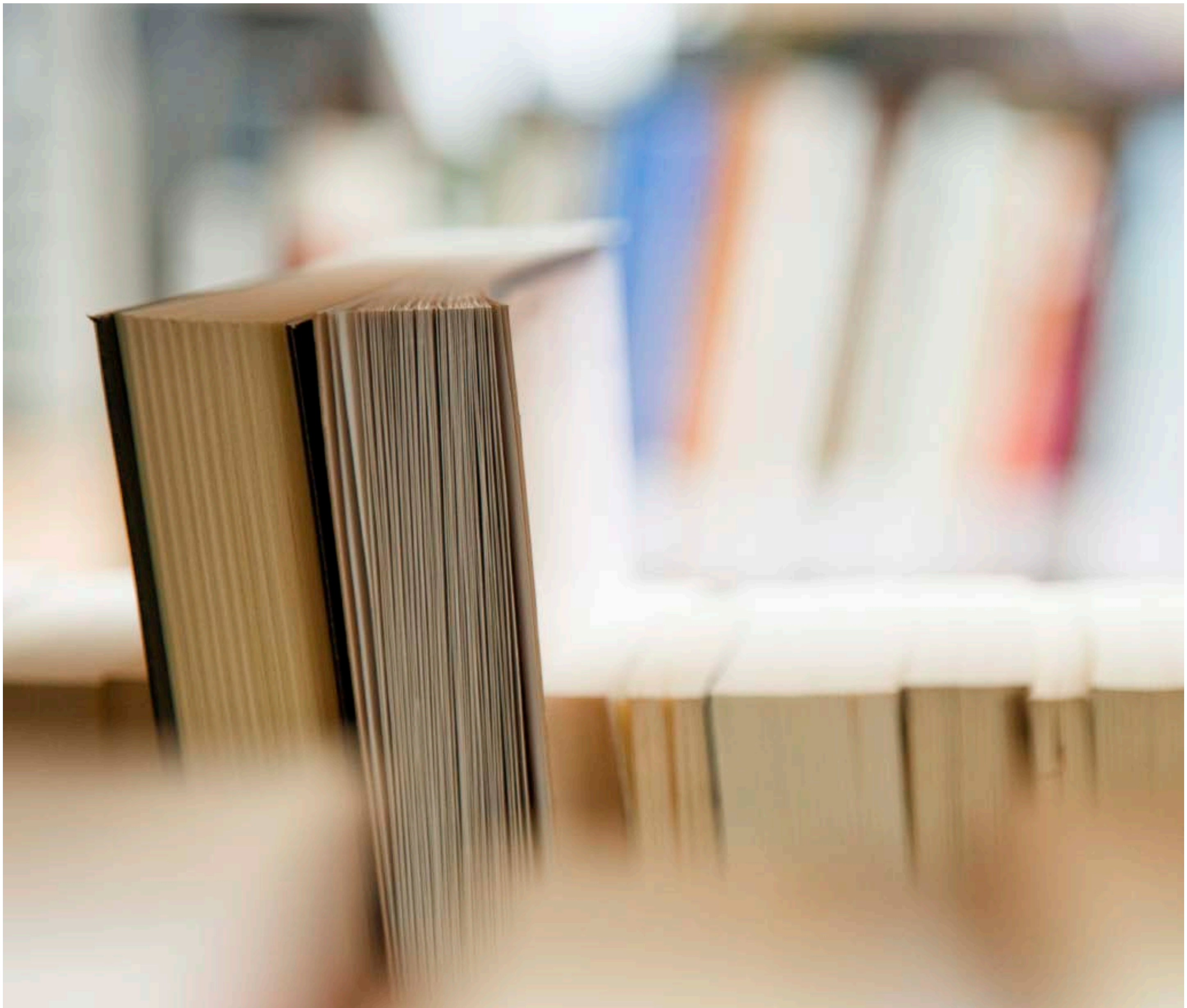


Your Toolkit for Success

HOW TO USE THIS TOOL KIT

This toolkit is designed to ensure all members on your LEARN team have the resources they need to be successful with the program. The toolkit contains the program overview and is subsequently divided into sections for each role on the LEARN team. You can navigate directly to the section that is applicable to your role by clicking the appropriate icon below. You can also use the Table of Contents to jump to specific pages in the toolkit.

If you are fulfilling more than one role on your LEARN team, you have all you need right here in this single document – no need to download or manage multiple versions of this toolkit.

Talent Acquisition Manager	Dashboard Administrator	Coach Program Lead	Coach

Table of Contents

Welcome to the LEARN Program

Purpose

The **L**inkedIn **E**nterprise **A**greement **R**ecruitment e**N**ablement (LEARN) Program takes a holistic approach to LinkedIn engagement, empowering and elevating your talent acquisition team, from your TA Managers to your individual users, to drive increased value from LinkedIn Recruiter.

The LEARN program is designed to ensure your team sees the value from your investment by providing the frameworks necessary to create internal champions who can drive continuous learning at the right scale for your teams.

By creating and enabling these champions, you'll have the flexibility to easily onboard new team members, track and monitor usage and ROI, and make strategic decisions about your team's talent acquisition goals.

Learn Program Key Goals

Value	Champions	Partnership	Community
Enable and empower you to **drive increased value** from your investment in LinkedIn, programmatically and at scale	Create a sustainable framework of **continuous learning** and accountability that drives long-term engagement, **creates champions** at multiple levels, and enables multiple user types to drive value from LinkedIn	Further evolve your partnership with LinkedIn and have a team of **trusted, strategic advisors**	Establish communities of users, admins, managers, and leaders, allowing **best practice sharing** and driving excitement to be a part of the community!

Your Partnership with LinkedIn

Core Benefits of Talent Solutions Enterprise Program (TSEP)

LinkedIn heard what our customers had to say – you need to be able to work with us in a more flexible way by allowing you to easily adjust your product mix as your business needs change. You told us partnership with your vendor is important. You need to feel heard and supported, rather than feeling you're being pitched new products during each conversation with us. We've designed TSEP to focus on partnership, agility and value for you. The TSEP program puts all your team members on a single hiring platform to help you build a hyper-product team with the talent intelligence they need to engage the best candidates for your company. This puts you in a great position to compete more effectively and efficiently for your target talent.

Maximize team productivity

Engage more candidates who are best suited for your company

Compete more effectively for your target talent

What's Included with TSEP

As a TSEP customer, your team has unlimited access to LinkedIn Recruiter. This means unlimited access to the talent on the LinkedIn network. There are hundreds of millions of LinkedIn members in over 200 countries, and the network is continually growing. More than two new members join LinkedIn every second.

Also, with TSEP, all your jobs are hosted on our platform. You no longer need to decide *which* jobs are on LinkedIn – they can *all* be hosted on LinkedIn, even hourly and skilled jobs.

Your company also has a LinkedIn Career Page included with this program. Career Pages allow you to showcase your company's authentic story, culture, and exciting initiatives that help you attract top talent.

LinkedIn Recruiter

LinkedIn Job Slots

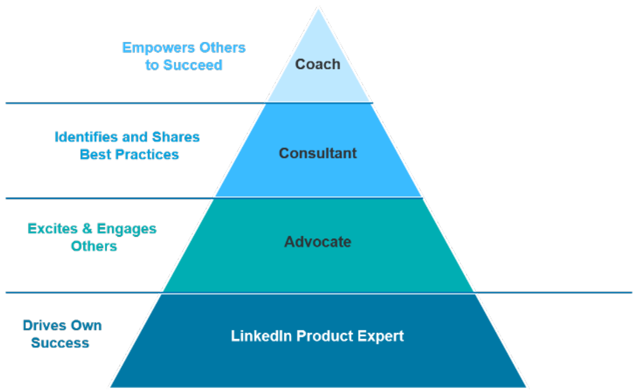
LinkedIn Career Page

Empowering Your Team: Why LEARN?

Elevating Your Teams

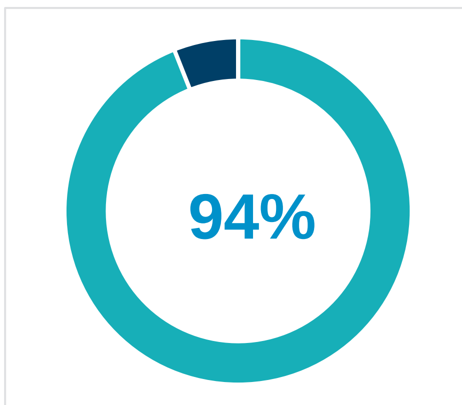
LinkedIn champions can serve a variety of roles.

- ✓ From the ground up, coaches drive their own success by becoming LinkedIn product experts.
- ✓ They advocate for their team members by exciting and engaging others to learn.
- ✓ Coaches act as consultants by identifying and sharing best practices.
- ✓ And, importantly, they empower others to succeed by following a proven coaching method.



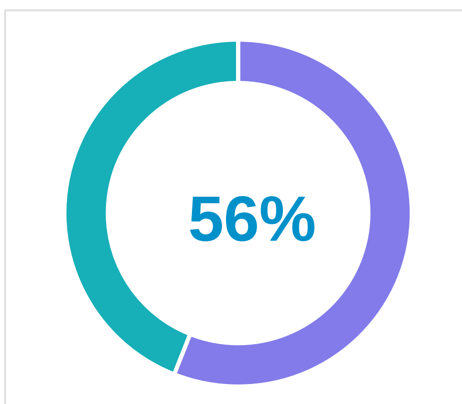
Investing in your employees goes beyond ensuring they have the tools they need to drive value from LinkedIn.

94% of employees would stay at a company longer if it invested in their career development.



56% of employees say they would spend more time learning if their managers suggested a course to improve skills.

Creating an organization that develops quality talent from within is the secret sauce for retaining engaged employees and staying competitive.



LEARN Program Overview

LinkedIn Enterprise Agreement Recruitment eNablement

The LEARN Program is a holistic approach to LinkedIn engagement, empowering and elevating your talent acquisition team, from your TA Managers to your Dashboard Managers to your individual users, to drive increased value from LinkedIn Recruiter.

After LEARN

The LEARN Program is designed to empower your team to gain a competitive advantage with your TSEP investment. This program will enable your team to:

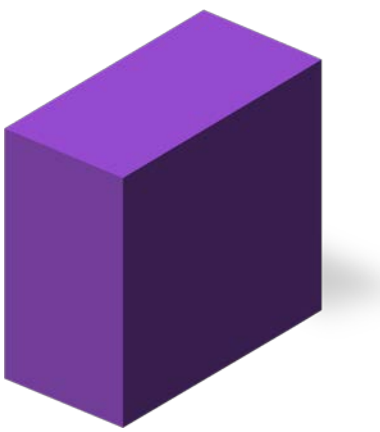
- ✓ Create a **sustainable framework** of continuous learning and accountability
- ✓ Empower a team of LinkedIn Certified Coaches to **enable all current and future users**, ensuring long-term engagement
- ✓ Inspire TA managers to **motivate and nurture best-in-class teams**
- ✓ Align LinkedIn **administration strategies and settings** with team needs
- ✓ Join a community of users, admins, managers, and leaders for **best practice sharing** and additional learning opportunities
- ✓ Enable your team to be **flexible and nimble**, easily adjusting to your changing / growing business needs

Three Program Pillars

Great teams are the backbone of every successful organization, and the champions who participate in this program will be essential to enabling a team mentality that will help your business fulfill its long-term goals. Through rigorous analysis, we've determined three program pillars that will help your teams gain the skills they need to enable team members at all levels maximize the value they get from your LinkedIn Investment. This program is designed to empower all three of these groups to ultimately drive end user success and ensure leadership sees increased value from their investment in LinkedIn.

LinkedIn Admin Extraord[in]aire Learning Track

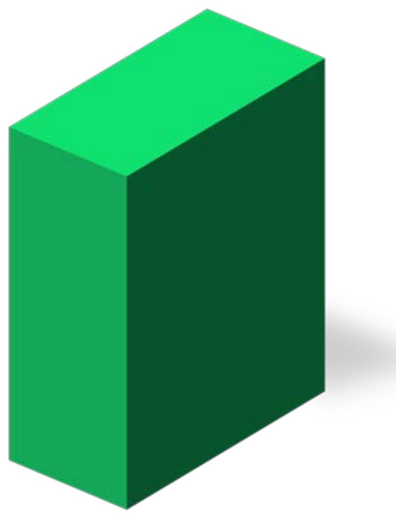
Dashboard Administrator



The Dashboard Administrator track is designed to provide all the skills needed for administering LinkedIn Recruiter dashboards.

Manage[in] LinkedIn Champions Learning Track

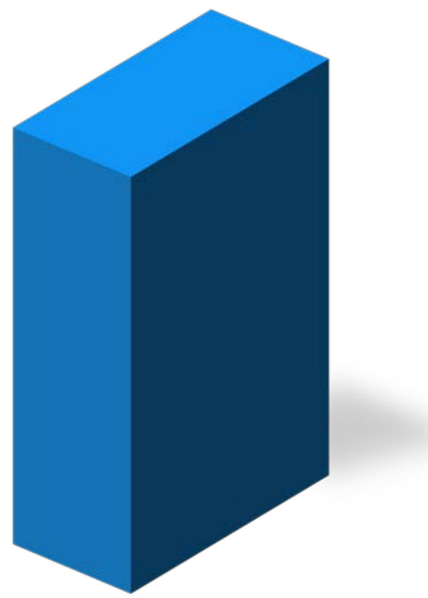
Talent Acquisition Manager



The Talent Acquisition Manager track focuses on setting and assessing overall performance metrics and leading a team to increased engagement and success on LinkedIn.

Empower[in] LinkedIn Success Learning Track

Coach Program Lead and Coach



The Coach Program Lead and Coach tracks enable coaches to become experts in LinkedIn Recruiter, while also developing the ability to coach peers and ensure program success.

