Manager Playbook

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Linked in Learning

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

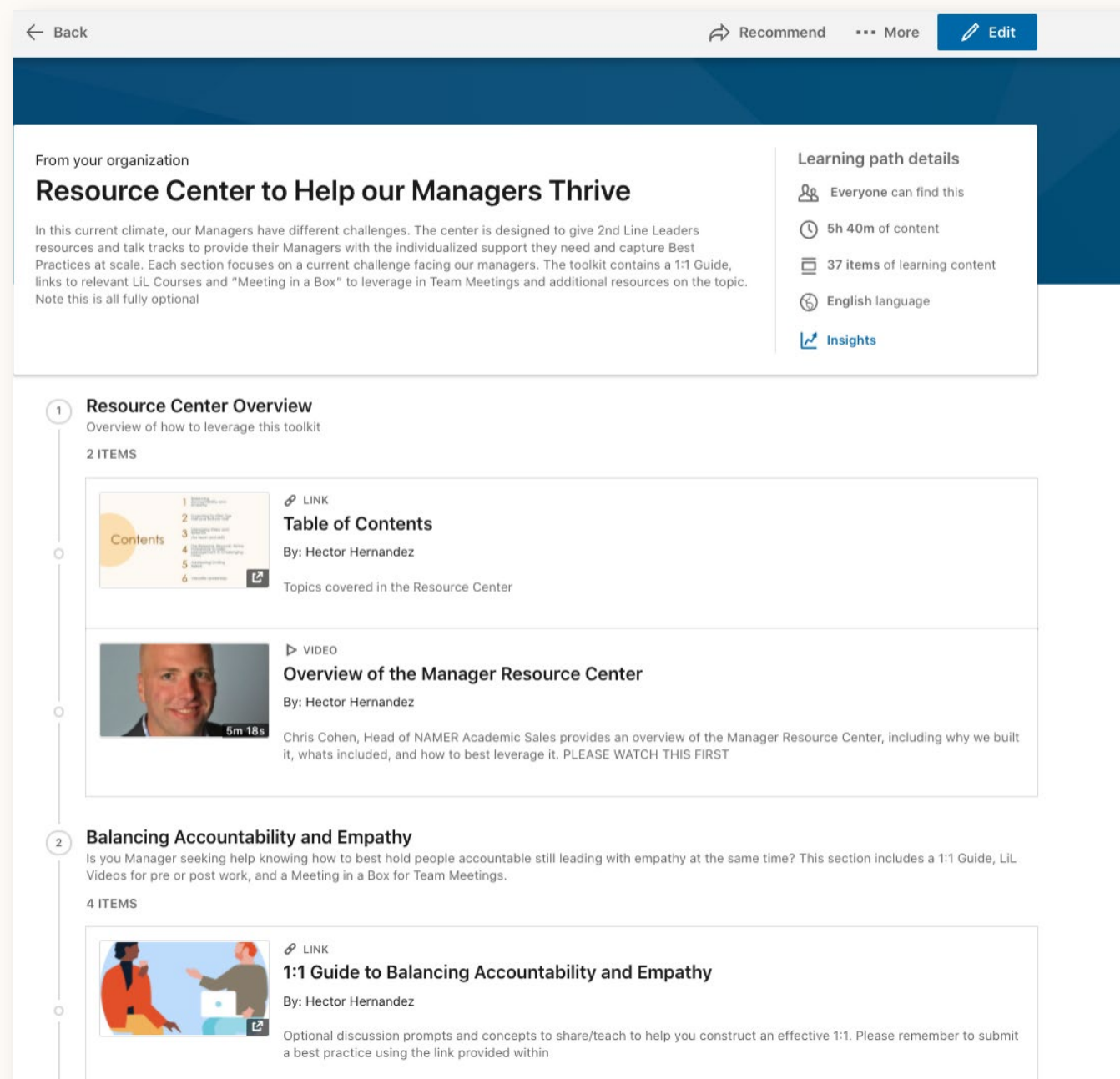Upload internal content and curate custom learning paths

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

Linked in Learning

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."
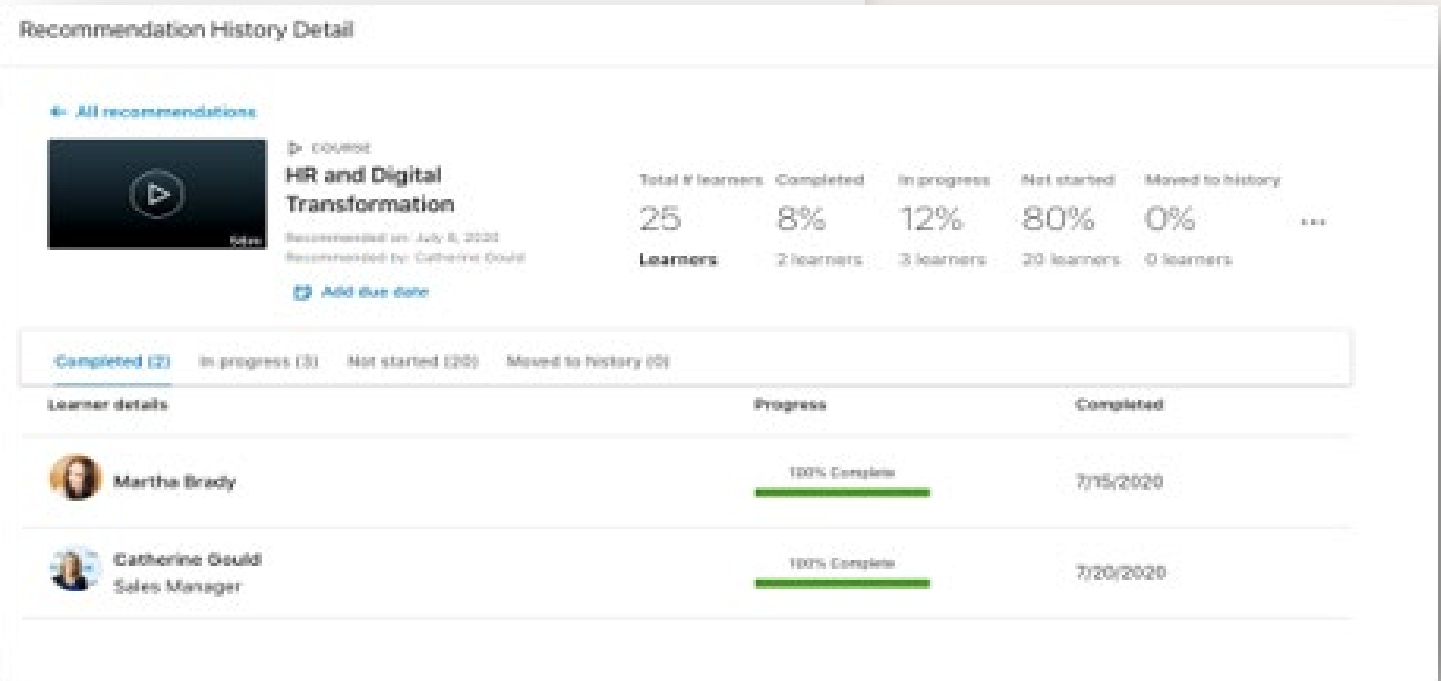
Learning Coordinator
Curator from beta program

