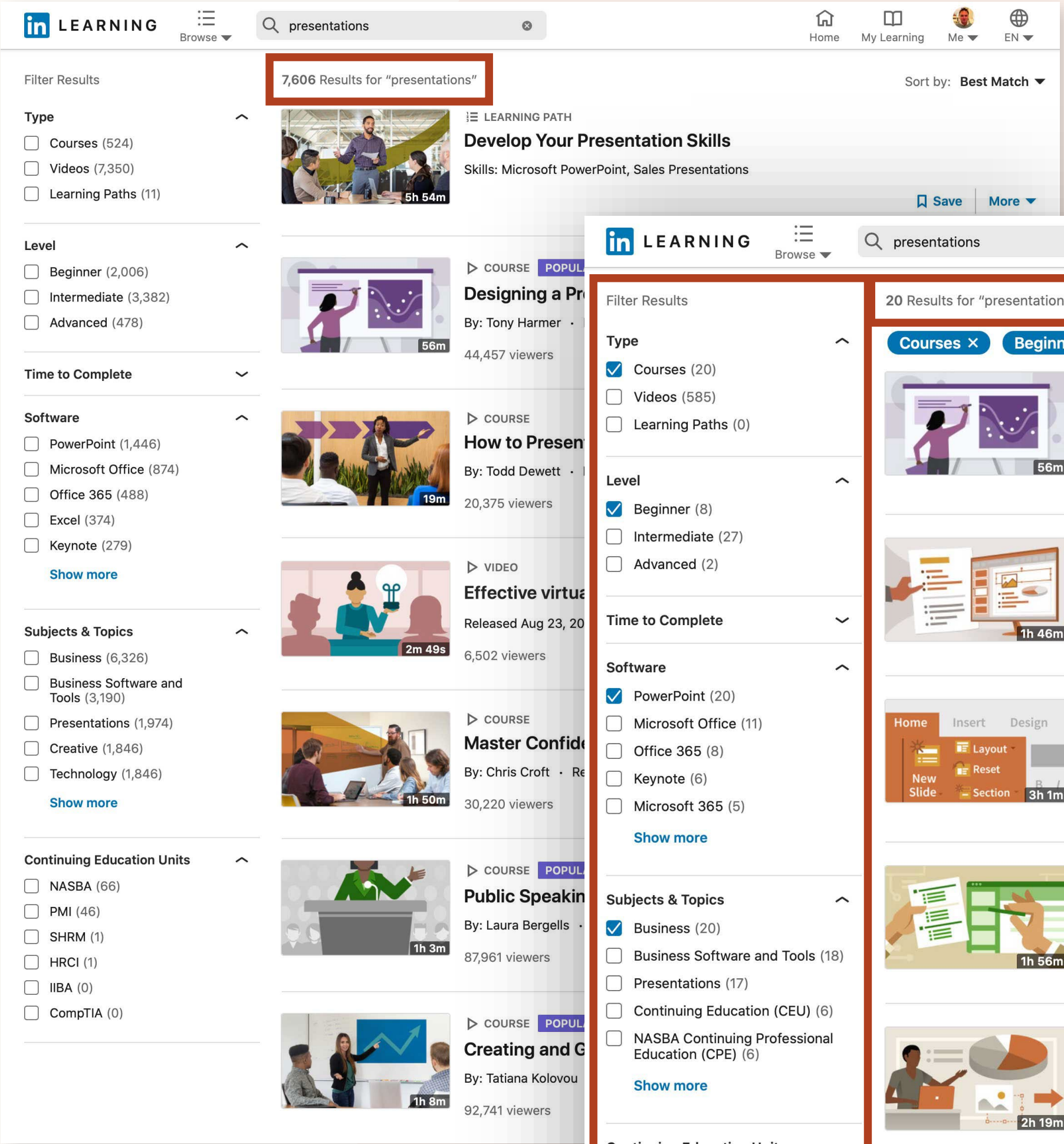
How long should content be?

Full Course or
Individual Video(s)?