Roles and Responsibilities

The table below provides you with an overview of each role and the time commitment estimated to achieve the learning objectives for each role.

Role	Learning Objectives	Time Commitment
Executive Sponsor	Ensure accountability and holistic program success	4 hours (over 11-week program)
Dashboard Administrators	Manage seats and self-service performance metrics	3 hours (over 3-week program)
TA Managers	Drive team engagement and performance	3 hours (over 3-week program)
Coach Program Lead	Enable Coach success and program logistics	1 hour per week (over 11-week program)
Coaches	Apply Certification Best Practices in Coaching Others	1-3 hours per week (over 11-week program)

LEARN Program High-Level Timeline

LinkedIn membership is continually growing. Understanding how members interact on LinkedIn allows you to distinguish between passive and active candidates and adjust your message accordingly, to capture the best talent.

The LEARN learning tracks are designed to empower each user type to drive unique value in the long-term.

	Month 1	**Month 2**	**Month 3**	**Ongoing**
Executive Sponsor	Attend Kick-Off Communications	Communications Attend Update Call	Communications Celebrate Successes	Ensure accountability and holistic program success
TA Managers	Attend Kick-Off, Pre-Work, Live Session, TA Manager Certificate		Attend Check-in Call	Drive team engagement and performance
Dashboard Managers	Attend Kick-Off, Pre-Work, Live Session, Dashboard Manager Certificate		Attend Check-in Call	Manage seats and self-service performance metrics
Coach Program Lead	Attend Kick-Off Online / WebEx Learning Attend Check-in Calls	Hold Coaches Accountable Attend Check-in Calls	Hold Coaches Accountable Attend Check-in Calls	Enable Coach success and program logistics
Coaches	Attend Kick-Off Online / WebEx Learning	Online / WebEx Learning + LinkedIn Certification Exam	Online / WebEx Learning	Apply Certification Best Practices in Coaching Others

Executive Sponsor

1. Ensure your team understands your mission and goals with the Talent Solutions Enterprise Program and how LEARN will help enable your company to achieve those goals

2. Set and monitor success measurements and performance data

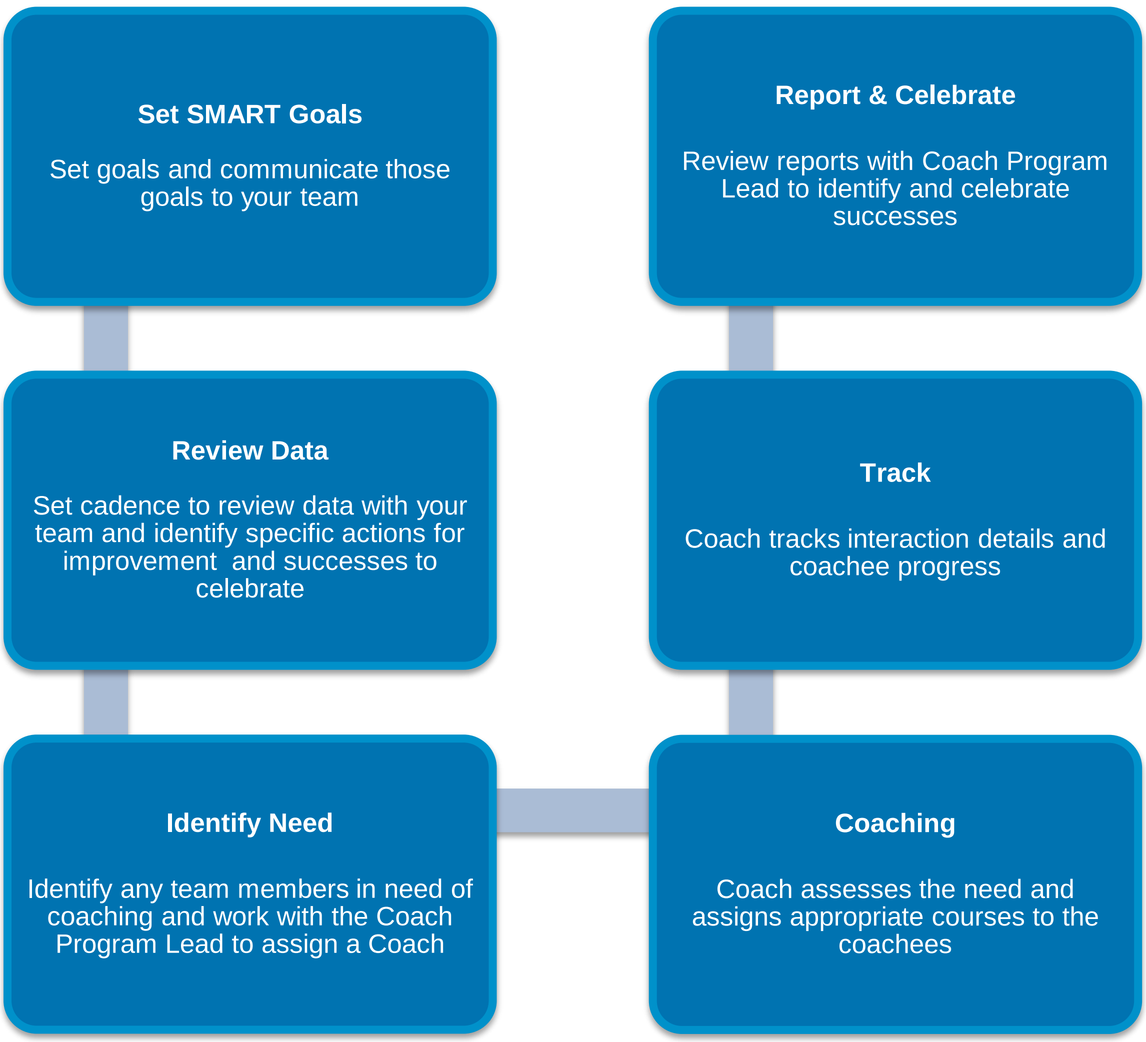
3. Ensure all team members understand the program goals and their responsibilities for ensuring success

Talent Acquisition Manager

1. Complete pre-work, live webinar, and a TA Manager Assessment
2. Empower your team to get the most value from LinkedIn Recruiter
3. Interpret data to assess overall performance metrics
4. Monitor your recruiting efforts and identify areas for improvement for your team
5. Use Search Insights to visualize, analyze, and interpret the talent pool data
6. Create a structure of accountability for your team

Your LEARN Process

The chart below outlines the recommended process you and your team can follow to ensure you are aligned on goals and tracking towards success.



Recruiter Usage Metrics

Below is a list of metrics we recommend you monitor on a regular cadence to check the progress of your team's coaching activities.

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Search results viewed (manually and from alerts).

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InMail Acceptance Rate
Total InMails accepted over total sent during the time period.

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InMails Declined - Total InMails sent and declined during the time.

InMails Response Rate - Response rate for InMails sent during the reporting period.

InMails Sent - InMail conversations started.

Job Posts - Jobs posted or renewed in a period.

Jobs Open - Total open jobs during the period. This report will not include jobs that are open and closed on the same day.

Average Days Jobs Open - Weighted average number of days a job is open in a period.

New Status - Statuses added or changed to profiles in period.

New Tag - Tags added or changed to profiles in a period.

Period - Data reflects time a period chosen from the **Refine By** filter.

Profiles Saved - New profiles saved to Projects in a period by this user.

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Projects Snapshot – Total open projects at end of a period that a particular user owns.

Saved Profiles Snapshot - Total profiles in open projects at the end of a period (limited to projects that this user owns).

Saved Searches Snapshot – Total saved searches at the end of a period (not limited to projects).

Saved Search Alerts Snapshot – Total saved search alerts at end of a period (not limited to projects).

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Searches Performed - Search results viewed (manually and from alerts).

Searches Saved - New searches saved in a period.

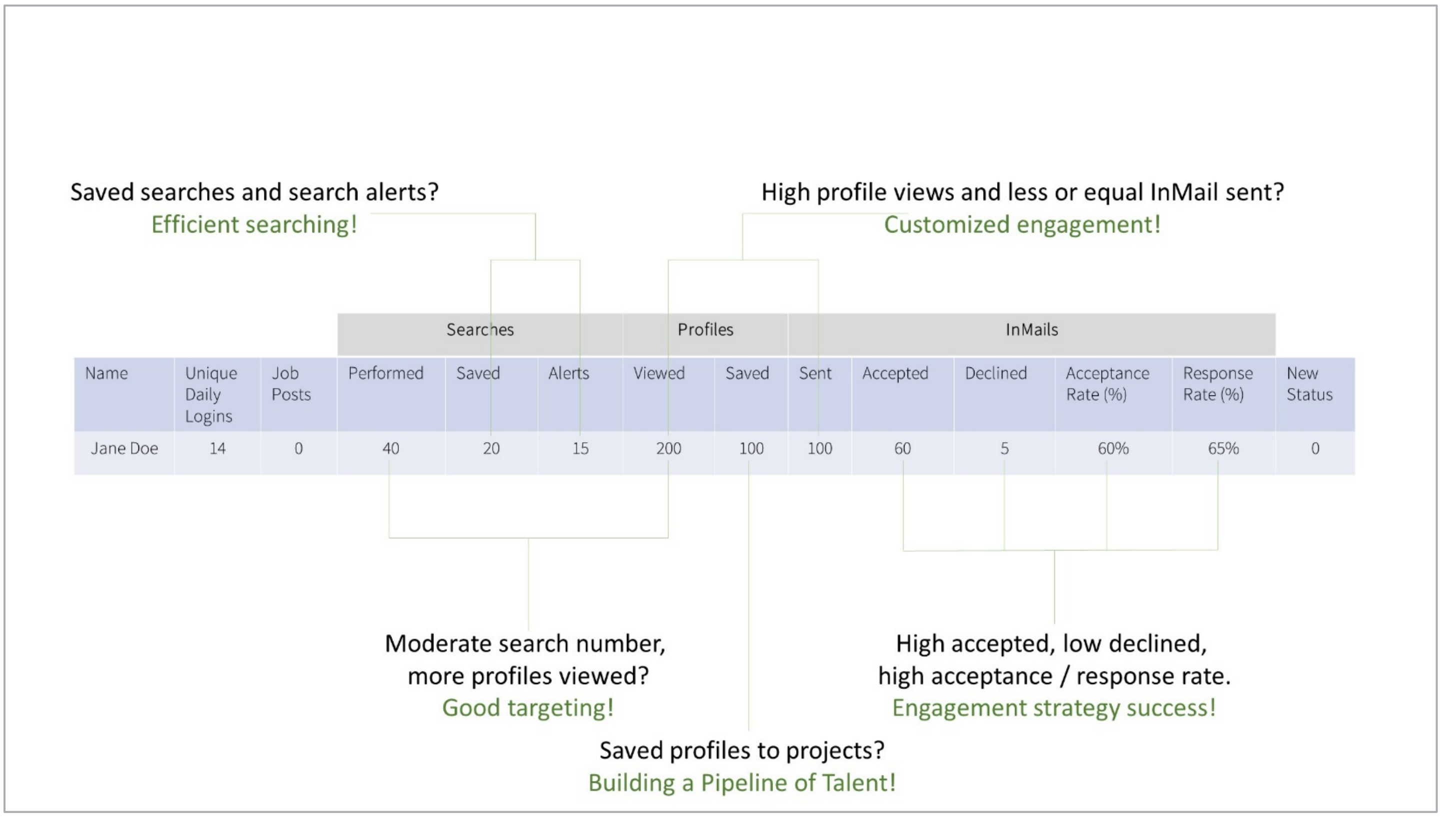
Note: InMail metrics measure all messages in Recruiter, including messages to 1st-degree contacts that don't count against the InMail balance.

Coaching with Recruiter Metrics

The Good

Here is an example of a Recruiter who understands and follows best practices with Recruiter. This Recruiter is:

- ✓ **Searching efficiently** by using Saved Searches and Search Alerts.
- ✓ **Mastering search techniques** that surface relevant results.
- ✓ Building a pipeline of talent by **saving profiles to Projects.**
- ✓ **Viewing profiles** before writing and sending InMail messages, thus **personalizing the engagement** which encourages potential candidates to respond.