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Understand the impact of your trainings with deep reporting on learner engagement and completions.
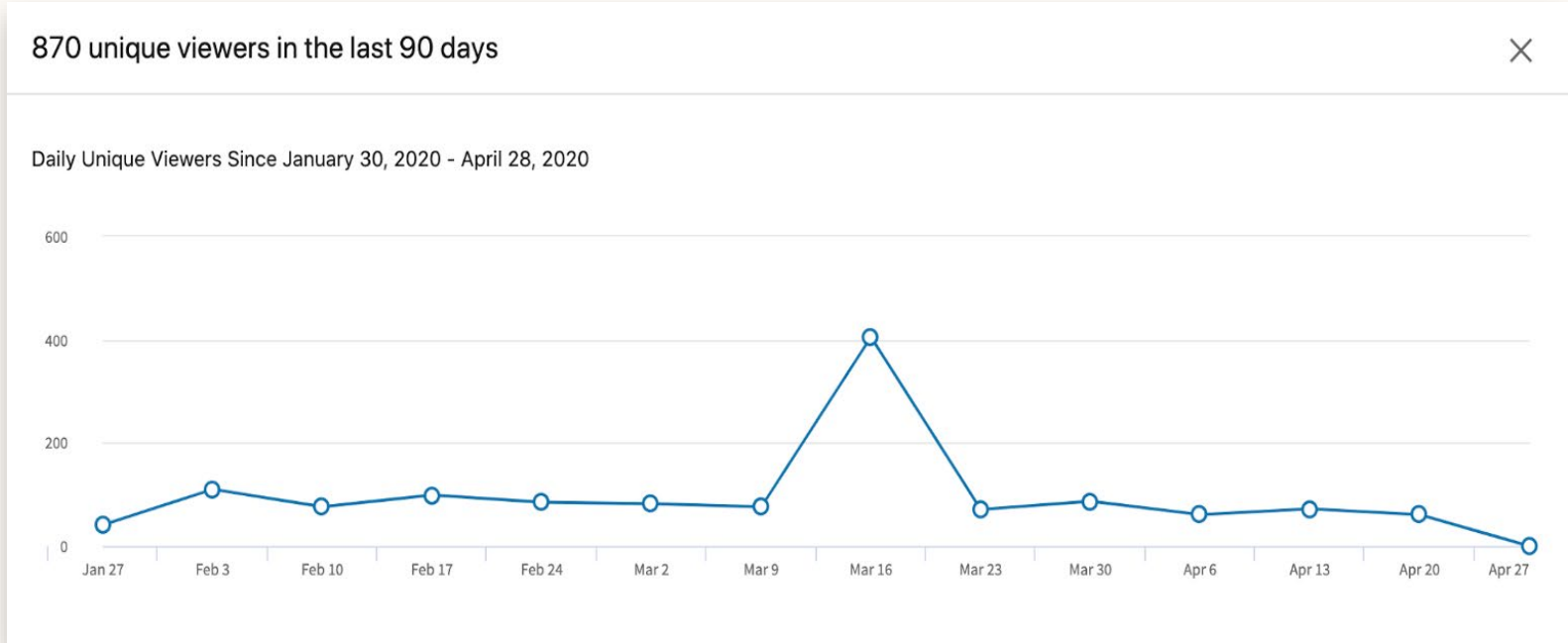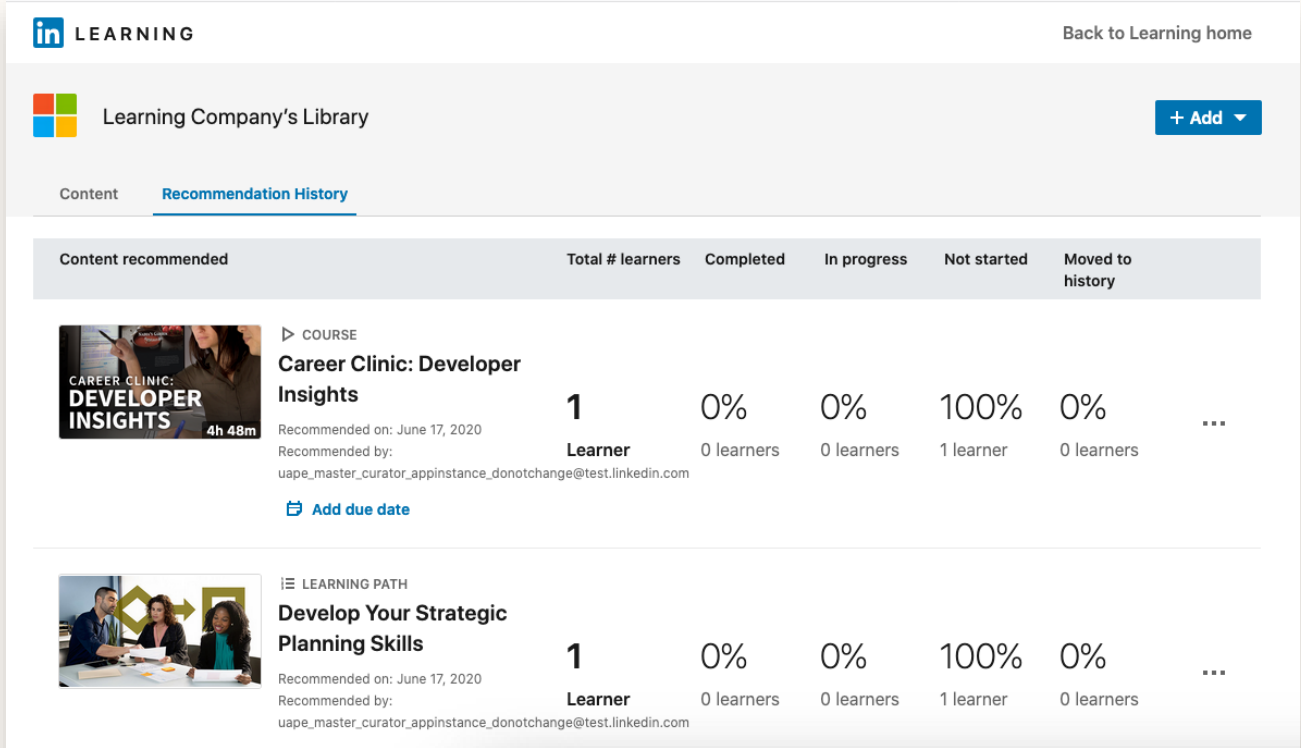
Check out how your content has trended over the last 90 days with unique viewer counts