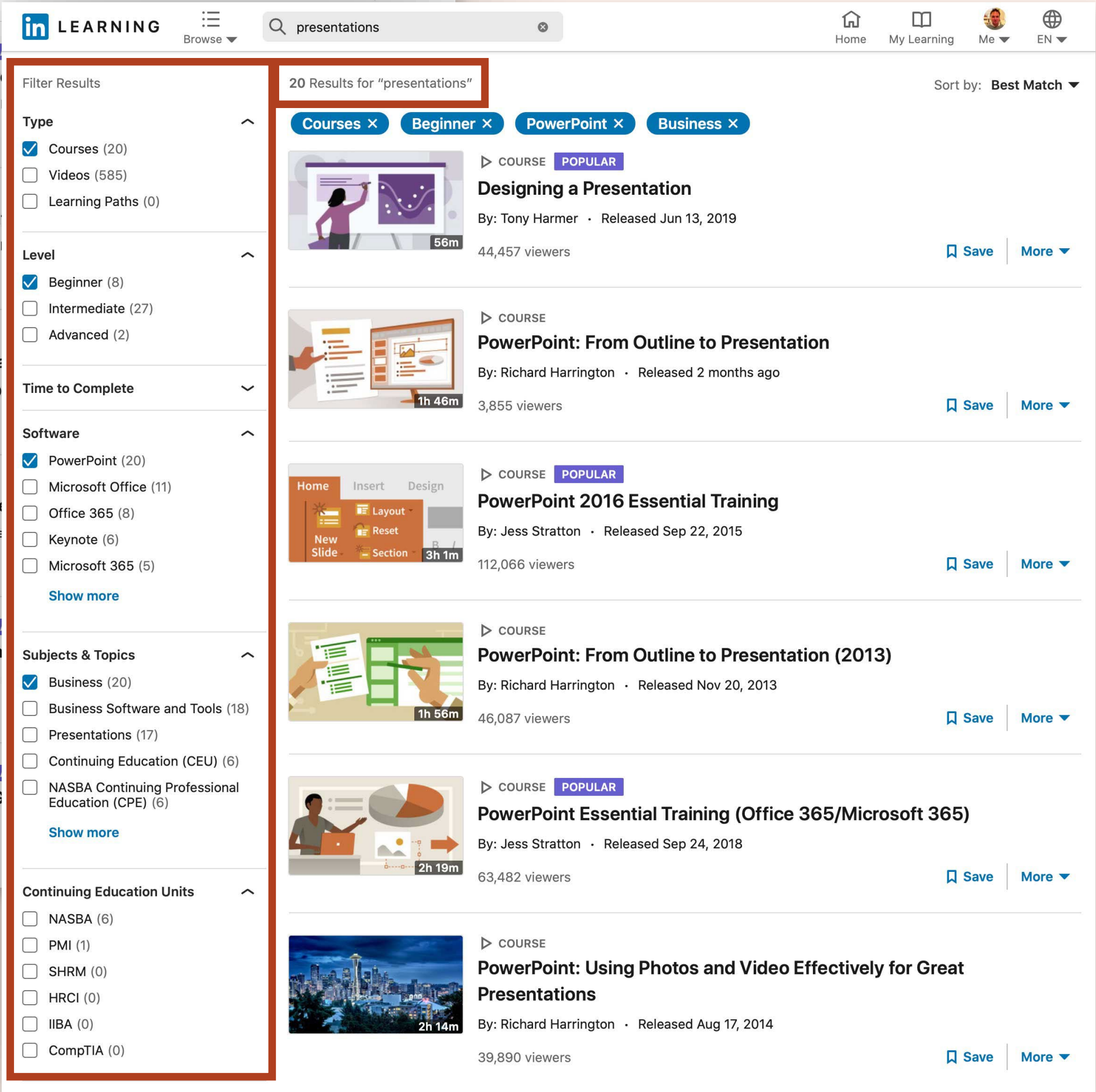
Use search filters to narrow down search results

- Filter by content type, level, software, subjects, and topics
- Sort by "View Count" and "Newest" to see most popular and most recent content

Unfiltered search for “presentations”



Filtered search for “presentations”



Quickly evaluate courses

Review specifics of the course to make sure it fits your needs including:


- Length of the course/video
- Release date
- Course Details & Learning Objectives
- Common job titles of learners watching the course
- # of views, likes, and saves of the course

Overview

Q&A


Notebook


INSTRUCTOR



Tony Harmer
Educator, Illustrator, Adobe Creative Suite Master
[View on LinkedIn](#) · [Follow on LinkedIn](#)

RELATED TO THIS COURSE

 Learning Groups · [See all](#)


 Certificates · [See all](#)

Course details

56m · Beginner + Intermediate · Released: 6/13/2019

Perhaps the most essential skill for all knowledge workers, sales professionals, business educators is the ability to design compelling presentations. Whether you're reporting on data, creating a presentation to support you and your team through the essentials of design, or simply wanting to learn about, designing, and creating presentations including moodboards, layout, and animations.