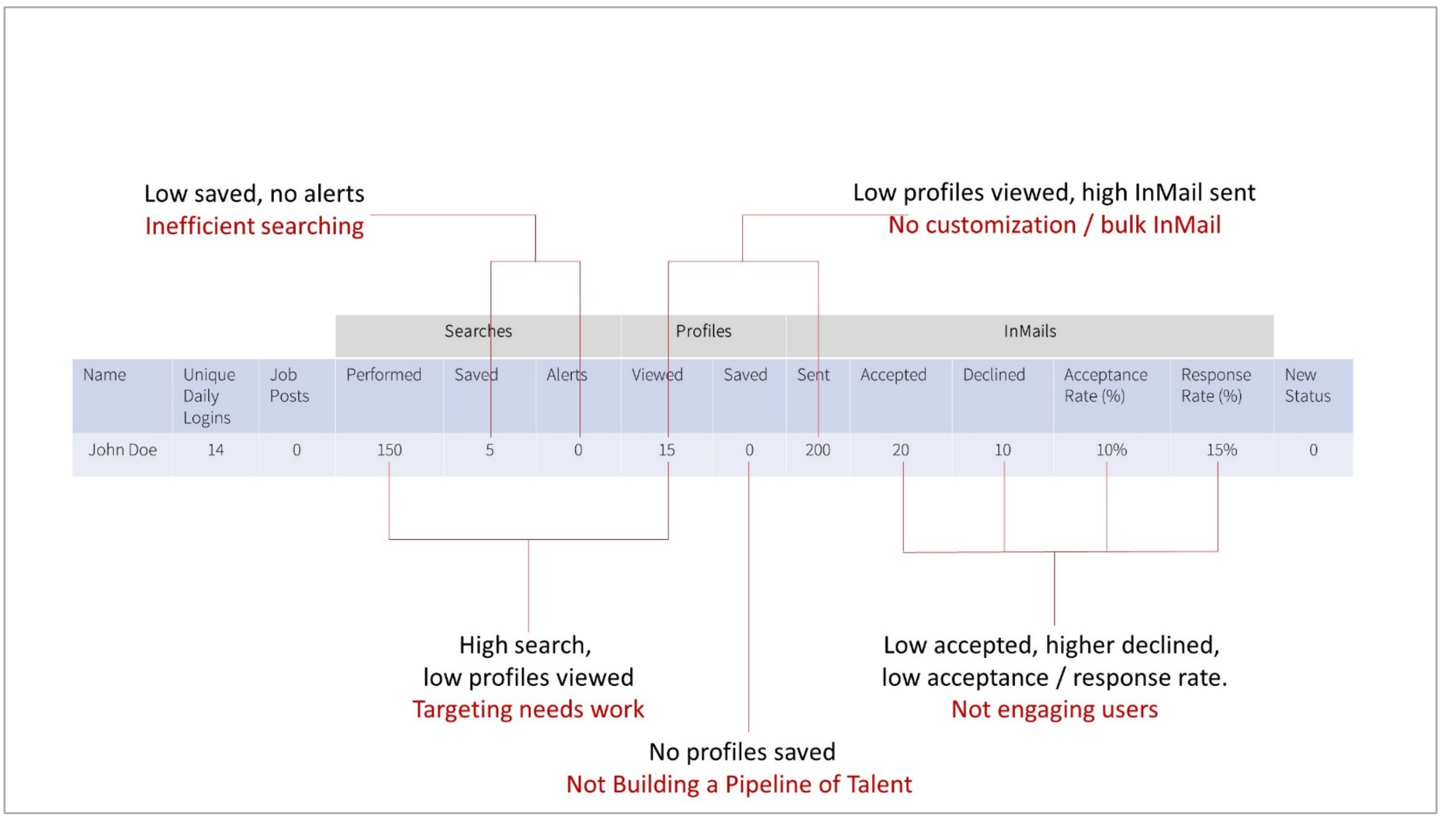


			Searches			Profiles		InMails					
Name	Unique Daily Logins	Job Posts	Performed	Saved	Alerts	Viewed	Saved	Sent	Accepted	Declined	Acceptance Rate (%)	Response Rate (%)	New Status
Jane Doe	14	0	40	20	15	200	100	100	60	5	60%	65%	0

The Bad

Here is an example of a Recruiter who needs coaching to apply best practices with Recruiter. This Recruiter is:

- ✓ Not **saving searches or setting search alerts**, which means they are not harnessing the power of Recruiter to save time and effort with their searches. This Recruiter should use search alerts to drive efficiency.
- ✓ Struggling with their search techniques. The **high number of searches to low number of profiles viewed** indicates this Recruiter needs help understanding how search effectively. Search courses on the Learning Center can provide this Recruiter with the skills they need to improve their techniques.
- ✓ Starting from scratch with each requisition. They should be coached to create a pipeline of talent by **saving profiles to Projects.** This will allow them to build relationships with potential candidates, so they have a pool of warm leads when new recruiting opportunities arise.
- ✓ Possibly spamming potential candidates. A low number of profiles viewed versus InMail messages sent indicates this Recruiter might be giving potential candidates a poor impression of your organization. This Recruiter should be coached to **view profiles** before writing and sending InMail messages, thus **personalizing the engagement** encourages potential candidates to respond.



			Searches			Profiles		InMails					
Name	Unique Daily Logins	Job Posts	Performed	Saved	Alerts	Viewed	Saved	Sent	Accepted	Declined	Acceptance Rate (%)	Response Rate (%)	New Status
John Doe	14	0	150	5	0	15	0	200	20	10	10%	15%	0

Activity: Track Performance

1. Review the example metrics below and assess the performance of each Recruiter.

User Name	Searches	Profile Views	Profiles Saved	Searches Saved	Login Days	InMail Sent	InMail Accept Rate
Karen Vick	22	220	190	5	22	190	39%
Sean Spencer	16	800	100	1	15	200	33%
Natalie Teeger	20	5	10	5	5	500	12%
Team Average	**19**	**342**	**100**	**4**	**14**	**297**	**22%**

2. Which Recruiters are performing at an optimal level? Which Recruiters need coaching?

3. How did you come to your conclusions?

LinkedIn Recruiter Index

The LinkedIn Recruiter Index (LRI) measures how effective recruiters are at building their professional brand, finding qualified candidates, engaging with candidates, and managing their talent pool. LRI is one single metric, composed of four different measurements, that is used to assess users' engagement with Recruiter and provide guidelines and benchmarking for optimum usage.

Build	**Find**	**Engage**	**Manage**
your professional brand	qualified candidates	with candidates	your talent pool
Establish a professional presence on LinkedIn with a complete profile	Efficiently identify qualified candidates using search and research tools	Start a personalized conversation with candidates	Collaborate and organize your work to maximize team effectiveness
Metrics: *Profile completeness*	Metrics: *Days logged in* *Searches performed* *Profiles viewed*	Metrics: *InMail messages sent* *InMail acceptance rate*	Metrics: *Profiles saved* *Searches saved*
LRI Weight *10%*	LRI Weight *30%*	LRI Weight *50%*	LRI Weight *10%*

Why focus on LRI?

A recent study shows the difference in value that recruiters with a very high LRI (>80) provide to their organizations. Those recruiters:

- Impacted 3x more hires through InMail
- Had a 71% higher acceptance rate
- Added 13x more warm leads to their organization's talent pipeline

Activity: Assess Current State

1. Partner with your company's Dashboard Administrator to pull a LinkedIn Recruiter Usage Report.

2. Review the key metrics outlined above to determine how your team is currently driving value from LinkedIn Recruiter.

3. Schedule time to review the current state with your team. Think of the Recruiter Usage Report as a starting point and use the data to have an informed conversation. See below for example questions you can use to gather more information.
   - How often should our team be logging in to Recruiter make a difference?
     - Should this goal be different per team member depending on their role?
   - Should our team be searching more?
     - What's efficient?
   - How many InMail messages are too many?
     - Why or why aren't our team's InMail messages being accepted?
   - Is our team viewing profiles before we are sending InMail, allowing us to personalize our messages?
   - Is our team prioritizing Spotlight candidates (including candidates that are already engaged with our brand)?
   - Is our team working together and collaborating on LinkedIn Recruiter?
     - Why or why not?
   - Is our team letting the platform do some of the work for us?
     - Are we using Saved Searches, Search Insights, Statuses in Projects, etc.?
   - How is our team building a pipeline of talent for the future?
   - Is our team using Projects to track the status of candidates through our recruiting pipeline?
     - Is our team collaborating by adding information to profiles, including Notes, Tags, and Statuses?

Set Your Recruiting Goals

When it comes to recruitment, you can't afford to stand still. You need to keep up with the latest trends, keep an eye on your competitors, and develop effective strategies for making the best hires. And to get real results, you also need to put time aside to set periodic **recruiting goals**. Establishing targeted goals will help inform and drive your strategies and keep you at the top of your game.

Any time that you set goals, you want to make sure that they're **SMART**. That means ensuring that each one is:

S Specific
- Define the goal you want to accomplish and why.

M Measurable
- Be able to quantify the goal.

A Achievable
- Determine if you can accomplish the goal.

R Reasonable
- See if the goal is worth your time.

T Time-based
- Establish a timeframe for reaching the goal.

Setting and communicating specific goals will focus your team's efforts and allow them to efficiently find more success with LinkedIn Recruiter. Let's look at how you can transform a broad goal into a SMART Goal.

Broad Goal: Team sources more Systems Engineers from LinkedIn

Shifting to a SMART Goal:

- **Specific**: Team builds a pipeline of 50 Systems Engineers in LinkedIn Recruiter
- **Measurable:** We will track our progress by the number profiles we save, the number of accepted InMails we receive, and our average InMail acceptance rate.
- **Attainable:** We will build a foundation first by incorporating the LinkedIn Recruiter Best Practice Workflow into our strategy.
- **Relevant:** Building a pipeline of Systems Engineers will allow us to be more efficient when future positions open, ensure a better candidate experience, and help us delight hiring managers by decreasing time to fill and increasing candidate fit.
- **Time-Based:** We will build our pipeline of 50 Systems Engineers by the end of the year.

New SMART Goal: Our team will build a pipeline of 50 Systems Engineers in LinkedIn Recruiter by the end of the year by following the Recruiter Best Practice Workflow, allowing us to be more efficient when future positions open, ensure a better candidate experience, and help us delight hiring managers by decreasing time to fill and increasing candidate fit.

Specific LinkedIn Targets (by the end of the year):

- Profiles viewed equal to or greater than number of inMails Sent
- Increase inMail Acceptance Rates by 10%
- Increase inMails sent to Engaged Candidates by 30%
- Save at least 200 Profiles to Projects
- At least 100 inMails Accepted (approximately 33 per month)
- At least 50 candidates in “Interested / Keeping Warm” status

Creating SMART Goals and Aligning to Scorecard:

At LinkedIn we believe that anything worth doing is worth tracking and celebrating. A data-driven approach will make it easier for you, as a manager, to have productive interactions with your direct reports. Consider how data can help shift a conversation:

Recruiter Conversation Without Data:	**Recruiter Conversation with Data**
❌ Unfocused	✓ **Focused** around standardized recruiter competencies
❌ Subjective	✓ **Grounded** in a shared view of skill gaps (fact-based)
❌ Lacks transparency	✓ **Transparent** with record for both report and manager
❌ Inconsistent	✓ **Consistent** because tracked
❌ Unclear impact	✓ **Measurable** correlation between development & results

The specific metrics you decide to track should align with your company’s and teams’ specific goals. The information below will help you:

1. Assess where your team’s current state
2. Set SMART team goals
3. Align Success Metrics / Scorecard to team goals

Activity: SMART Goals

Step 1: Create at least 1 SMART Goal for your Team:

Broad Goal:

Shifting to a SMART Goal:

Specific	
Measurable	
Attainable	
Relevant	
Time-Based	

New SMART Goal & Specific Targets:

Step 2:

See below for a format you are welcome to use to document your team's current state and your goals for each key metric. Review the metrics listed and adjust as necessary to best align to your goals.

	Measurements	Current	Target	Target Percent Change
Recruiter Usage	Days logged in			↑ X%
	Searches performed			↑ X%
	InMail sent			↑ X%
Recruiter Effectiveness	InMail Acceptance Rate			↑ X%
	Percentage sent to engaged			↑ X%
	Profiles viewed			↑ X%
Recruiter Efficiency	Profiles saved			↑ X%
	Searches saved			↑ X%
Internal Metrics	LinkedIn hires (Based on ATS data, candidate supplied source)			↑ X%

A Template for Tracking Progress:

This is a template you and your team members can use to track progress over time. You can use this template in two ways:

1. Track the holistic success of your team (over time and comparted to your targets)
2. Share with your team and ask them to complete for their own, individual metrics on a monthly or quarterly basis. By tracking their own metrics, each member of your team can take ownership of their performance. This format will also help you quickly identify opportunities to celebrate as well as when a Coach is needed for additional support.

	Measurements	Target	Last Month/Quarter	This Month/Quarter	Percent Change	Target Status
Recruiter Usage	Days logged in	20	15	18	↑ 20%	↓ 10%
	Searches performed	50	45	72	↑ 60%	↑ 44%
	InMail sent	300	120	270	↑ 125%	↓ 10%
Recruiter Effectiveness	InMail Acceptance Rate	30%	27%	33%	↑ 22%	↑ 10%
	Percentage sent to engaged	10%	7%	15%	↑ 43%	↑ 25%
	Profiles viewed	Equal to or greater than # InMails sent	204	459	↑ 125%	↑ 70%
Recruiter Efficiency	Profiles saved	Equal to or greater than # InMails sent	120	300	↑ 125%	↑ 11%
	Searches saved	3	4	2	↓ 50%	↓ 33%
Internal Metrics	LinkedIn hires (Based on ATS data)	5	3	7	↑ 133%	↑ 40%

Tracking and Celebrating Success

Potential Metrics to Consider: LinkedIn Recruiter Metrics & Beyond

				
LinkedIn Value	**Engagement**	**Ripple Effect**	**Performance Metrics**	**Retention**
Track Your Team’s LinkedIn metrics over time	Track qualitative results by surveying your team	Partner with your Program Lead to ask Coaches to track and report out on how they are influencing others	Include learning and coaching in performance evaluation	Track retention rates for your team members that took education and worked with a Coach other employee

Dashboard Administrator

1. Complete pre-work, live webinar, and a Dashboard Administrator Assessment
2. Determine your team's strategy for customizing Recruiter features and settings to suit your business needs
3. Manage contract settings, seat holders, and job postings
4. Access and monitor performance data and success measurements

Mastering Recruiter Administration

As a Recruiter Dashboard Manager, you are responsible for determining your team's strategy for customizing Recruiter features and settings to suit your business needs. You play a key role in driving the value your team sees from your company's Recruiter investment. There are three main pillars of administration that you will master through this program.