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

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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.
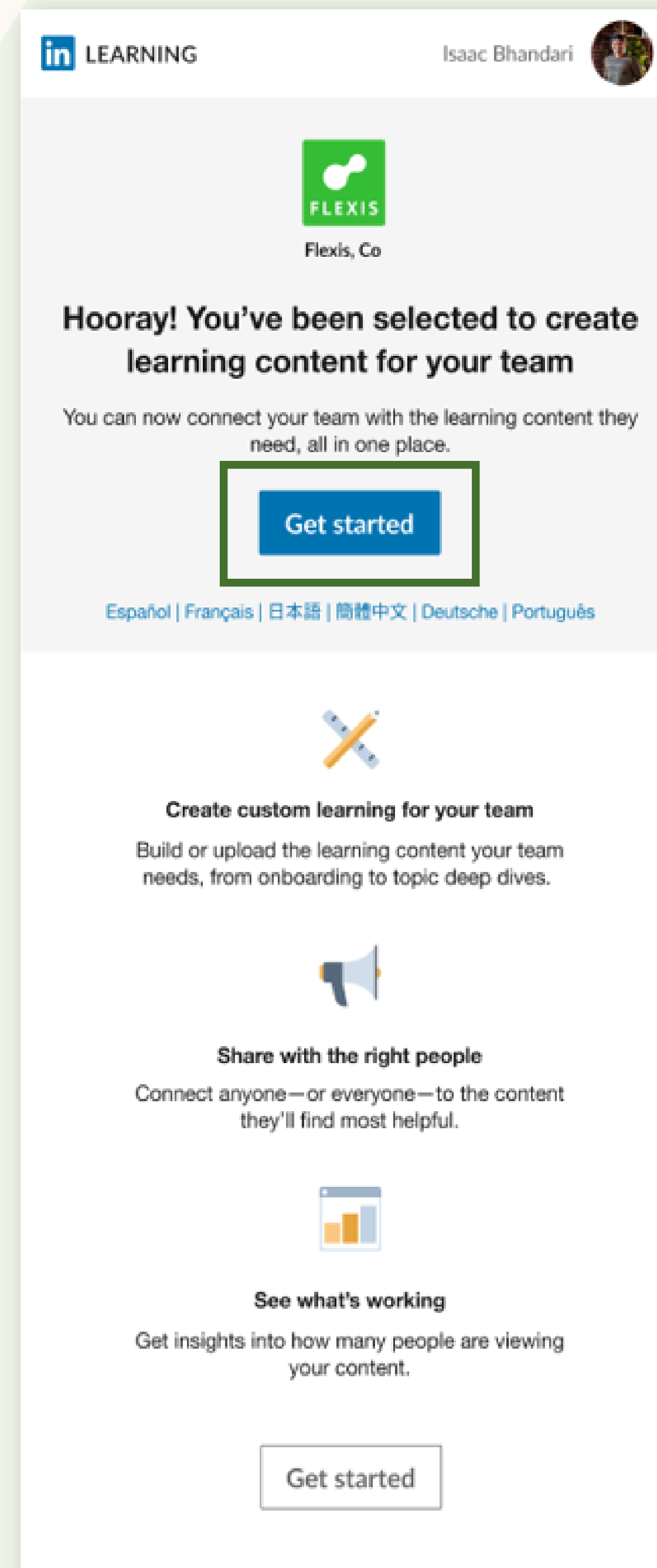
You can now start creating and sharing content!