Viewers of this course



1,981 members like this course · 44,457 people watched this course

Learning objectives

- Outlining your topic
- Creating a storyboard
- Developing your design ideas with moodboards
- Exploring slide typography
- Using colors, words, and images effectively
- Using charts and graphs
- Effectively using animations and transitions
- Beyond the presentation

Skills covered in this course

Presentation Design

Presentations

Filter Results

Type


Level


Time to Complete


Software

Subjects & Topics

Continuing Education Units

 1,981

 27,913



Handpick individual videos or chapters out of a course

By including shorter videos in your learning path, you can ensure that learners spend their time watching content that is the most relevant.

Search for Content


Level

Software

Subjects & Topics

Custom Tags

Continuing Education Units



4h 45m

▶ COURSE

Python Essential Training

By: Bill Weinman · Skill: Python (Programming Language)

294,567 viewers

Add

Add Chapter

Add Chapter

Add Chapter

Add Chapter

Add Chapter

Add Chapter

Add Chapter

Add Chapter

Add Chapter

Course contents

Introduction (3 items)

1. Installation (2 items)

2. Language Overview (11 items)

3. Types and Values (6 items)

Overview · 1m 52s

Add

The string type · 7m 25s

Add

Numeric types · 5m 56s

Add

The bool type · 3m 20s

Add

Sequence types · 5m 46s

Add

type() and id() · 5m 50s

Add

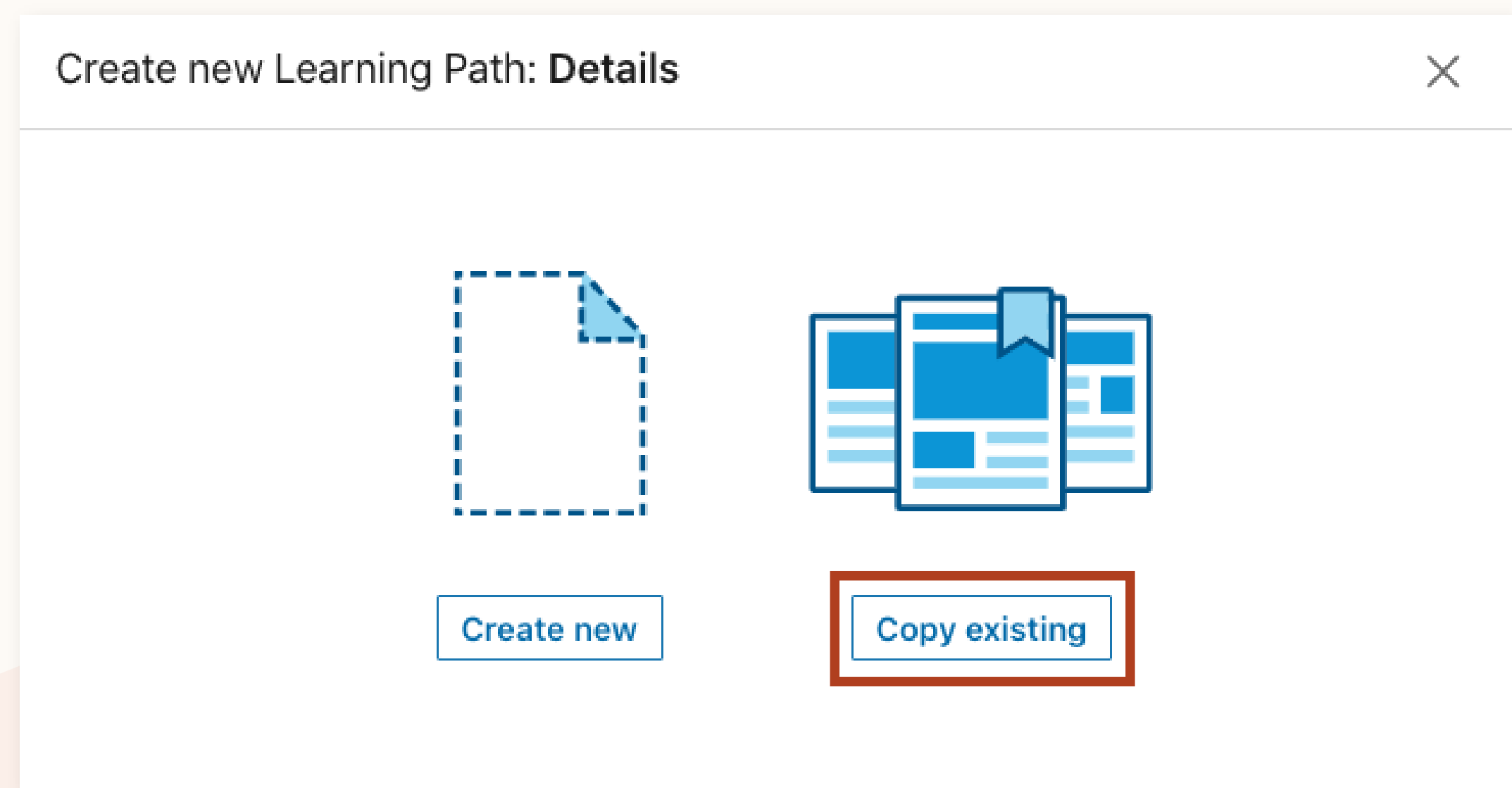
4. Conditionals (3 items)