Seat Management

- Managing seats is easy and intuitive
- With a seat management strategy, you can easily add new users, reassign existing users and park seats while locating a replacement

Reporting

- Understand how the team is using Recruiter in their daily workflows with usage reporting
- Measure candidate engagement with InMail analytics
- Identify the benefits of using Recruiter across your talent acquisition organization

Dashboard Strategy

- Manage custom features and make recommendations for activating features that will allow your team to meet their goals
- Enable features that allow your team to maximize their ability to collaborate and work together efficiently

Your LEARN Process

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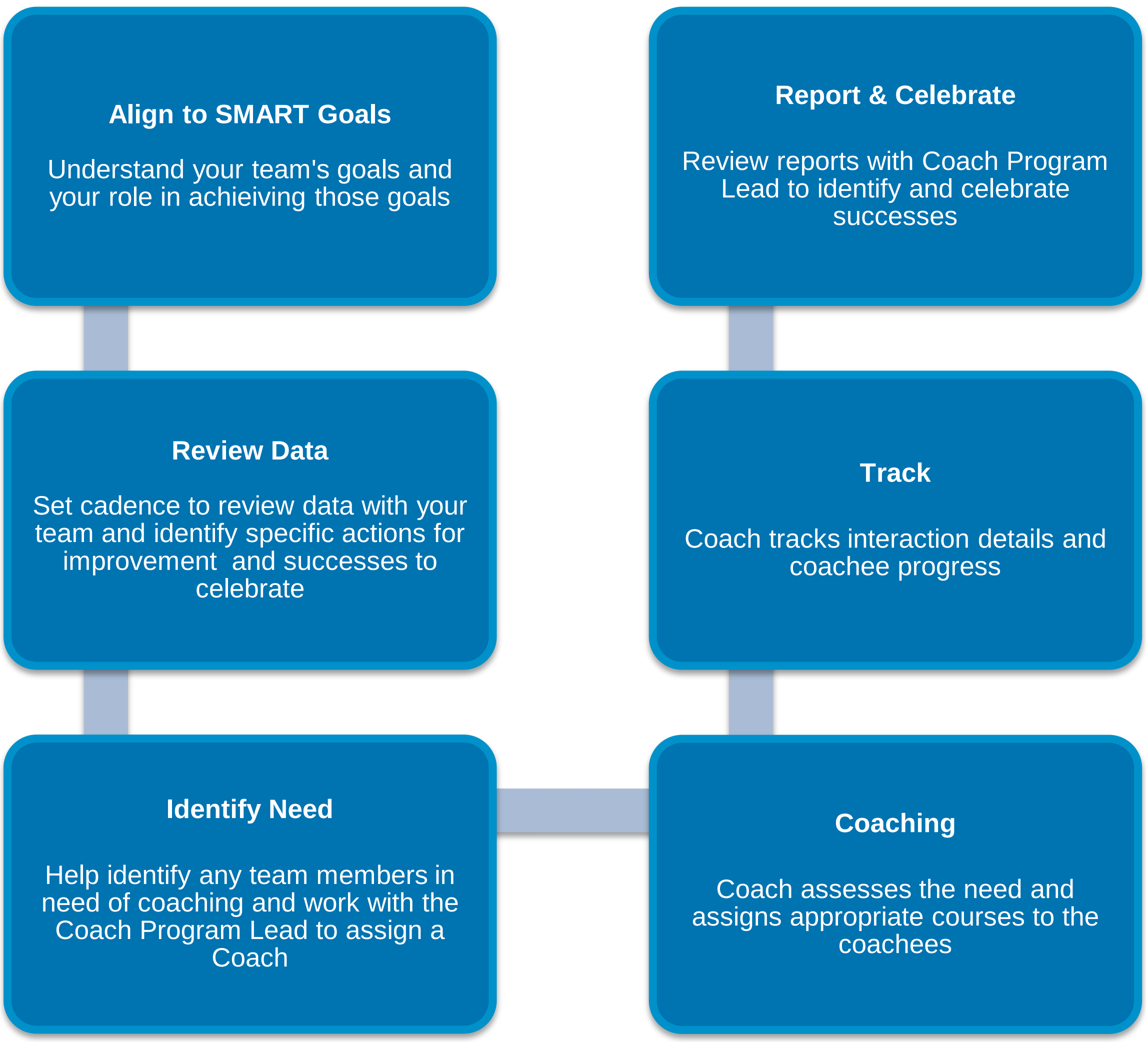

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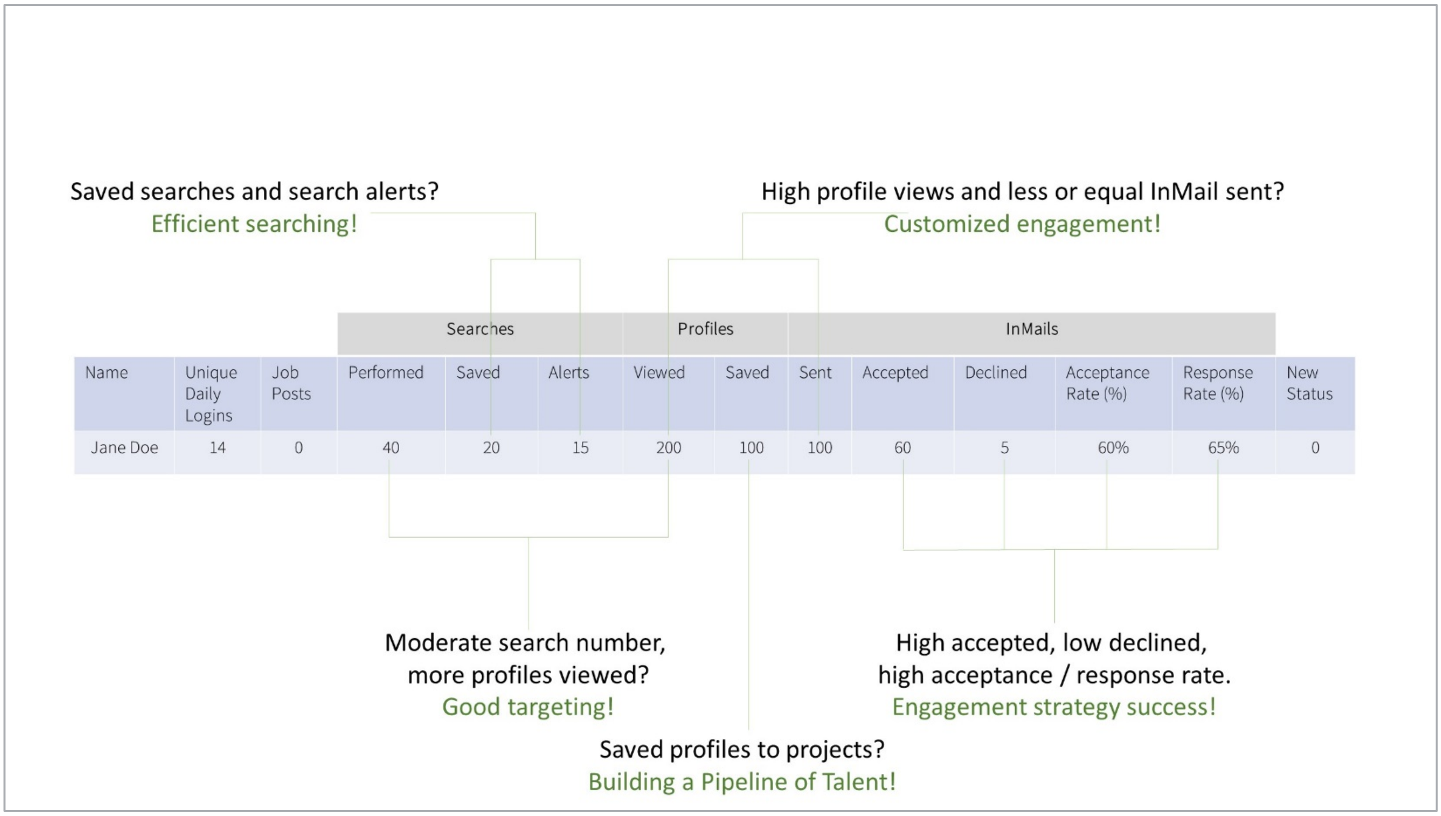
The Good

Here is an example of a Recruiter who understands and follows best practices with Recruiter. This Recruiter is:

- ✓ **Searching efficiently** by using Saved Searches and Search Alerts.
- ✓ **Mastering search techniques** that surface relevant results.
- ✓ Building a pipeline of talent by **saving profiles to Projects.**
- ✓ **Viewing profiles** before writing and sending InMail messages, thus **personalizing the engagement** which encourages potential candidates to respond.

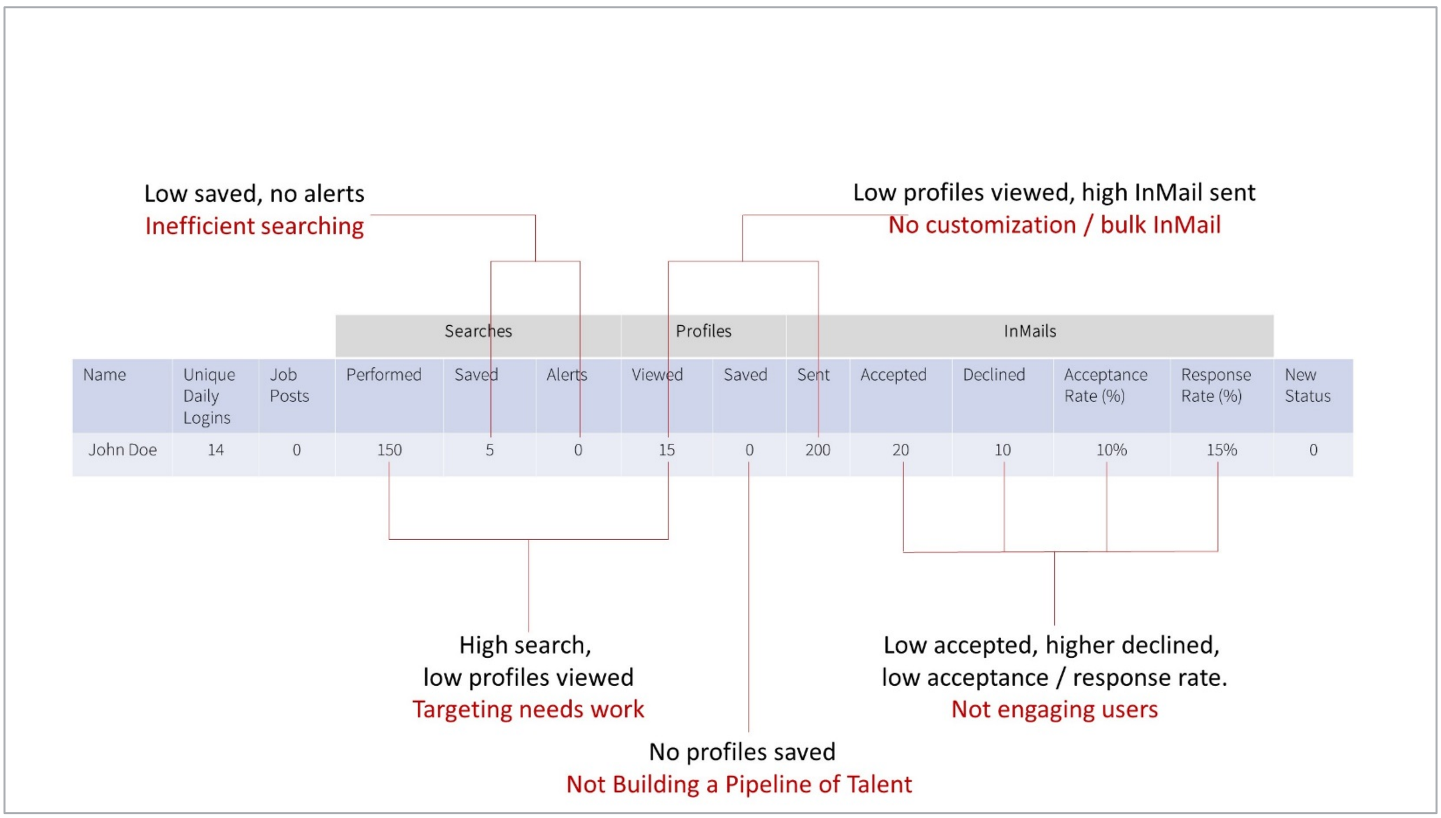


			Searches			Profiles		InMails					
Name	Unique Daily Logins	Job Posts	Performed	Saved	Alerts	Viewed	Saved	Sent	Accepted	Declined	Acceptance Rate (%)	Response Rate (%)	New Status
Jane Doe	14	0	40	20	15	200	100	100	60	5	60%	65%	0

The Bad

Here is an example of a Recruiter who needs coaching to apply best practices with Recruiter. This Recruiter is:

- ✓ Not **saving searches or setting search alerts**, which means they are not harnessing the power of Recruiter to save time and effort with their searches. This Recruiter should use search alerts to drive efficiency.
- ✓ Struggling with their search techniques. The **high number of searches to low number of profiles viewed** indicates this Recruiter needs help understanding how search effectively. Search courses on the Learning Center can provide this Recruiter with the skills they need to improve their techniques.
- ✓ Starting from scratch with each requisition. They should be coached to create a pipeline of talent by **saving profiles to Projects.** This will allow them to build relationships with potential candidates, so they have a pool of warm leads when new recruiting opportunities arise.
- ✓ Possibly spamming potential candidates. A low number of profiles viewed versus InMail messages sent indicates this Recruiter might be giving potential candidates a poor impression of your organization. This Recruiter should be coached to **view profiles** before writing and sending InMail messages, thus **personalizing the engagement** encourages potential candidates to respond.



Your Admin Checklist

An administrator has additional access rights for managing their team's setup of Recruiter and job postings. From the admin console you can:

- Manage seat holders
- Customize Talent Pipeline and Smart Project Filters
- Modify job postings
- Edit reporting

Hit the ground running with this handy checklist to make the most out of setting up Recruiter for your team.