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!

Step 1

Step 2

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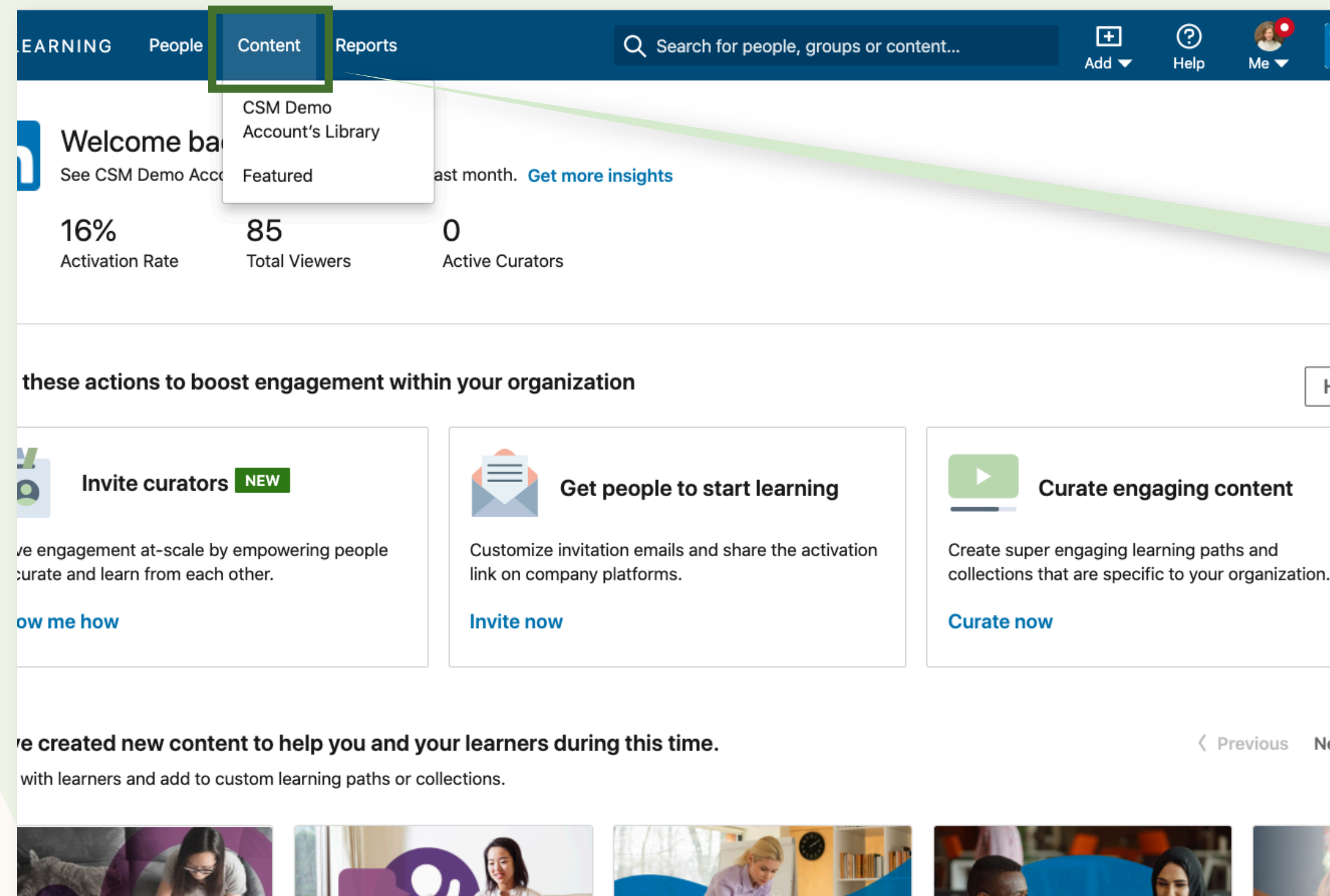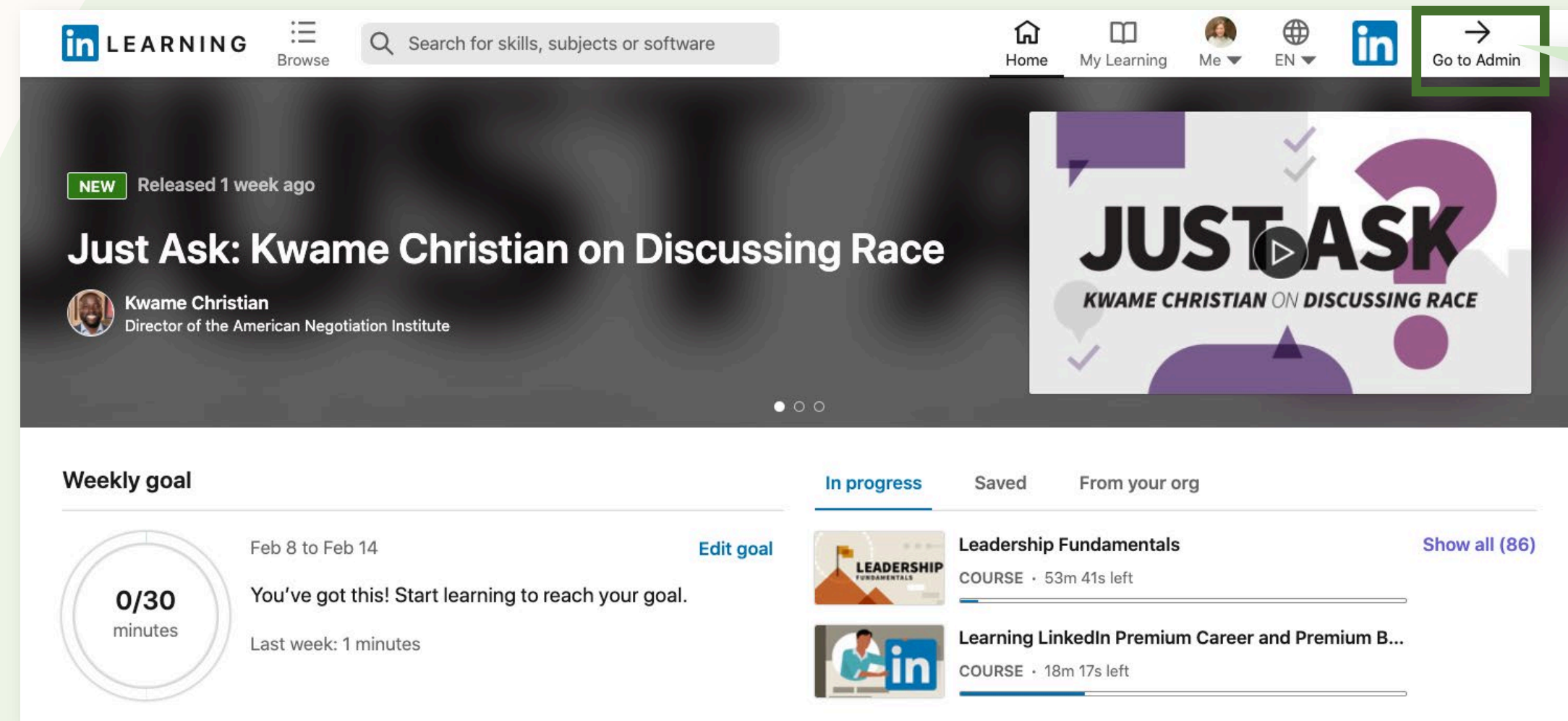
Recommend your content to trigger an email notification to your recipient(s) and highlight the content on their homepage.

