

HIRE MARKET SELL **LEARN**

Small business Big ambitions

Learning Playbook for SMBs



It may feel like the challenge is beyond
your resources as a small business.
Don't limit your ambitions.

You're closer than you think



Introduction

As an SMB, you may struggle to match the opportunities that larger competitors can offer their employees for personal development. However, you have the advantage of closer relationships, so you can focus better on each employee's needs.

LinkedIn Learning is an opportunity for small businesses to level the playing field – while delivering strong ROI for you and your employees. It helps your employees stay motivated. It helps them become more productive. Crucially, it closes skill gaps, streamlines on-boarding, and gives just-in-time answers that support daily workflows.

Online learning helps employees to perform better on the job, successfully assume leadership roles, support organisational goals, and more. It boosts engagement within your organisation, which indirectly leads to higher employee retention.

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Establish **a game plan**

Plan eLearning effectively

Establish a game plan

IDENTIFY YOUR NEEDS

Consider your skill gaps and document your learning needs. Understanding the most critical pain points that help to build a business case for learning. For example, Human Resources may need to improve new hire on-boarding, while IT may need to keep engineers up to speed with the latest software.

DEFINE YOUR GOALS

It's important to define the right eLearning goals for your organisation. Once they are identified, you can start creating a plan that espouses the value of eLearning and set goals for future deployment. These goals could be as short or long-term as you like – like a 75% reduction in software-related IT help requests within a year, or 100% of employees trained in new software within 3 months.

MEASURE YOUR IMPACT

Measuring the effectiveness of eLearning, and tracking the return on investment (ROI), are critical to confirming that goals have been met. To ensure success, plan on tracking three key metrics – employee engagement, knowledge acquisition, and behavior change. LinkedIn Learning lets you run reports to measure adoption, achievement, and time that users spend on learning.

UNDERSTAND YOUR INVESTMENT

To fully understand the benefits of eLearning, analyse the costs. These include your LinkedIn Learning account, staff and 'hidden' costs associated with transitioning to a new learning programme, as well as staff disruptions, resource reallocations, existing project deferrals, and team realignments.



Grow your **talent**

Learning and development
with LinkedIn Learning



Grow your talent

CLOSE SKILL GAPS AND PERSONALISE LEARNING FOR EVERY EMPLOYEE

LinkedIn eLearning leverages unique data from our global network to deliver a personalised learning experience for every employee. We'll recommend content based on your employees' profiles – their skills, role, industry, etc. – so they can quickly find the most relevant content for them.

HELP EMPLOYEES ACHIEVE PROFESSIONAL GOALS

We provide additional guidance with Learning Paths. These are role and competency-based collections of learning content, which help employees learn skills they may need to further their careers. These Learning Paths can also be edited and customised by your company's learning administrator.

DEVELOP YOUR NEXT GENERATION OF LEADERS

The most successful companies don't recruit leaders. They grow their own. Online learning is a great way to build leaders at all levels and to encourage internal mobility. You can provide an on-demand learning resource to develop key leadership skills, including motivating and engaging employees, working in teams, resolving conflicts, and more.



Organisations with high levels of leadership quality and engagement/retention are 9x more likely to financially outperform their peers.

Engage **your workforce**

Boosting job satisfaction
with LinkedIn Learning

Engage your workforce

ATTRACT NEW EMPLOYEES

To attract top talent, your organisation needs to be a place where people advance their career. It needs to be somewhere where people are given opportunities to learn new skills and take on new challenges. It's also something new candidates need to know.

ON-BOARD WITH CONFIDENCE

An effective on-boarding experience can make or break employee engagement, productivity, and retention. It can play a critical role in how employees perceive an organisation and its culture.

RETAIN EXISTING EMPLOYEES

Empowering employees with career growth opportunities, and an inspiring company culture that fosters learning, can keep them happy and engaged. Engaged employees help build your talent brand and are a great resource for attracting more top talent to your organisation.



Attract qualified applicants with compelling job descriptions that highlight how a new hire will grow, learn, and make an impact



Employees who don't believe they can achieve their career goals with a current employer are 12X more likely to consider leaving. For new employees, that number skyrockets to 30X more likely.