5. Operators (5 items)

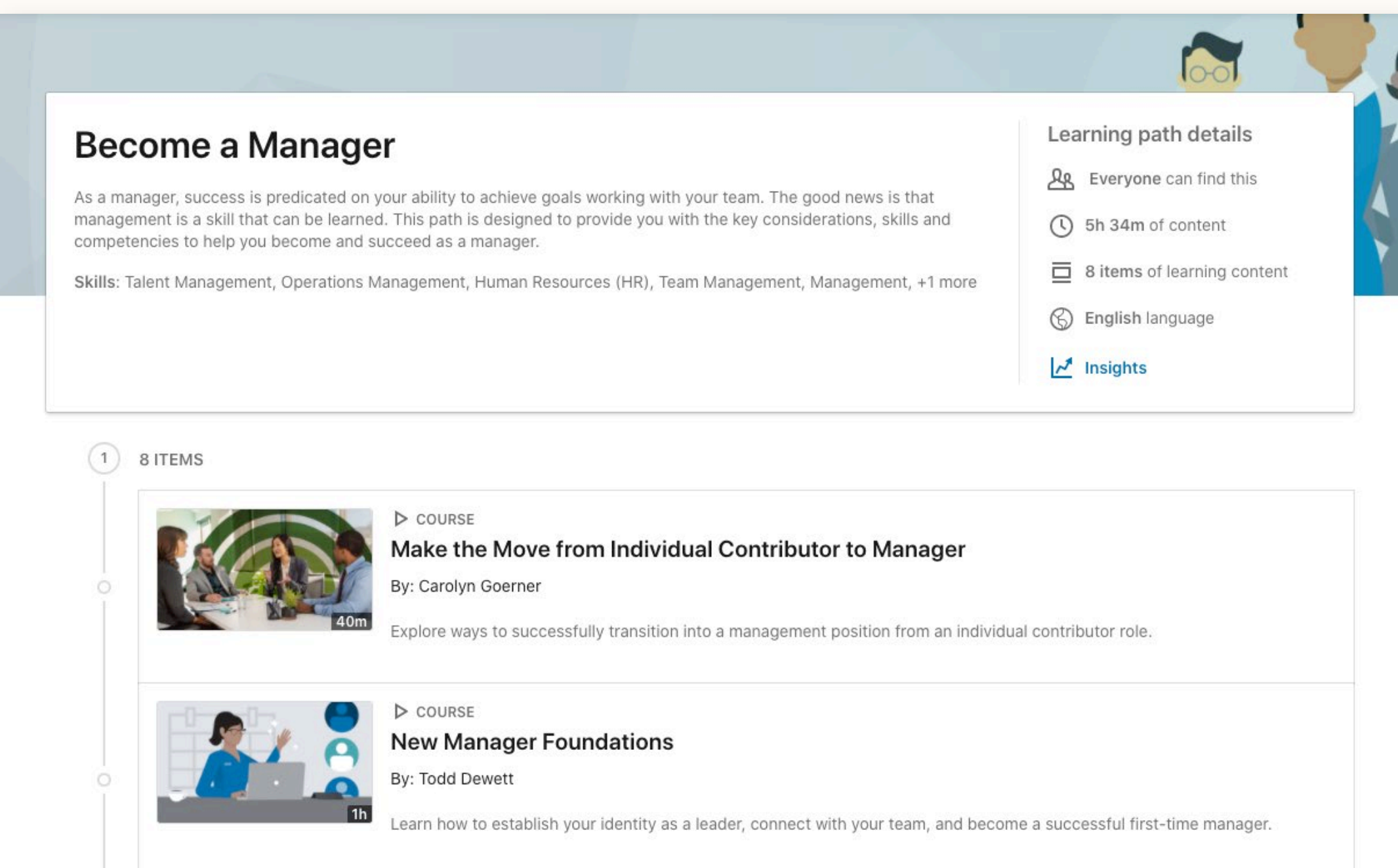
6. Loops (4 items)