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

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

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

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

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

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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.

See how many unique learners have viewed your content in the last 90 days
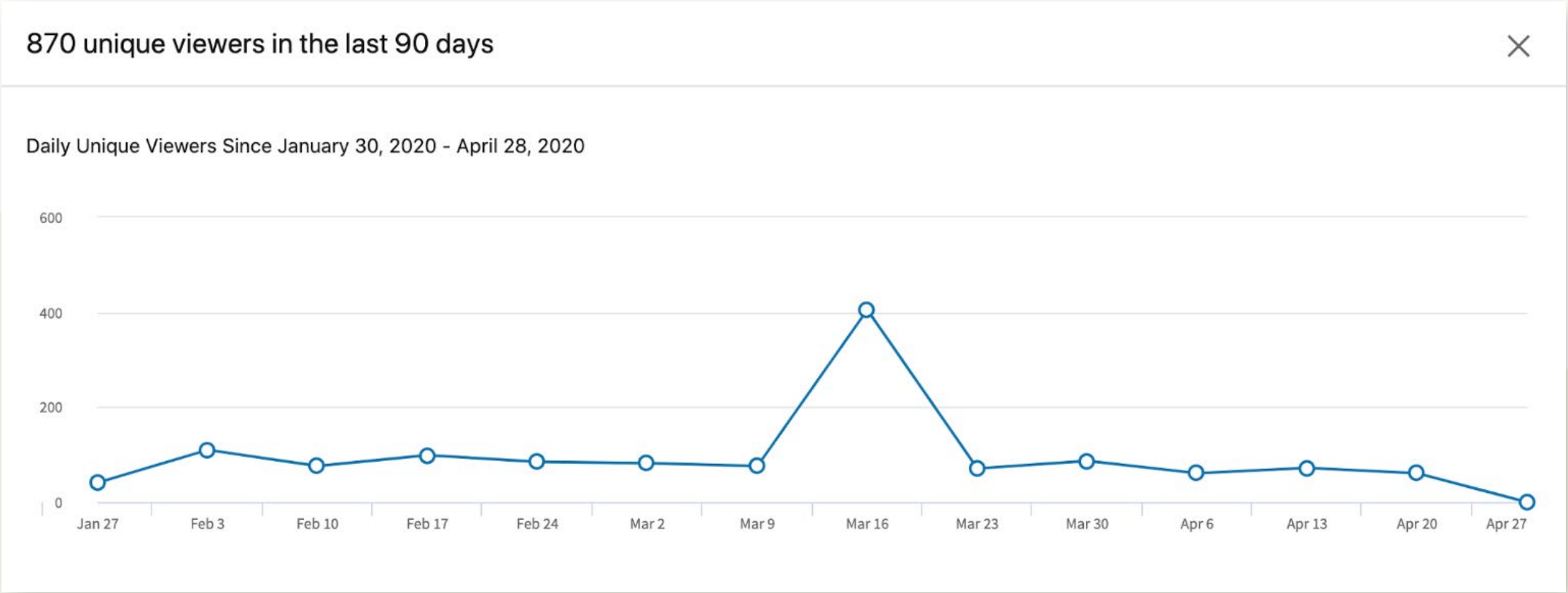
Click on a viewer count number to check out content trends over time

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.

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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)?