Getting Set up

- ☐ Familiarize yourself with the features available on your dashboard.
- ☐ Collaborate with your team to determine the list of tags and statuses they will use for tracking potential candidates and building pipelines of talent.
- ☐ Activate Smart Project Filters to automatically manage your pipeline.
- ☐ Determine which Custom Fields your team would like to use and add/edit as appropriate.
- ☐ Set a reminder on your calendar to pull reports once a month. Make sure you pull at the same time each month, so you can compare month over month metrics.
- ☐ Meet with your Talent Acquisition Managers, Coach Program Lead, and Coaches quarterly to make sure that you're continuing to optimize the process.
- ☐ Ensure you understand the goals your team has set so you can highlight the key metrics you need to track when you pull and share reports.
- ☐ Determine the standard seat management process you will follow as members join or leave your team.

Set Your New Users Up for Success

- ☐ Confirm which dashboard the new should be assigned to (if you have multiple dashboards).
- ☐ Is the new user taking on a past user's role? Determine if they should inherit their seat from a previous user or receive a brand-new seat.
- ☐ Confirm the new employee adds their work email address as the primary email on their personal LinkedIn Account.
- ☐ Assign the new user a seat.

- Notify the user that the Recruiter license is assigned and confirm the new user has access to LinkedIn Recruiter.
- If the new user has inherited a seat, ensure they are aware of the work that was completed previously. Ask their manager to review any existing Projects with the team member.
- Make sure the Talent Acquisition Manager assigns a coach to the new user to get them up and running with their learning plan and that they understand their goals.

Maintenance

- Edit seat holder roles, descriptions and permissions as needed.
- Reassign or park seats as your team grows and changes.
- Reassign projects from removed seat holders to other seats.
- Grant other users the ability to add new profiles, edit profiles, tags, sources, and status information.
- Monitor your strategies for custom features and look for opportunities to continuously improve by interviewing your top recruiters to understand their workflow and ensure they are capitalizing on the features you've enabled.
- Monthly, pull Recruiter Usage Reports and share with your LEARN team: Talent Acquisition Manager, Program Lead (to share with Coaches), and Executive Sponsor
- Review your Job Wrapping process and ensure recruiters are tagging jobs.

Long Term success

- Keep an eye on aggregated data trends that you can use to report on longer term success.
- Look for areas of opportunity for improvement. If you see large dips in metric trends, call them out to your Talent Acquisition Managers.

Coach Program Lead

1. Attend live webinar, 1 week of online learning and a bi-weekly check-in call

2. Track performance data and success measurements outlined by Executive Sponsor and TA Managers

3. Set accountability for Coaches to perform their roles

4. Use tools provided by LinkedIn to monitor education, track performance, review reports, and manage the program

5. Execute a communications plan that informs Coaches of their roles, weekly commitments and how they will be held accountable for fulfilling those roles

Coach Program Lead: Your Weekly Pre-Work Guide

Week 1 Activity (1 of 2): Send Reminder Email to Coaches

Send an education reminder email to your company's Coaches. Feel free to use the email template below, and please cc your company's Executive Sponsor and your LinkedIn Customer Success Manager (CSM).

Week 1 Email to Coaches:

Hi Team,

Welcome to Week 1 of the LEARN Program! I am excited to work with each of you over the 11-week program and into the future. I will be sending a weekly email to help you stay on track with your online learning, weekly activities, and coaching sessions.

*This week we are focusing on how to help you better **FIND** targeted, outstanding candidates on LinkedIn Recruiter. We ask that you complete the recommended education below by the end of **this week**.*

Our goal is to give you the tools and information you need to continuously improve and grow as talent acquisition professionals and coaches. We hope you find these trainings valuable!

***Questions?** Please post any questions in our **LinkedIn LEARN Group:** https://www.linkedin.com/groups/8691475*

Week 1 Education (Focus on Find):

***Step 1:** Open your LEARN Toolkit and navigate to the Week 1 Coach Activity. Complete the activity as you go through the online learnings.*

***Step 2:** Complete Week 1 of your LinkedIn Training Curriculum.*

- *Explore LinkedIn Recruiter (22 mins)*
- *Learn the functions of Boolean Search (14 mins)*
- *Use Filtering Techniques to Search (17 mins)*
- *Advanced Search Filters (23 mins)*
- *Use Boolean Logic (tip sheet)*
- *Search Logic (tip sheet)*
- *Prioritize Warm Leads with Spotlights (tip sheet)*
- *Five Levels of Identifying Talent (tip sheet)*
- *Manage Custom Filters (tip sheet)*
- *Save Time with Search Alerts (tip sheet)*

Thank you!

Week 1 Activity (2 of 2): Applying Your Online Learnings

Complete your online learning (Week 1 in the Coach Program Lead Curriculum). The online courses in Week 1 are designed to give you a high-level overview of best practices to achieve success on LinkedIn. You will also gain insight into how to use metrics to determine if your Coaches are driving success. As you review each course, use the activity below to brainstorm how you might use the information as you work with your coaches.

Course	How can you use this information to hold coaches accountable?	How can you use this information to celebrate coach successes?
Example for Explore LinkedIn Recruiter	*Understanding the best practice recruiter workflow will help me ensure coaches are tapping into all LinkedIn Recruiter functionalities*	*I will be able to better "tell the story" of the value the team is driving through LinkedIn Recruiter*
Explore LinkedIn Recruiter		
Review Recruiter Usage Analytics		
Interpret the Recruiter Usage Report		
Interpret the InMail Analytics Report		

Week 2 Activity (1 of 3): Send Reminder Email to Coaches

Send an education reminder email to your company's Coaches. Feel free to use the email template below, and please cc your company's Executive Sponsor and your LinkedIn Customer Success Manager (CSM).

Week 2 Email to Coaches:

Hi Team,

I am excited to share your LinkedIn LEARN education for the week!

*This week we are focusing on how to help you better **Engage** outstanding candidates with LinkedIn Recruiter. We ask that you complete the recommended education below by the end of the week.*

Reminder! Bring your questions and key takeaways to this week's Coach[in] Webinar, hosted by LinkedIn.

Our goal is to give you the tools and information you need to continuously improve and grow as talent acquisition professionals and coaches. We hope you find these trainings valuable!

***Questions?** Please post any questions in our **LinkedIn LEARN Group:** https://www.linkedin.com/groups/8691475*

Week 2 Education (Focus on Engage):

***Step 1:** Open your LEARN Toolkit and navigate to the Week 2 Coach Activity. Complete the activity as you go through the online learnings.*

***Step 2:** Complete Week 2 of your LinkedIn Training Curriculum.*

- *Build Your Brand on LinkedIn.com (11 mins)*
- *Send InMail Messages in LinkedIn Recruiter (16 mins)*
- *Determine Your InMail Strategy (tip sheet)*
- *Review InMail Analytics (5 mins)*

Thank you!

Week 2 Activity (2 of 3): Review the Coach Education Completion Report

You will receive your first Coach Education Completion Report from your CSM toward the end of Week 2. Use the report to celebrate Coaches that have completed the required education and encourage and inspire Coaches that are falling behind.

Remember:

- ✓ **Be Positive**: Be encouraging and understanding in your follow-up. The program is designed to be somewhat flexible, but the content will be most valuable for the Coaches if they stay on track. If a Coach has fallen behind, focus on encouraging them to catch up!
- ✓ **Celebrate**: Find fun and creative ways to celebrate each coach's success. Send a congratulations email when they complete a week of training on time and include their manager, keep a leader board and highlight the coaches that have completed the most education, take your coaches out for a coffee – even a virtual coffee! Let your creativity shine!
- ✓ **Encourage Collaboration**: Encourage coaches to share key learnings and come together to complete activities, when possible. You could start a group chat or set up a regular meeting – just as a couple of examples!
- ✓ **Raise Concerns**: If you are having trouble engaging with a Coach over time, despite your best efforts, notify the Coach's manager and/or your LEARN executive sponsor. If it's a bandwidth problem, they may be able to help!

Week 2 Activity (3 of 3): Attend the Coach Program Lead Live Webinar

Join LinkedIn and Coach Program Leads from other LEARN Companies to discuss best practices, challenges, and key wins!

Week 3 Activity (1 of 1): Send Reminder Email to Coaches

Send an education reminder email to your company's Coaches. Feel free to use the email template below, and please cc your company's Executive Sponsor and your LinkedIn CSM.

Week 3 Email to Coaches:

Hi Team,

You are mid-way in completing your online Training Curriculum. I am excited to share your LinkedIn LEARN education for the week!

*This week we are focusing on how to help you build a **Pipeline** of outstanding candidates with LinkedIn Recruiter. We ask that you complete the recommended education below by the end of the week.*

Our goal is to give you the tools and information you need to continuously improve and grow as talent acquisition professionals and coaches. We hope you find these trainings valuable!

Questions? *Please post any questions in our **LinkedIn LEARN Group:*** *https://www.linkedin.com/groups/8691475*

Week 3 Education (Focus on Pipelining Talent):

Step 1: *Open your LEARN Toolkit and navigate to the Week 3 Coach Activity. Complete the activity as you go through the online learnings.*

Step 2: *Complete Week 3 of your LinkedIn Training Curriculum.*

- *Start Recruiting Proactively (5 mins)*
- *Manage Profile Activity (7 mins)*
- *Leverage Your Pipeline of Talent (10 mins)*
- *Track Profile Activity (tip sheet)*
- *Add a Prospect and Link to a Profile (tip sheet)*
- *Import a Spreadsheet (tip sheet)*
- *Import Resumes via Recruiter (tip sheet)*

Thank you!

Week 4 Activity (1 of 3): Send Reminder Email to Coaches

Send an education reminder email to your company's Coaches. Feel free to use the email template below, and please cc your company's Executive Sponsor and your LinkedIn CSM.

Week 4 Email to Coaches:

Hi Team,

I am excited to share your LinkedIn LEARN education for the week!

*This week we are focusing on **Organization, Collaboration and Efficiency**. We ask that you complete the recommended education by the end of the week.*

Reminder! Bring your questions and key takeaways to this week's Coach[in] Webinar, hosted by LinkedIn.

Our goal is to give you the tools and information you need to continuously improve and grow as talent acquisition professionals and coaches. We hope you find these trainings valuable!

***Questions?** Please post any questions in our **LinkedIn LEARN Group:** https://www.linkedin.com/groups/8691475*

Week 4 Education (Focus on Organization, Collaboration, and Efficiency):

***Step 1:** Open your LEARN Toolkit and navigate to the Week 2 Coach Activity. Complete the activity as you go through the online learnings.*

***Step 2:** Complete Week 4 of your LinkedIn Training Curriculum.*

- *Get Organized and Collaborate with Projects (15 mins)*
- *Increase Efficiency with Projects (tip sheet)*
- *Measure Your Recruiting Effectiveness (8 mins)*
- *Interpret the Recruiter Usage Report (tip sheet)*
- *Request Profile Views (11 mins)*

Thank you!

Week 4 Activity (2 of 3): Review the Coach Education Completion Report

You will receive another Coach Education Completion Report from your CSM toward the end of Week 4. Use the report to celebrate Coaches that have completed the required education and to encourage and inspire Coaches that are falling behind.

Remember:

- ✓ **Be Positive**: Be encouraging and understanding in your follow-up. The program is designed to be somewhat flexible, but the content will be most valuable for the Coaches if they stay on track. If a Coach has fallen behind, focus on encouraging them to catch up!
- ✓ **Celebrate**: Find fun and creative ways to celebrate each coach's success. Send a congratulations email when they complete a week of training on time and include their manager, keep a leader board and highlight the coaches that have completed the most education, take your coaches out for a coffee – even a virtual coffee! Let your creativity shine!
- ✓ **Encourage Collaboration**: Encourage coaches to share key learnings and come together to complete activities, when possible. You could start a group chat or set up a regular meeting – just as a couple of examples!
- ✓ **Raise Concerns**: If you are having trouble engaging with a Coach over time, despite your best efforts, notify the Coach's manager and/or your LEARN executive sponsor. If it's a bandwidth problem, they may be able to help!

Week 4 Activity (3 of 3): Attend the Coach Program Lead Live Webinar

Join LinkedIn and Coach Program Leads from other LEARN Companies to discuss best practices, challenges, and key wins!

Week 5 Activity (1 of 1): Send Reminder Email to Coaches

Send an education reminder email to your company's Coaches. Feel free to use the email template below, and please cc your company's Executive Sponsor and your LinkedIn CSM.

Week 5 Email to Coaches:

Hi Team,

*This is your last week of taking the Online Training Curriculum. Next, we will focus on coaching skills. This week we are focusing on **Jobs** (manage jobs, use job metrics, create a well-written job description, and share jobs). We ask that you complete the recommended education by the end of the week.*

Our goal is to give you the tools and information you need to continuously improve and grow as talent acquisition professionals and coaches. We hope you find these trainings valuable!

Questions? *Please post any questions in our* ***LinkedIn LEARN Group:*** *https://www.linkedin.com/groups/8691475*

Week 5 Education (Focus on Jobs):

Step 1: *Open your LEARN Toolkit and navigate to the Week 2 Coach Activity. Complete the activity as you go through the online learnings.*

Step 2: *Complete Week 5 of your LinkedIn Training Curriculum.*

- *Post Your Jobs on LinkedIn (20 mins)*
- *Interpret the Job Analytics Report (tip sheet)*

Step 3: *Register for Your Recruiter Certification Exam. CLICK HERE to get started. Remember: All exams should be completed by Friday, November 30.*

Thank you!

Week 6 – 7 Activity (1 of 3): Send Reminder Email to Coaches

Send an education reminder email to your company's Coaches. Feel free to use the email template below, and please cc your company's Executive Sponsor and your LinkedIn CSM.