LinkedIn Learning

Save time by copying an existing learning path



When creating learning paths, select “Copy existing” to duplicate an existing LinkedIn Learning-created learning path



"Become a Manager" is one LinkedIn Learning's most popular learning paths and contains essential managerial skills and courses

Ensure that the right audience can find the content

Use discoverability controls to define who within your organization will be able to find your content on the platform (in search and on the homepage)

- If your content is only applicable to certain colleagues, make sure to limit discoverability to a specific group(s)
 - If you don't see a group that you need, reach out to your LinkedIn Learning master admin
- If you do not want anyone else to find your content on the platform, set content discoverability to "No one (direct link access only)"

Create new Learning Path: Details




Image size: 600x340px

Title *

Add title

0/100

Description *

Add description

0/500

Content Language

English

Discoverability * ⓘ

✓ Select who can find this content

Everyone

Selected group(s)

No one (direct link access only)

Search for skills

Tags ⓘ

Search for tags

* indicates required

Cancel

Create

Save your content while you're still working on it

Set discoverability to “No one (direct link access only)” if you want to keep working on your learning path before it is published (and available in search results and on the homepage).

Discoverability • ⓘ

✓ Select who can find this content

Everyone

Selected group(s)

No one (direct link access only)

Search for skills

Name & Tag Your Content Effectively

If you set discoverability to "Everyone," anyone within your organization can find your content in search, so make sure that the title is appropriate and helpful for learners.

- **Title:** Consider including the department/team name, program name, and subject area
- **Skills:** Include relevant skill tags so your content appears in skill search results alongside relevant LinkedIn Learning content
- **Custom Tags:** Include custom tags that are unique to your organization to ensure that colleagues can find your content while searching

Title *

Leadership Essentials on Communication for NAMER Sales Team

59/100

Skills

Add expected skills to be learned.

Search for skills

Leadership ×

Communication ×

Interpersonal Skills ×

Written Communication ×

Management ×

Public Speaking ×

Custom tags

Add tags that are unique to your organization to enable learners to discover this content in search (e.g. Manager Training, New Hire Onboarding).

Add custom tags

Leadership Essentials ×

NAMER Sales Team ×

Bucket your content into sections

Group your content into sections by subject area to provide structure and guidance for learners.

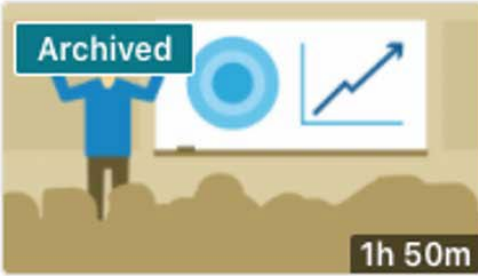
2

Adapt your management style

What motivates and drives the people on your team? How can you bring autonomy, mastery, and a sense of purpose to their work? Explore the answers to these questions in this section.