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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"

LinkedIn Learning
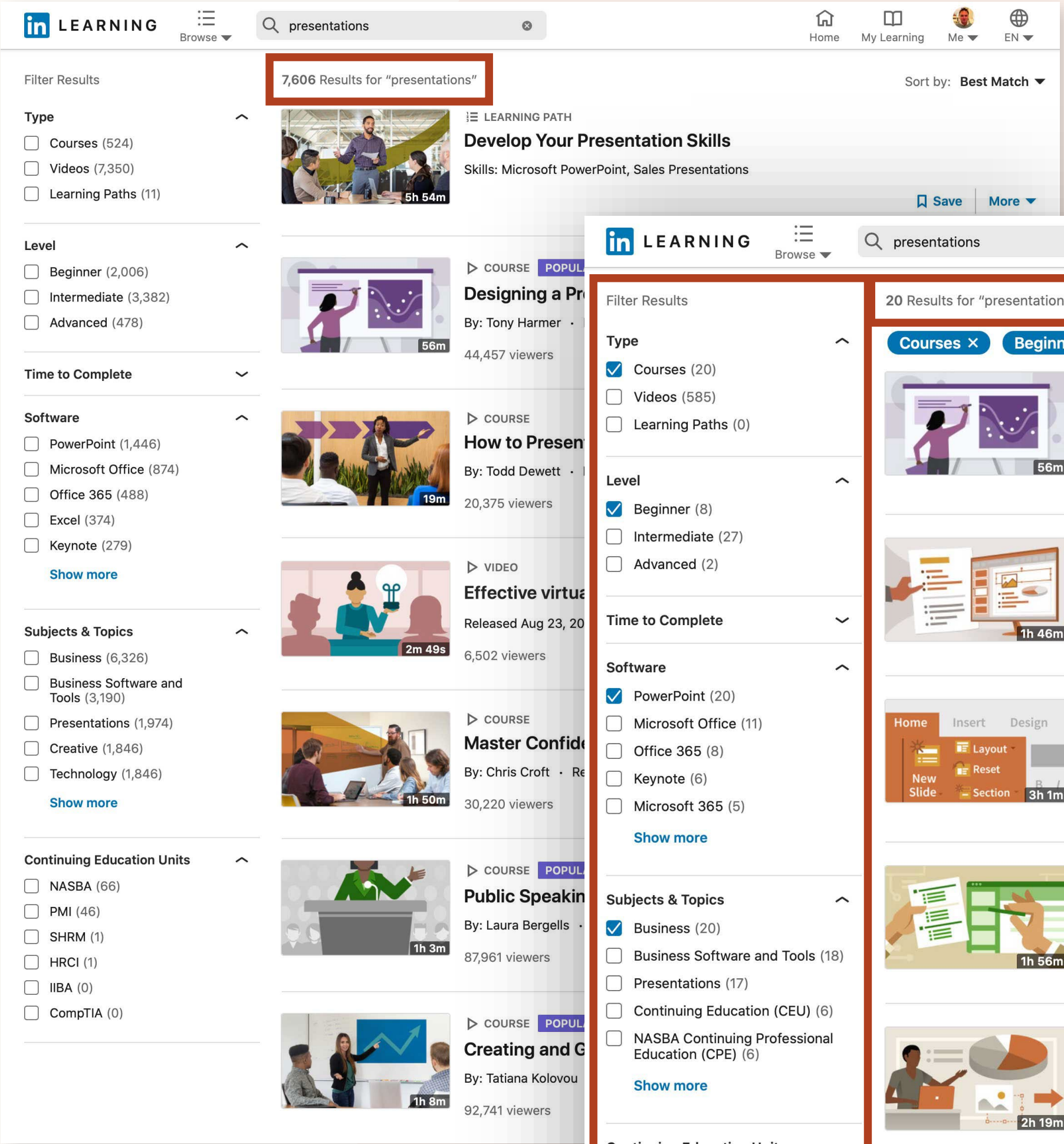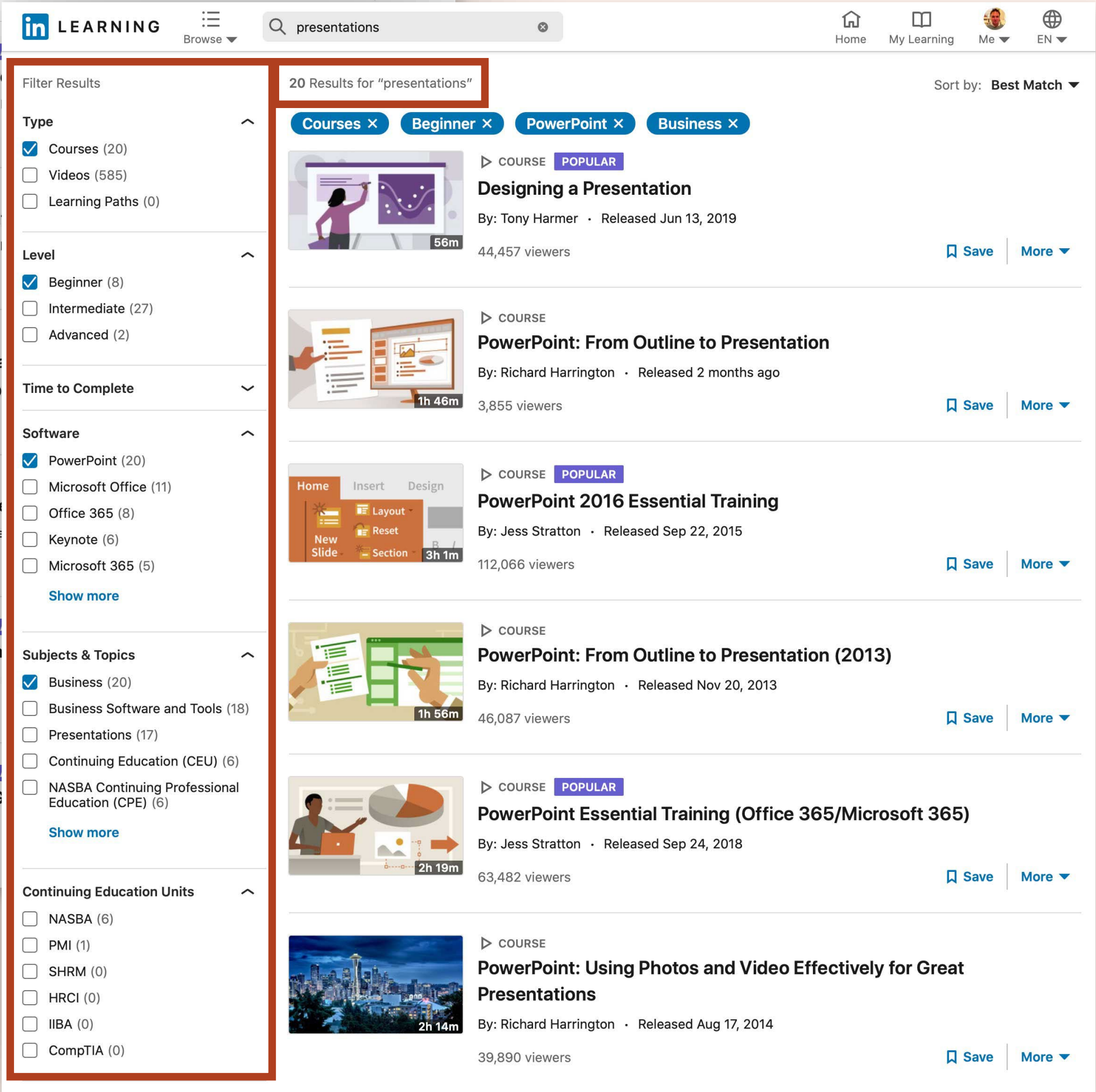
Quickly evaluate courses