Create a handful of short, interactive, and fun guided learning paths. Each should focus on tools and skills for a specific role. In no time, you'll have a library of paths you can easily deploy for the next round of new hires.



33% of employees know whether they want to stay long-term at a company within one week on the job.



3% of employees voluntarily leave their jobs due to lack of development and training. The #1 reason a person leaves their organisation is due to lack of career opportunities.

Build a **learning culture**

Transform employees using
LinkedIn Learning

Build a learning culture

PERSONALISED LEARNING EXPERIENCE

Your team will have 24/7 access to content curated and taught by a team of industry experts. LinkedIn Learning can make it happen for your organisation.

TRAINING IS TRANSACTIONAL

- Business-centric
- Transactional
- Conformity
- Control

VS

LEARNING IS TRANSFORMATIONAL

- Learner-centric
- Experiential
- Individuality
- Freedom



5 ways to cultivate a transformative learning culture

- **Lunch and Learn sessions**

Facilitate 30- to 45-minute sessions that deep dive into a range of subjects like embracing change, working in teams, and managing people. These sessions bring a social element to learning.

- **Office hours**

Set aside 45 minutes to allow employees to stop by your office for a quick overview on how to set and manage learning goals and get the most from a learning programme. Ask employees to bring their own devices for a hands-on experience.

- **Executive sponsors**

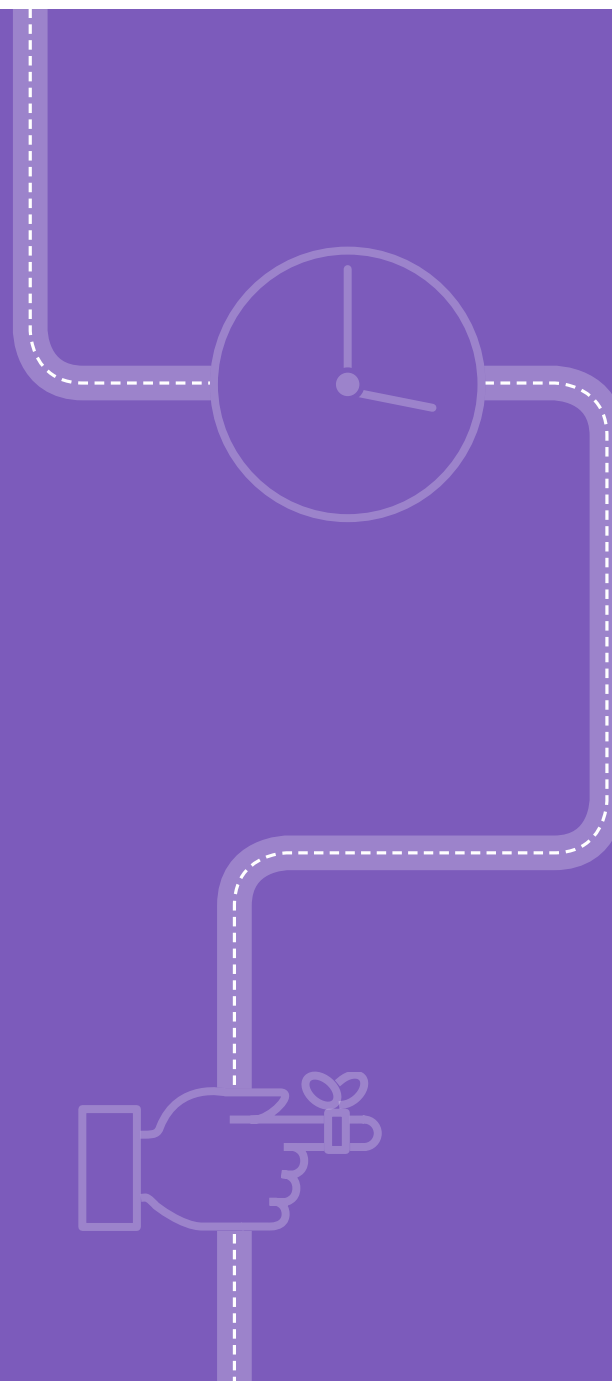
Let your internal learning champions become your ambassadors. Have an executive sponsor send an email to employees to let them know how your learning programme benefits the organisation.