Week 6 Email to Coaches:

Hi Team,

*This week we will focus on **taking the Online Advanced Knowledge Check** (i.e. the pre-test). This pre-test will give you a preview of the format and content of the actual exam; it is also a great way to gauge which sessions you should revisit before the exam.*

Reminder! Bring your questions and key takeaways to this week's Coach[in] Webinar, hosted by LinkedIn.

Our goal is to give you the tools and information you need to continuously improve and grow as talent acquisition professionals and coaches. We hope you find these trainings valuable!

Questions? *Please post any questions in our **LinkedIn LEARN Group:*** *https://www.linkedin.com/groups/8691475*

Week 6-7 Education (Knowledge Check):

Step 1: *Open your LEARN Toolkit and navigate to the Week 6 - 7 Coach Activity. Complete the activity as you go through the online learnings.*

Step 2: *Complete the Certification Knowledge Check in your LinkedIn Training Curriculum.*

Step 3: *Register for Your Recruiter Certification Exam. CLICK HERE to get started. Remember: All exams should be completed by Friday, November 30.*

Thank you!

Week 6 - 7 Activity (2 of 3): Review the Coach Education Completion Report

You will receive another Coach Education Completion Report from your CSM toward the end of Week 6. Use the report to celebrate Coaches that have completed the required education and to encourage and inspire Coaches that are falling behind.

Remember:

- ✓ **Be Positive**: Be encouraging and understanding in your follow-up. The program is designed to be somewhat flexible, but the content will be most valuable for the Coaches if they stay on track. If a Coach has fallen behind, focus on encouraging them to catch up!
- ✓ **Celebrate**: Find fun and creative ways to celebrate each coach's success. Send a congratulations email when they complete a week of training on time and include their manager, keep a leader board and highlight the coaches that have completed the most education, take your coaches out for a coffee – even a virtual coffee! Let your creativity shine!
- ✓ **Encourage Collaboration**: Encourage coaches to share key learnings and come together to complete activities, when possible. You could start a group chat or set up a regular meeting – just as a couple of examples!
- ✓ **Raise Concerns**: If you are having trouble engaging with a Coach over time, despite your best efforts, notify the Coach's manager and/or your LEARN executive sponsor. If it's a bandwidth problem, they may be able to help!

Week 6 - 7 Activity (3 of 3): Attend the Coach Program Lead Live Webinar

Join LinkedIn and Coach Program Leads from other LEARN Companies to discuss best practices, challenges, and key wins!

Week 8 Activity (1 of 3): Send Reminder Email to Coaches

Send an education reminder email to your company's Coaches. Feel free to use the email template below, and please cc your company's Executive Sponsor and your LinkedIn CSM.

Week 8 Email to Coaches:

Hi Team,

I am excited to share your LinkedIn LEARN pre-work for the week!

*This week we are focusing on **Advanced Coaching Skills**. We ask that you complete the recommended pre-work prior to attending the Coach[in] Webinar this week. Please note that the pre-work requires you to work with 1 – 3 of your Coach peers to complete the activities.*

Reminder! Bring your questions and key takeaways to this week's Coach[in] Webinar, hosted by LinkedIn.

Our goal is to give you the tools and information you need to continuously improve and grow as talent acquisition professionals and coaches. We hope you find these trainings valuable!

***Questions?** Please post any questions in our **LinkedIn LEARN Group:** https://www.linkedin.com/groups/8691475*

Week 8 Pre-Work (Focus on Coaching):

***Step 1:** Open your LEARN Toolkit and navigate to the Week 8 Coach Activities. Complete the activities, in partnership with 1 – 3 other Coaches from your company.*

***Step 2:** Complete your Certification Exam by this Friday.*

Thank you!

Week 8 Activity (2 of 3): Review the Coach Education Completion Report

You will receive a Coach Education Completion Report from your CSM toward the end of Week 8. Use the report to celebrate Coaches that have completed the required education and to encourage and inspire Coaches that are falling behind.

Remember:

- ✓ **Be Positive**: Be encouraging and understanding in your follow-up. The program is designed to be somewhat flexible, but the content will be most valuable for the Coaches if they stay on track. If a Coach has fallen behind, focus on encouraging them to catch up!
- ✓ **Celebrate**: Find fun and creative ways to celebrate each coach's success. Send a congratulations email when they complete a week of training on time and include their manager, keep a leader board and highlight the coaches that have completed the most education, take your coaches out for a coffee – even a virtual coffee! Let your creativity shine!
- ✓ **Encourage Collaboration**: Encourage coaches to share key learnings and come together to complete activities, when possible. You could start a group chat or set up a regular meeting – just as a couple of examples!
- ✓ **Raise Concerns**: If you are having trouble engaging with a Coach over time, despite your best efforts, notify the Coach's manager and/or your LEARN executive sponsor. If it's a bandwidth problem, they may be able to help!

Week 8 Activity (3 of 3): Attend the Coach Program Lead Live Webinar

Join LinkedIn and Coach Program Leads from other LEARN Companies to discuss best practices, challenges, and key wins!

Week 9 Activity (1 of 1): Send Reminder Email to Coaches

Send an education reminder email to your company's Coaches. Feel free to use the email template below, and please cc your company's Executive Sponsor and your LinkedIn CSM.

Week 9 Email to Coaches:

Hi Team,

I am excited to share your LinkedIn LEARN pre-work for the week!

This week we are focusing on ***Coaching Techniques in Action****. We ask that you complete the recommended pre-work prior to attending the Coach[in] Webinar this week. Please note that the pre-work requires you to work with 1 – 3 of your Coach peers to complete the activities.*

Reminder! Bring your questions and key takeaways to this week's Coach[in] Webinar, hosted by LinkedIn.

Our goal is to give you the tools and information you need to continuously improve and grow as talent acquisition professionals and coaches. We hope you find these trainings valuable!

Questions? *Please post any questions in our* ***LinkedIn LEARN Group:*** *https://www.linkedin.com/groups/8691475*

Week 9 Pre-Work (Focus on Coaching Techniques in Action):

Step 1: *Open your LEARN Toolkit and navigate to the Week 9 Coach Activities. Complete the activities, in partnership with 1 – 3 other Coaches from your company.*

Thank you!

Week 10 Activity (1 of 2): Send Reminder Email to Coaches

Send an education reminder email to your company's Coaches. Feel free to use the email template below, and please cc your company's Executive Sponsor and your LinkedIn CSM.

Week 10 Email to Coaches:

Hi Team,

I am excited to share your LinkedIn LEARN pre-work for the week!

This week we are focusing on ***Defining Success Metrics & Developing Coaching Plans****. We ask that you complete the recommended pre-work prior to attending the Coach[in] Webinar this week. The pre-work requires for you to work with 1 – 3 of your Coach peers to complete the activities.*

Reminder! Bring your questions and key takeaways to this week's Coach[in] Webinar, hosted by LinkedIn.

Our goal is to give you the tools and information you need to continuously improve and grow as talent acquisition professionals and coaches. We hope you find these trainings valuable!

Questions? *Please post any questions in our* ***LinkedIn LEARN Group:*** *https://www.linkedin.com/groups/8691475*

Week 10 Pre-Work (Focus on Success Metrics and Coaching Plans Coaching):

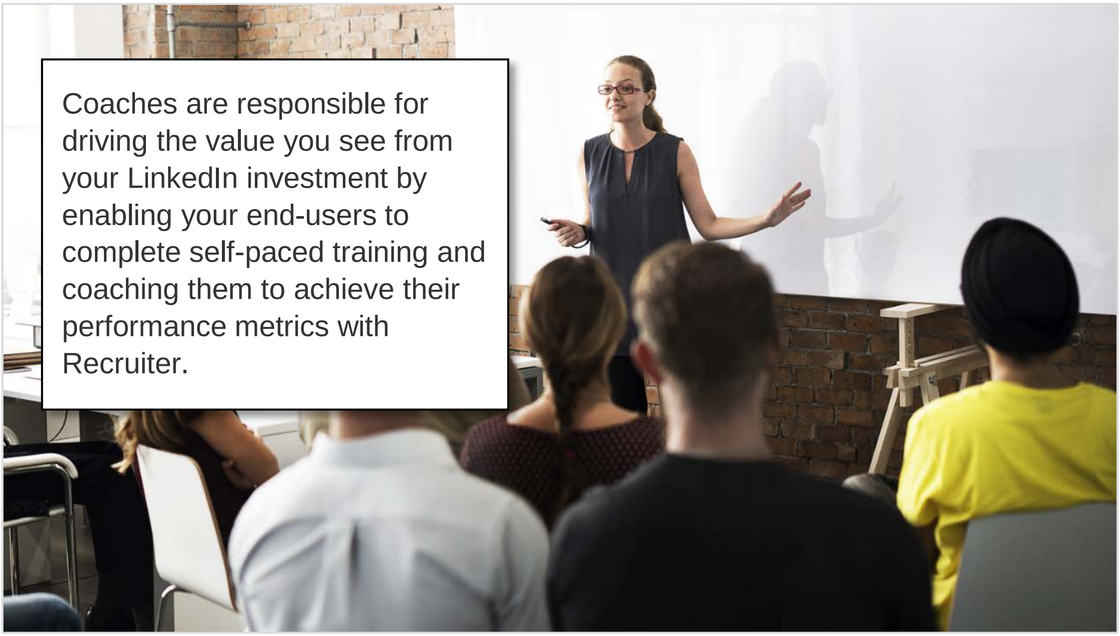
Step 1: *Open your LEARN Toolkit and navigate to the Week 10 Coach Activities. Complete the activities, in partnership with 1 – 3 other Coaches from your company.*

Thank you!

Week 10 Activity (2 of 2): Attend the Coach Program Lead Live Webinar

Join LinkedIn and Coach Program Leads from other LEARN Companies to discuss best practices, challenges, and key wins!

Coach



1. Complete online learning & activities outlined in this Toolkit
2. Pass the LinkedIn Recruiter Certification Exam & Coach Assessment
3. Drive usage habits amongst your team
4. Identify best practices to improve and evolve the LEARN program in the long-term
5. Enable End Users through coaching sessions, driving self-paced learning, and acting as the single-point of contact and product experts for End Users

Coach: Your Weekly Pre-Work Guide

Week 1 Activity: Finding and Identifying Talent on LinkedIn

In addition to ensuring you understand how to apply LinkedIn Recruiter best practices to drive value, it will be valuable for you to know the content covered in each course, so you can make thoughtful education recommendations for your peers. As you review each course, use the table below to brainstorm:

1. Key takeaways you can use in your future coaching sessions
2. Scenarios for when you would recommend each course to a peer

Course	Key Takeaway to Use When Coaching Others	When Would You Recommend This Course?
Example for Explore LinkedIn Recruiter	*- Value of LinkedIn and profile best practices* *- Value of best practice workflow* *- How to layer search filters* *- Benefits of organizing your work* *- InMail functionality and best practices* *- How and why to collaborate with Recruiter*	*Best for a new user or a current user with little experience* *Send as pre-work before a new / unexperienced user's coaching session.*
Explore LinkedIn Recruiter		
Learn the functions of Boolean Search		
Use Filtering Techniques to Search		
Advanced Search Filters		
Use Boolean Logic (tip sheet)		
Search Logic (tip sheet)		

Prioritize Warm Leads with Spotlights (tip sheet)		
Five Levels of Identifying Talent (tip sheet)		
Manage Custom Filters (top sheet)		
Save Time with Search Alerts (tip sheet)		

Week 2 Activity: Engage with Outstanding Talent

In addition to ensuring you understand how to apply LinkedIn Recruiter best practices to drive value, it will be valuable for you to know the content covered in each course, so you can make thoughtful education recommendations for your peers. As you review each course, use the table below to brainstorm:

1. Key takeaways you can use in your future coaching sessions
2. Scenarios for when you would recommend each course to a peer

Course	Key Takeaway to Use When Coaching Others	When would you recommend this course?
Example for Explore LinkedIn Recruiter	*- Value of LinkedIn and profile best practices* *- Value of best practice workflow* *- How to layer search filters* *- Benefits of organizing your work* *- InMail functionality and best practices* *- How and why to collaborate with Recruiter*	*Best for a new user or a current user with little experience* *Send as pre-work before a new / unexperienced user's coaching session.*
Build Your Brand on LinkedIn.com		
Send InMail Messages in LinkedIn Recruiter		
Determine Your InMail Strategy (tip sheet)		
Review InMail Analytics		

Week 3 Activity: Pipelining Talent

In addition to ensuring you understand how to apply LinkedIn Recruiter best practices to drive value, it will be valuable for you to know the content covered in each course, so you can make thoughtful education recommendations for your peers. As you review each course, use the table below to brainstorm:

1. Key takeaways you can use in your future coaching sessions
2. Scenarios for when you would recommend each course to a peer

Course	Key Takeaway to Use When Coaching Others	When would you recommend this course?
Example for Explore LinkedIn Recruiter	*- Value of LinkedIn and profile best practices* *- Value of best practice workflow* *- How to layer search filters* *- Benefits of organizing your work* *- InMail functionality and best practices* *- How and why to collaborate with Recruiter*	*Best for a new user or a current user with little experience* *Send as pre-work before a new / unexperienced user's coaching session.*
Start Recruiting Proactively		
Manage Profile Activity		
Leverage Your Pipeline of Talent		
Track Profile Activity (tip sheet)		
Add a Prospect and Link to a Profile (tip sheet)		
Import a Spreadsheet (tip sheet)		
Import Resumes via Recruiter (tip sheet)		

Week 4 Activity: Organization, Collaboration, Efficiency

In addition to ensuring you understand how to apply LinkedIn Recruiter best practices to drive value, it will be valuable for you to know the content covered in each course, so you can make thoughtful education recommendations for your peers. As you review each course, use the table below to brainstorm:

1. Key takeaways you can use in your future coaching sessions
2. Scenarios for when you would recommend each course to a peer

Course	Key Takeaway to Use When Coaching Others	When would you recommend this course?
Example for Explore LinkedIn Recruiter	*- Value of LinkedIn and profile best practices* *- Value of best practice workflow* *- How to layer search filters* *- Benefits of organizing your work* *- InMail functionality and best practices* *- How and why to collaborate with Recruiter*	*Best for a new user or a current user with little experience* *Send as pre-work before a new / unexperienced user's coaching session.*
Get Organized and Collaborate with Projects		
Increase Efficiency with Projects (tip sheet)		
Measure Your Recruiting Effectiveness		
Interpret the Recruiter Usage Report (tip sheet)		
Request Profile Views		

Week 5 Activity: Jobs

In addition to ensuring you understand how to apply LinkedIn Recruiter best practices to drive value, it will be valuable for you to know the content covered in each course, so you can make thoughtful education recommendations for your peers. As you review each course, use the table below to brainstorm:

1. Key takeaways you can use in your future coaching sessions
2. Scenarios for when you would recommend each course to a peer

Course	Key Takeaway to Use When Coaching Others	When would you recommend this course?
Example for Explore LinkedIn Recruiter	*- Value of LinkedIn and profile best practices* *- Value of best practice workflow* *- How to layer search filters* *- Benefits of organizing your work* *- InMail functionality and best practices* *- How and why to collaborate with Recruiter*	*Best for a new user or a current user with little experience* *Send as pre-work before a new / unexperienced user's coaching session.*
Post Your Jobs on LinkedIn		
Interpret the Job Analytics Report (tip sheet)		

- ☐ Schedule Certification Exam (Exam to be completed by 11/30)

Week 6 - 7 Activity: Catch-Up and Assess

- Complete all the learning and activities until week 5 if you have missed any.
- Complete the Online Advanced Knowledge Check. Review results. Revisit education sessions as needed.
- Schedule Certification Exam (Exam to be completed by 11/30).
- Use the template below to compile your notes on key takeaways from each course in the curriculum. This will come in handy as you create your own course recommendations for your coachees and ensure you have a single resource to help you recommend self-paced learning moving forward. This exercise will also help you revisit the information as you study for the Certification Exam.

Tip: *Create your own course list in Excel following the template below so it is easy to update, edit, and share with your coachees.*

Course	Key Takeaway to Use When Coaching Others	When would you recommend this course?
Find and Identify Talent		
Explore LinkedIn Recruiter		
Learn the functions of Boolean Search		
Use Filtering Techniques to Search		
Advanced Search Filters		
Use Boolean Logic (tip sheet)		
Search Logic (tip sheet)		

Engage with Outstanding Talent		
Course	**Key Takeaway to Use when Coaching Others**	**When would you recommend this course?**
Build Your Brand on LinkedIn.com		
Send InMail Messages in LinkedIn Recruiter		
Determine Your InMail Strategy (tip sheet)		
Review InMail Analytics		
Pipelining Talent		
Start Recruiting Proactively		
Manage Profile Activity		
Leverage Your Pipeline of Talent		
Track Profile Activity (tip sheet)		
Add a Prospect and Link to a Profile (tip sheet)		

Course	Key Takeaway to Use when Coaching Others	When would you recommend this course?
Import a Spreadsheet (tip sheet)		
Import Resumes via Recruiter (tip sheet)		
Organization, Collaboration, Efficiency		
Get Organized and Collaborate with Projects		
Increase Efficiency with Projects (tip sheet)		
Measure Your Recruiting Effectiveness		
Interpret the Recruiter Usage Report (tip sheet)		
Request Profile Views		
Get Organized and Collaborate with Projects		
Jobs		
Post Your Jobs on LinkedIn		
Interpret the Job Analytics Report (tip sheet)		

Week 8 Activity (1 of 2): Coach for Success with Searching

Scenario: You are the LinkedIn Recruiter Coach at your company. A Recruiting Manager at your company mentions that Jerry on her team is having trouble finding qualified candidates for a Staff Accountant role in Cincinnati, OH. The ideal candidate should be a CPA and preferably have worked at a Big Four Accounting Firm in the past.

Action: Review the scenario and brainstorm how you would help Jerry find more success with his search. Partner with 1 – 3 of your LinkedIn Recruiter Coach peers at your company. Take turns coaching each other to improve, using the prompts below.

Step 1

- Build rapport and trust with Jerry. Share a personal story about a tough search you recently worked through.
- Document your notes.

Step 2:

Using the **GROW** Model sample questions, complete this activity.

- **G: GOAL** (Ask probing questions)
    a. Ask questions to understand Jerry’s goals. For example:
        i. What type of candidates would a successful search yield (skills and experience but also candidates already familiar with your brand, candidates ready to make a career move, etc.)?
        ii. What soft skills will help a candidate thrive in this role and/or on this team?
        iii. What are the role requirements vs. the ‘nice to haves’?
    b. Listen actively. (Restate what you’ve heard the other person saying, reflect the other person’s body language.)
- Document your notes.

- **R: REALITY** (Provide effective feedback):
    a. Ask follow-up questions to understand the current state. For example:
        i. What search strategies have you used in the past?
        ii. What worked well and where do you see room for improvement?
        iii. Which search filters could you start using and/or use in a different way?
        iv. What other best practices could you have applied?
    b. Highlight strengths and things that Jerry is doing well.
    c. Provide task-relevant feedback.
- Document your notes.

- **O: OPTIONS** (Cover a range of options to achieve the goal):
    a. Call out specific, potential strategies to help improve the search. For example:
        i. Stay creative in your search. Remember, not all users list key skills, locations, certifications, etc. in the same fields.
        ii. Carefully think through how you are layering search filters.
        iii. Frequently rethink required skills (our industry is quickly evolving!)
    b. Have Jerry practice a few of the potential strategies live in Recruiter and help him to talk through the benefits and potential obstacles.
- Document your notes.

- **W: WILL** (Discuss an action plan):
  a. Encourage Jerry to commit to a specific action plan. Example questions:
     i. What will you do differently when you conduct your next search?
     ii. How often will you check for new search results? What action will you take when you receive a search alert with new leads?
     iii. How many versions of your saved search will you create? (Remember, stay creative!)
  b. Help Jerry achieve success in the long-term. Example questions:
     i. How can we make your plan sustainable? (saved search / search alerts)
     ii. How can you keep yourself motivated?
     iii. When do you need to review progress? Daily, weekly, monthly?
- Document your notes.

Show Interest and Encourage Feedback:

Do this by asking your peer to keep you posted on his or her future wins / hires.

Week 8 Activity (2 of 2): Coach for Success with Pipelining

You are the LinkedIn Recruiter Coach for your company. A Recruiting Manager at your company mentions that Sally on her team is having trouble developing relationships with candidates in the long-term. Sally feels like she is starting from scratch every time she has a new requisition. She is primarily responsible for recruiting System Engineers in San Francisco, which are in high demand. Sally is constantly having to find new candidates and make new connections. How can you help?

Action: Review the scenario and brainstorm how you would help Sally be more proactive in her process. Partner with 1 – 3 of your LinkedIn Recruiter Coach peers at your company. Take turns coaching each other to improve, using the prompts below.

Step 1

- ☐ Build rapport and trust with Sally. Share a personal story about how being more proactive in your sourcing strategy helped save you time in the long-term.
- ☐ Document your notes.

Step 2:

Using the **GROW** Model sample questions, complete this activity.

- **G: GOAL** (Ask probing questions)
  a. Ask questions to understand Sally's goals. For example:
     i. How much time are you currently spending tracking candidates outside of LinkedIn Recruiter (i.e. in Excel, resumes in a folder)? Would you like to be more efficient in your approach?
     ii. Are there any outstanding candidates you have worked with in the past that would have been a great fit, but the timing was just wrong? Would it be beneficial to have a strategy to stay in touch with passive candidates?
  b. Listen actively. (Restate what you've heard the other person saying, reflect the other person's body language.)
- Document your notes.

- **R: REALITY** (Provide effective feedback):
    a. Ask follow-up questions to understand the current state. For example:
        i. What strategies (if any) do you currently use to stay in contact with candidates?
        ii. What are the key similarities and differences in the roles you typically source (experience, skills, certifications, location, etc.)?
        iii. Have you used LinkedIn Projects in the past? Is there a specific reason you don’t currently use Projects? (Seek out pain points you can help address.)
        iv. What other best practices could you have applied?
    b. Highlight strengths and things that Sally is doing well.
    c. Provide task-relevant feedback.
- Document your notes.

- **O: OPTIONS** (Cover a range of options to achieve the goal):
  a. Call out specific, potential strategies to help person's pipeline strategy improve the search. For example:
     i. Save profiles from a project and send InMail's from directly in the Project
     ii. Take advantage of LinkedIn Smart Project Filters to stay organized
     iii. Use statuses as a 'to do' list to follow up with candidates in the short and long-term
  b. Have Sally practice running a search and adding profiles to a project before sending them an InMail. Talk through the benefits and potential obstacles.
- Document your notes.

- **W: WILL** (Discuss an action plan):
   a. Encourage Sally to commit to a specific action plan. Example questions:
      i. What will you do differently when you are sourcing for a new role?
      ii. How will you incorporate Projects into your short and long-term sourcing strategy?
   b. Help Sally achieve success in the long-term. Example questions:
      i. How can we make your plan sustainable?
      ii. How can you keep yourself motivated?
      iii. When do you need to review progress? Daily, weekly, monthly?
- Document your notes.

Show Interest and Encourage Feedback:

Do this by asking your peer to keep you posted on his or her future wins / hires.

1.

Week 9 Activity (1 of 2): Coach for Success with InMail

You are the LinkedIn Recruiter Coach for your company. A Recruiting Manager at your company mentions that Joe on her team is having some difficulty getting InMail responses. Joe recruits for Sales Managers in Bloomington, IN. See below for his go-to InMail.

Hello,

I work for XYZ Sales. We are a great company and are actively seeking outstanding candidates for our Sales Manager roles in Bloomington.

If you are interested, shoot me your resume.

Thanks,

Joe

How can you help?

Action: Review the information below and brainstorm how you would help Joe improve his InMail Acceptance Rates. Partner with 1 – 3 of your LinkedIn Recruiter Coach peers at your company. Take turns coaching each other to improve, using the prompts below.

Step 1

- Build rapport and trust with Joe. Share a personal story about how a strong InMail strategy helps you be more efficient and effective.
- Document your notes.

Step 2:

Using the **GROW** Model sample questions, complete this activity.

- **G: GOAL** (Ask probing questions)
    a. Ask Joe questions to understand his goals. For example:
        i. What is your average InMail response rate? (Help Joe look it up if he is not sure.) What is your ideal response rate?
        ii. How much time would you save if your InMail response rate increased?
        iii. Who was your target audience for this InMail? What were the main points you are trying to get across?
    b. Listen actively (Restate what you've heard the other person saying, reflect the other person's body language)
- Document your notes.

- **R: REALITY** (Provide effective feedback):
    a. Ask follow-up questions to understand the current state. For example:
        i. Why should someone be excited about working for your company and in the role? Do you feel that is currently incorporated into the InMail?
        ii. Do you use any other InMail templates, in addition to the one you shared?
        iii. Do you currently use spotlights and/or prioritize your first, second, and third-degree connections?
        iv. How often are you personalizing your InMails with candidates' details?
    b. Highlight strengths and things that Joe is doing well.
    c. Provide task-relevant feedback.
- Document your notes.

- **O: OPTIONS** (Cover a range of options to achieve the goal):
  a. Suggest potential, specific strategies to help improve Joe's InMail strategy:
     i. Revamp InMail verbiage to include value proposition (focus on what's in it for the candidate)
     ii. Personalize your InMails (review profiles first)
     iii. Start using Spotlights to target candidates most likely to engage
     iv. Tap into your network (prioritize 1st, 2nd, and 3rd degree connections and candidates you have something in common with)
  b. Have Joe write a draft InMail, incorporating a few of the potential strategies. Talk through the benefits and potential obstacles.
- Document your notes.

- **W: WILL** (Discuss an action plan):
    a. Encourage Joe to commit to a specific action plan for long-term success. Example questions:
        i. What will you do differently when you send an InMail?
        ii. How will you incorporate Spotlights into your InMail strategy?
        iii. How will you customize your InMails even when you are using a template?
    b. Help Joe achieve success in the long-term. Example questions:
        iv. Which option will you choose moving forward?
        v. How can we make your plan sustainable?
        vi. How can you keep yourself motivated?
        vii. When do you need to review progress? Daily, weekly, monthly?
        viii. How will you celebrate increases in your InMail response rate?
- Document your notes.

Show Interest and Encourage Feedback:

Do this by asking your peer to keep you posted on his or her future wins / hires.

Week 9 Activity (2 of 2): Coach for Success with Jobs

You are the LinkedIn Recruiter Coach for your company. A Recruiting Manager at your company mentions that Janice on her team needs advice to improve one of her jobs. She is concerned she is not getting enough applicants with the job description below.

Job Title: Gift Card Genius, Engineer 3

Industry: Internet

Function: Engineer

Join ABC Company Today! We make it easy to buy or sell used gift cards in the secondary market. Gift cards are the #1 most popular gift given or received in America with consumers spending over $100 billion dollars on gift cards in 2011. The problem is many consumers receive gift cards they don't want and don't spend, so all of the value locked in those gift cards is simply lost. We want to solve this problem by making it ridiculously easy for anybody to buy or sell their gift cards.

ABC Company is seeking a technical generalist who is excited to work on a very diverse set of projects and challenges, learning whatever new technologies, languages, or frameworks, is necessary to complete them. We currently run on Ruby on Rails, JavaScript, and ActionScript. Ruby on Rails experience is NOT REQUIRED (you can learn it here) but expertise in a back-end language is.