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

Filter Results

Type	⌄
Level	⌄
Time to Complete	⌄
Software	⌄
Subjects & Topics	⌄
Continuing Education Units	⌄

📰 Overview 💬 Q&A 📖 Notebook ☰

INSTRUCTOR

Tony Harmer
Educator, Illustrator, Adobe Creative Suite Master
View on LinkedIn · Follow on LinkedIn

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Course details

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

Perhaps the most essential skill for all knowledge workers, sales professionals, bu
educators is the ability to design compelling presentations. Whether you're repor
ation to support you and
through the essentials of
ng about, designing, and
ncluding moodboards, layout,
d 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

👍 **1,981**   🔖 **27,913**   ↗

Skills covered in this course

(Presentation Design) (Presentations)

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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.

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Save time by copying an existing learning path
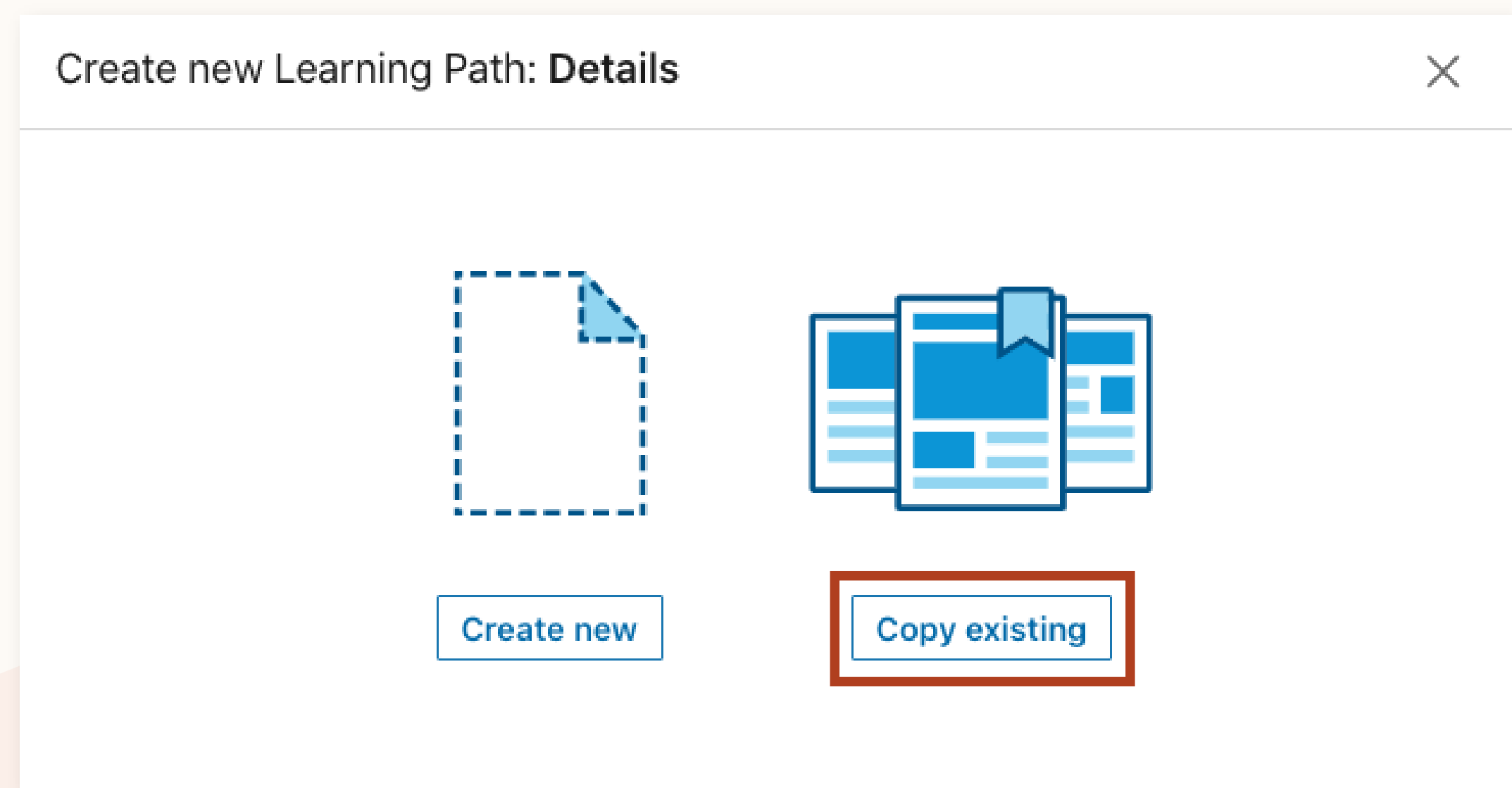
When creating learning paths, select "Copy existing" to duplicate an existing LinkedIn Learning-created learning path
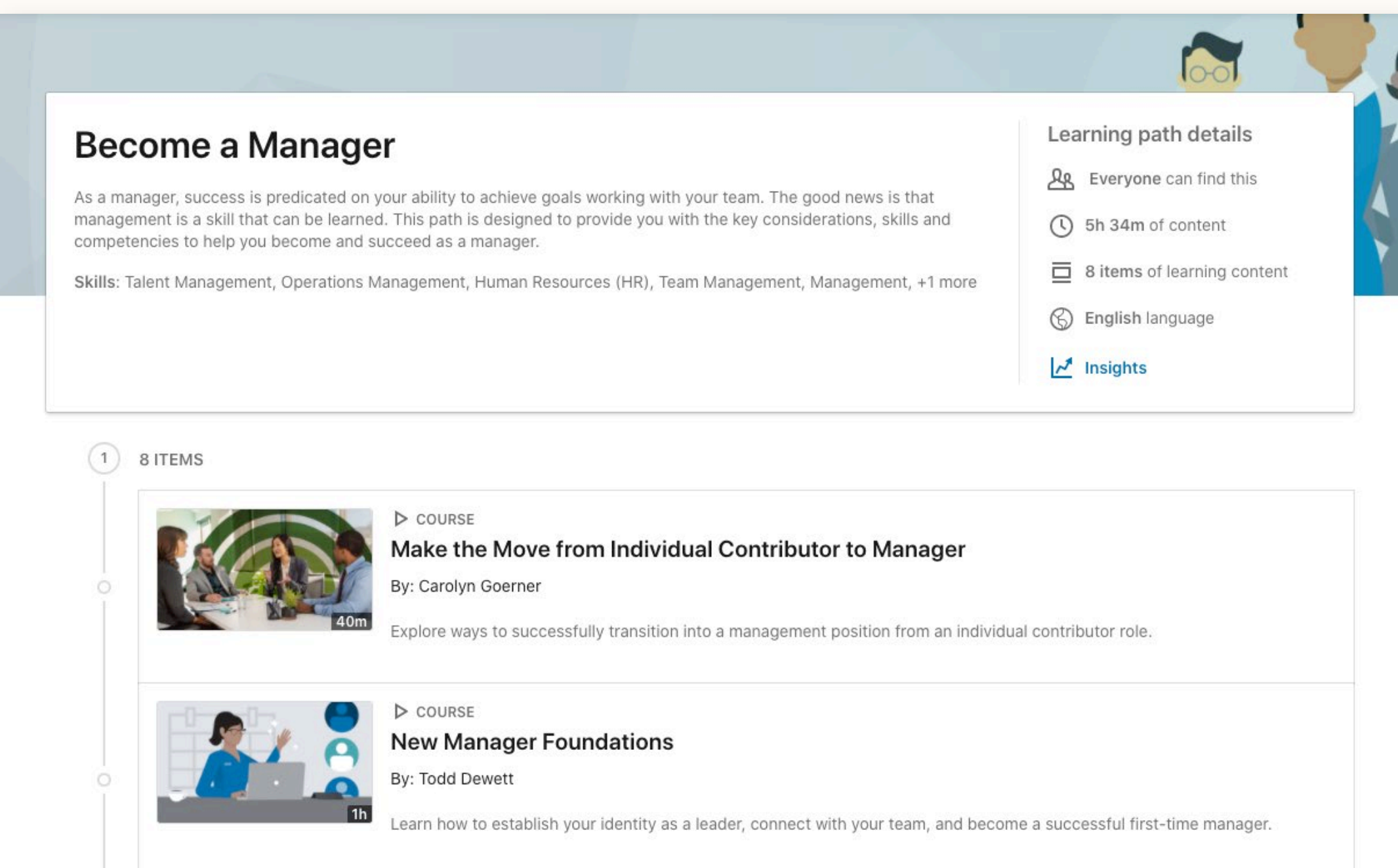
"Become a Manager" is one LinkedIn Learning's most popular learning paths and contains essential managerial skills and courses

LinkedIn Learning

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

11m

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

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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).

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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

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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 ✕

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Bucket your content into sections

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

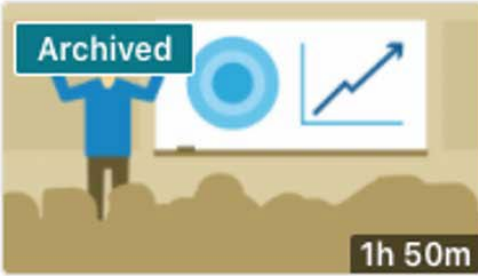# Add descriptions within the learning path

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

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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

LinkedIn Learning

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.

▷ 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

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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!

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