- **Internal marketing**

After work one day, place printed materials on every desk explaining how employees can engage with your learning programme. This will generate excitement and increase engagement.

- **Reminders**

Keep learning top-of-mind by displaying posters around the office, sharing content on your intranet or internal LinkedIn groups, and providing employees with monthly reports on learning impacts across your organisation.



Encourage learning **anytime, anywhere**

Going mobile with LinkedIn Learning

Encourage learning anytime, anywhere

LEARN AT THEIR OWN PACE

Offering an on-demand resource that allows employees to learn at their own pace, and on their own time, offers flexibility, increases engagement, and supports continuous learning.

BOOST PRODUCTIVITY

Mobile learning fits into busy schedules and requires less time than instructor-led training, minimising productivity losses. In addition, it's been shown to provide the same knowledge transfer and assessment results as classroom or traditional online learning, but in a shorter timeframe.



Take advantage of commuting time

OFFLINE VIEWING FOR ANYWHERE LEARNING

Download full courses to learn on the go. Once downloaded, no internet connection is required.



TAP INTO AUDITORY LEARNING

Explore courses led by industry experts. Develop skills without having to be in front of a computer.



PICK-UP WHERE YOU LEFT OFF

Sync an account across all devices. Use a personalised dashboard to stay on track.



Bonus



Bonus

LINKEDIN LEARNING

A revolution in learning. For the evolution of business.

Learn more: learning.linkedin.com

PATAGONIA CASE STUDY

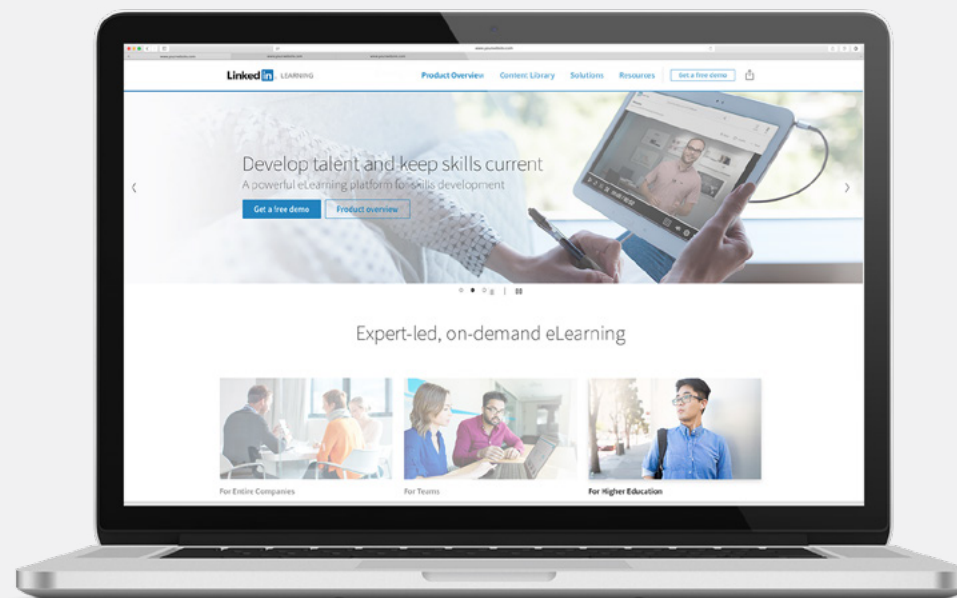
Discover how Patagonia scales on-demand learning to employees of all skill levels, across the globe, providing a valuable benefit while blending in-person instruction with expert-led video-based instruction.

Get the case study: learning.linkedin.com/elearning-solutions-case-studies/patagonia

6 STEPS FOR CREATING A CULTURE OF LEARNING

Find out how to build a transformative culture of learning, and understand the benefits. Discover how to make instruction accessible, teach managers to coach and evaluate performance based on learning and more.

Get the guide: learning.linkedin.com/elearning-solutions-guides/creating-a-culture-of-learning-in-6-steps





Read other playbooks in our small business series:



Hiring Playbook for SMBs



Marketing Playbook for SMBs



Sales Playbook for SMBs

What next?

Questions? To find out more about LinkedIn Learning, or talk to a LinkedIn representative at any time, visit learning.linkedin.com.