2 ITEMS

Archived



1h 50m


▶ COURSE

Motivating and Engaging Employees (2013)

By: Todd Dewett

Learn how to motivate your team and retain their valuable contributions over time.

▣ Watch section 1.1 on understanding what motivates and engages employees (4 minute clip) - AND - section 3.4 on Using non-monetary motivators (4 minute clip)



7h 50m

▶ COURSE

Management Tips

By: Todd Dewett

Get two new management tips and learn to improve communication, increase motivation, deal with conflict, and build better relationships.

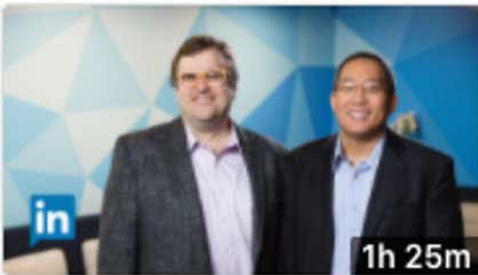
▣ Watch sections 2.1 and 2.2 on managing multiple generations (2 clips, 5 minutes total)

3

Have an (epic) career conversation

Career growth is one of the most powerful drivers of engagement and retention across the board - among millennials, among women, among new technology employees. Learn how to engage and retain your team members with coaching and career conversations.

2 ITEMS



1h 25m

▶ COURSE

Reid Hoffman and Chris Yeh on Creating an Alliance with Employees

By: Reid Hoffman and Chris Yeh

LinkedIn founder Reid Hoffman and entrepreneur Chris Yeh discuss the Alliance, their innovative framework for managing

LinkedIn Learning

Add descriptions within the learning path

Provide specific context for learners by adding detailed descriptions for each section and piece of content.

↑

↓

Section 1

Delete section

Add content ▾

Title


Management

Description

Communicate what learning outcomes this section will lead to

↑

↓



▶ COURSE

New Manager Foundations

By: Todd Dewett

Learn how to establish your identity as a leader, connect with your team, and become a successful first-time manager.

Add description

Add description to provide context

Cancel

Save

10/15

0/250

0/500

Depending on your learning objective, make sure that the length of the learning path is manageable.

If your goal is quick skill development, keep it focused and aim for your learning path to be no longer than 2 hours and fewer than 5 total sections (with fewer than 6 pieces of content per section).

If your goal is behavior change or mastery of an advanced topic, you will need to include longer, in-depth pieces of content, which may require a longer learning path.

From your organization

Hiring a Diverse Team

LinkedIn Learning courses to help you understand WHY diverse teams win.

Skills: Education

Tags: Manager DIBs Training

Learning path details

Everyone can find this

1h 21m of content

4 items of learning content

English language


Insights

Add in Custom Assessment Links to Ensure Comprehension

Add a custom link to the end of the learning path (or each section) that directs to a custom quiz. Microsoft and Google forms both offer assessment solutions that you can link to.

↑

↓



28m

▶ COURSE

Performance Management: Conducting Performance Reviews


By: Todd Dewett

Learn how to prepare for and conduct fair, productive performance reviews. Get tips for making reviews more useful and less stressful for both you and your employees.

...

↑

↓



LINK

Section Assessment

By: Kelsey Bostrom

Take this short quiz to make sure you understand these topics.

...

Leadership Essentials Level 2 Assessment

Take this short quiz to test your comprehension of this learning path.

Hi Kelsey, when you submit this form, the owner will be able to see your name and email address.

1. What best defines "effective leadership"?

☐ Delegating all work to others

☐ Using a "one-size-fits-all" approach

☐ Telling people exactly what they have to do

☐ Using a variety of leadership styles at the right time and in the right way

Make sure your content stays up-to-date

- Learning paths should be evaluated and updated **every quarter** (check the "last modified" date to see when you last updated the content)
- What to consider when updating a learning path:
 - How have your team's skill development needs changed?
 - Have any popular new courses come out since initial creation?
 - Have any new technical courses come out with more up-to-date information?
- If your content is no longer relevant, set discoverability to "No one (direct link only)" so that no one will be able to find the content on the platform anymore

20-30

New courses are released each week.
Keeping your curations up-to-date is key!