Role Requirements:

- *BS in Computer Science or equivalent from an ELITE (top 50) university. Master's degree a huge plus*
- *1-5+ years' post-collegiate work experience in software engineering*

What You'll Be Doing:

- *Designing and implementing a wide variety of scalable products and services*
- *Being flexible and general enough to work on front-ends, back-ends, websites, web-services, and clients across different languages*
- *Being our #3 engineer*

We are looking for great people to come join us. You've made it this far. . .please apply today!

Action: Review the information below and brainstorm how you would help Janice improve her Job Description. Partner with 1 – 3 of your LinkedIn Recruiter Coach peers at your company. Take turns coaching each other to improve, using the prompts below.

Step 1

- Build rapport and trust with Joe. Share a personal story about how a strong Job strategy helps you be more efficient and effective.
- Document your notes.

Step 2:

Using the **GROW** Model sample questions, complete this activity.

- **G: GOAL** (Ask probing questions)
  - a. Ask questions to understand Janice's goals. For example:
    - i. What kind of response did you receive and how would you like to see that improve.
    - ii. Who was your target audience for this Job Description?
    - iii. Do you regularly review your job's analytics to ensure you are reaching the right talent? How does that information compare to your target audience?
  - b. Listen actively (Restate what you've heard the other person saying, reflect the other person's body language)
- Document your notes.

- **R: REALITY** (Provide effective feedback):
    a. Ask follow-up questions to understand the current state. For example:
        i. Why should someone be excited about working for your company and in the role? How have you incorporated this into your current job description?
        ii. ii. How would you alter this Job Posting to get a better response from your target candidate(s)?
        iii. iii. How did you choose the job title, and do you think all candidates will understand the role based on this information?
        iv. iv. What other best practices could you have applied?
    b. Provide task-relevant feedback.
- Document your notes.

- ☐ **O: OPTIONS** (Cover a range of options to achieve the goal):
    a. Suggest potential, specific strategies to help improve Janice's Job strategy:
        i. Revamp Job Description verbiage to include value proposition (focus on what's in it for the candidate)
        ii. Focus on common job titles
        iii. Include multiple functions and industries, when applicable
        iv. Be creative / innovative!
        v. Review key words listed in the Job Description
    b. Highlight strengths and things that Janice is doing well.
    c. Have Janice review her job description and draft an updated version. Talk through benefits and potential obstacles.
- ☐ Document your notes.

- **W: WILL** (Discuss an action plan):
  a. Encourage Janice to commit to a specific action plan for long-term success. Example questions:
     i. What will you do differently when you post your next job?
     ii. ii. What is your optimal number of apply clicks?
     iii. iii. How will you celebrate increases in your job performance metrics over time? (Loop in me and your manager!)
  b. Help Janice achieve success in the long-term. Example questions:
     i. How can we make your plan sustainable?
     ii. How can you keep yourself motivated?
     iii. When do you need to review progress? Daily, weekly, monthly?
- Document your notes.

Show Interest and Encourage Feedback:

Do this by asking your peer to keep you posted on his or her future wins / hires.

Week 10 Activity: Developing Your Coaching Action Plan

You are the LinkedIn Recruiter Coach for your company. A Recruiting Manager at your company mentions that Emily is brand new to LinkedIn Recruiter. Emily is looking for guidance to get started and quickly drive value from LinkedIn Recruiter.

How can you help?

Action: Review the proposed LEARN Coaching process below and answer the prompts.

Step 1 - Identify Need: The need for a Coach is identified by the user's TA Manager. Your Coach Program Lead will be notified and will assign a Coach.

Question: You have been assigned as Emily's Coach. What are a few ways you can make her manager feel confident that you will help empower Emily to achieve success?

Step 2 – Schedule: Coach promptly schedules session (in person or virtual)

Question: Emily has been informed that you will be her Coach. Why do you think it is important to reach out to Emily promptly to schedule the first session?

Step 3 - Pre-Work: Coach sends 1 – 3 Learning Center courses as pre-work

Question: Considering Emily is new to LinkedIn Recruiter, what are 1 – 3 trainings you can recommend she take in the LinkedIn Learning Center, prior to your live coaching session?

Week 10 Activity: Developing Your Coaching Action Plan

Step 4 - Live Coaching: Coach uses the GROW model to guide the live session

Question: You have learned how to use the GROW model to coach users. Emily may not know what specific goals she wants to achieve yet. What are some example goals you can share with her to get her thinking?

Step 5 – Measure: Coach helps set clear measures of success and a target "due date"

Question: What are the key Recruiter Usage metrics Emily should review with her manager regularly to ensure she is using LinkedIn Recruiter best practices? (Examples include InMail acceptance rate over time, InMails sent, profiles saved, days logged in each month.)

List the metrics you would encourage Emily to work to increase over time and why each is an important metric.

Step 6 - Follow-Up: Coach schedules a follow up session with peer

Question: Why do you think scheduling a follow up session as soon as your first session is complete will be important?

Step 7 – Track: Coach tracks interaction details and peer progress

Question: Why do you think tracking your interactions with Emily and the success she is having will be important?

Week 10 Activity: Developing Your Coaching Action Plan

Step 8 - Long-Term Success: Coach schedules additional sessions as needed

Question: What are a few ways you can keep Emily engaged and excited to use LinkedIn Recruiter in the long-term?

Step 9 - Report & Celebrate: Coach sends summary of sessions to Program Lead and seeks out successes to celebrate

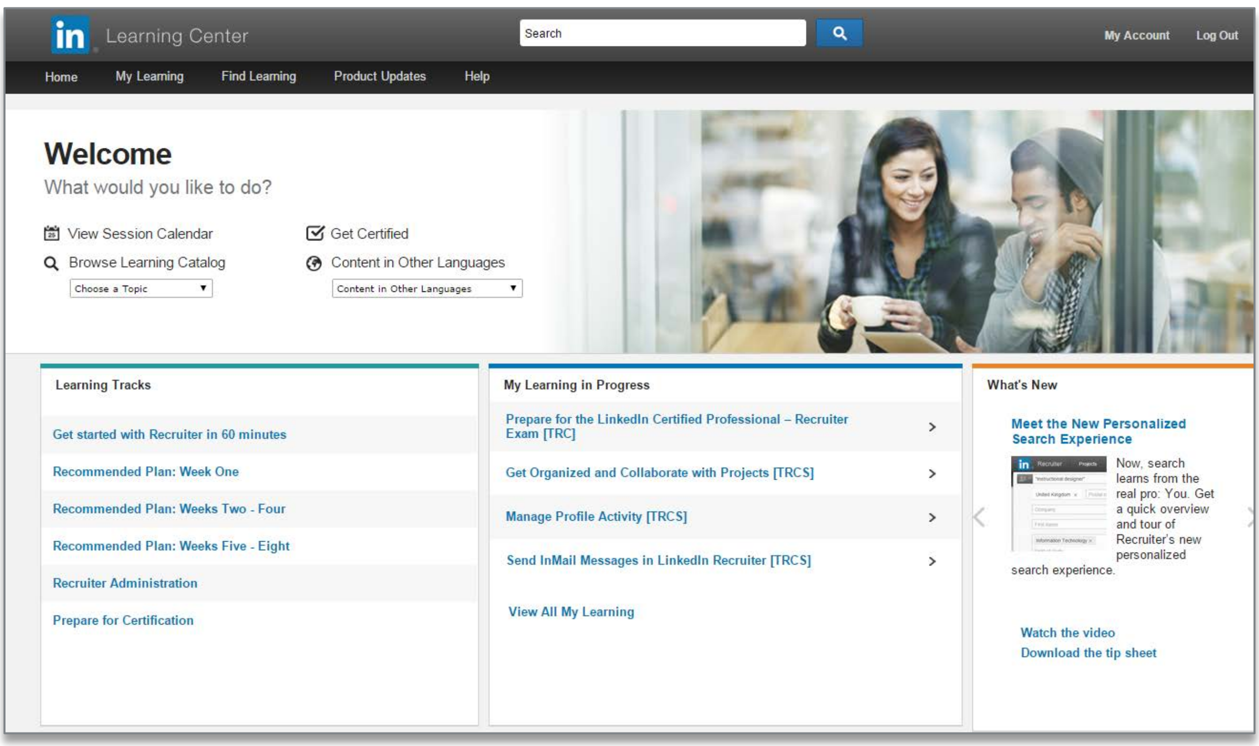
Question: What are a few ways you can help celebrate Emily's progress and successes?

Continue Your Recruiter Journey

The Talent Solutions Learning Center

The Talent Solutions Learning Center is a one-stop place where you can find all Recruiter learning materials:

- Live instructor-led webinars, on-demand self-paced tutorials, downloadable tip sheets, and recorded videos
- Recommended learning tracks for getting started quickly, mastering administration, and preparing for certification
- Learning materials in English, German, Spanish, French, Italian, Dutch, Portuguese, Swedish, Japanese, and Chinese



Stand Out with Certification

The LinkedIn Certified Professional—Recruiter certification shows you're an expert in candidate recruitment using LinkedIn Recruiter. LinkedIn Recruiter certification validates your skills in finding, engaging, and managing talent effectively and demonstrates your proficiency in Recruiter. Enhance your LinkedIn Recruiter skills and find the right talent faster.

Prepare with the LinkedIn Certified Professional—Recruiter Exam Curriculum

Step 1: Build your skills and experience. Successful certified professionals have 1 to 2 years of recruiting experience and at least 6 months of using LinkedIn Recruiter.

Step 2: Study and practice. Review the exam objectives, prepare with our certification curriculum on the Talent Solutions Learning Center, and practice applying your skills in your recruiting activities. Use the curriculum to sharpen your skills and prepare for the LinkedIn Recruiter Certified Professional—Recruiter exam. Depending on your past training and on-the-job experience, you may choose to complete all the courses in the curriculum or just those you deem necessary to help you succeed with the certification exam.

You can take courses in the order recommended in the Learning Center or you can choose to review one or more curriculum sections in any order. Courses are available as on-demand tutorials or as live webinars.

Step 3: Register for and take the exam. When you pass, you're certified!

Coach Appendix

GROW Coaching Model Questions

Asking the *right coaching questions* and asking coaching questions in the *right order* is the best way to mentally engage your coachee. It is your most important means of communication.

G: Goal	R: Reality
Define your short-term and long-term goals ☐ What is the aim of this discussion? ☐ What would need to happen for you to walk away feeling that this time was well spent? ☐ If I could grant you a wish for this session, what would it be? ☐ What would you like to happen that is not happening now, or what would you like not to happen that is happening now? ☐ What outcome would you like from this session/discussion/interaction? ☐ Can we do that in the time we have available? ☐ What do you want to achieve long term? ☐ What does success look like? ☐ How much personal control or influence do you have over your goal? ☐ What would be a milestone on the way? ☐ When do you want to achieve it by? ☐ Is that realistic? ☐ Is that positive, challenging, attainable? ☐ Will that be of real value to you? ☐ How will you measure it?	**Provide effective feedback** ☐ What is happening now? (what, where, when, who, how much, how often). Be precise if possible. ☐ How do you know that this is accurate? ☐ How have you verified, or would you verify, that that is so? ☐ What other factors are relevant? ☐ Who is involved (directly and indirectly)? ☐ What is their perception? ☐ When things are going badly on this issue, what happens to you? ☐ What happens to the others directly involved? ☐ What is the effect on others? ☐ What have you done about this so far? ☐ What results did that produce? ☐ What is missing in the situation? ☐ What do you have that you're not using? ☐ What is holding you back? ☐ What is really going on (intuition)?
O: Options	**W: Will**
Identify and evaluate different action strategies ☐ What could you do to change the situation? ☐ Tell me what possibilities for action you see. Do not worry about whether they are realistic at this stage. ☐ What approach/actions have you seen	**What will you do by when?** ☐ What option or options do you choose? ☐ To what extent does this meet all your objectives? ☐ What are your criteria and measurements for success? ☐ When precisely are you going to start and finish each action step?

used, or used yourself, in similar circumstances? - What else could you do? - What if…? (time, power, money, etc.) - Who might be able to help? - Would you like another suggestion from me? - Which options do you like the most? - What are the benefits and costs of each? - Which options are of interest to you? - Would you like to choose an option to act on?	- What could arise to hinder you in taking these steps? - What personal resistance do you have, if any, to taking these steps? - What will you do to eliminate these external and internal factors? - Who needs to know what your plans are? - What support do you need and from whom? - What will you do to obtain that support and when? - What could I do to support you? - What commitment on a 1-to-10 scale do you have to taking these agreed actions? - What prevents this from being a 10? - What could you do or alter to raise this commitment closer to 10? - Is there anything else you want to talk about now or are we finished?

Coaching Skills Checklist

Use the Coaching Skills Checklist as you observe a coaching session with your Coach peers. Document your observations and discuss with your peers following the activity.

Action / Behavior	✓	Observations: What to look for?	Your Notes
Demonstrated an approach for building trust and rapport with the team member?	☐	Shared a personal story about a lesson learned.	
Asked probing questions to help uncover issues?	☐	Asked open-ended questions that elicited more than a yes/no answer.	
Demonstrated active listening?	☐	Rephrased what the other person said. Allowed the person to speak without jumping in or making evaluative or judgemental remarks.	
Provided effective feedback?	☐	Used constructive feedback to make the coachee aware of areas for improvement. Feedback was specific rather than general.	
Shared best practices and other tips relevant to the topic?	☐	Asked the person being coached what he/she wants to get out of the session.	
Encouraged the coachee to engage in the coaching exchange and take ownership of the solution?	☐	Encouraged the person being coached to own the solution.	