LinkedIn Learning Champion Program

Orientation Experience
October 2019

Agenda

1
Program
Benefits

2
Value of
LiL

3
Product
Training

4
Projects &
Initiatives

5
Resources

6
Support

What is the purpose of the Champion Program?

Benefits & Outcomes

- Build relationships and an expansive network

- Become an empowering leader on campus

- Identify & fill skills gaps

- Gain experiential learning

- Career-ready portfolio of projects

- LinkedIn product expert

- Showcased in newsletters

- Reference letter from LinkedIn

- Certificate of Program Completion

Champion Program in Three Parts

The program includes three main components

Orientation

Learn about the program, the platform, and all the opportunity that lies ahead.

Projects & Initiatives

The primary aspect of the program is leveraging your passions to innovate learning.

Reflection

Articulating everything you learned as a Champion will set you up for success.

Pre-Training Checklist

Before we dive into the orientation, let's make sure everyone has completed the pre-training activities

- ❑ Create a LinkedIn Account
- ❑ Access your LinkedIn Learning Account
- ❑ Complete LiL Courses
    - ❑ How to use LiL
    - ❑ LinkedIn for Students
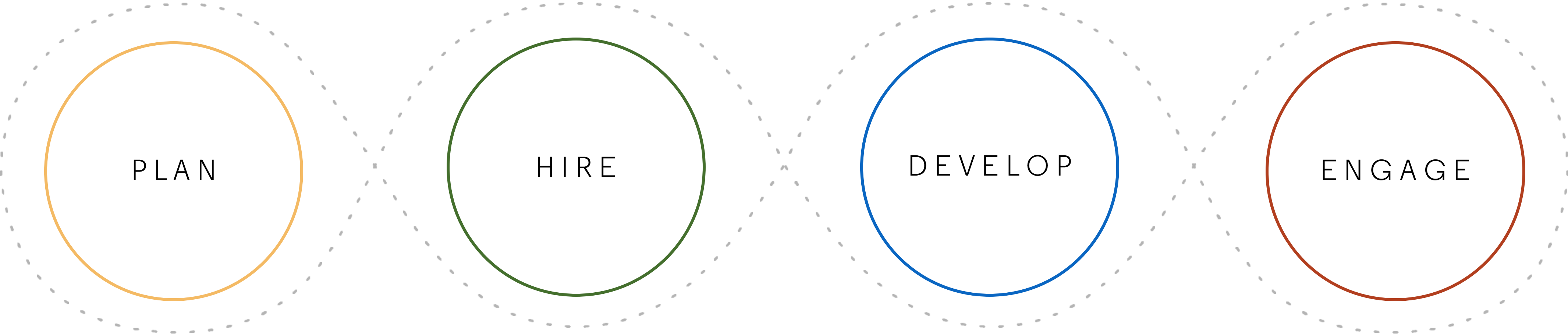- ❑ Add Certificates to LI profile
- ❑ Update Your Skills

Identify one thing you learned from the LinkedIn for Students course or favorite highlighted feature.

—

https://padlet.com/genoacatallo/LSLA

LinkedIn helps talent first companies develop winning teams by providing intelligent tools and unique insights

Create economic opportunity for every member of the global workforce

Connect the world's professionals to make them more productive and successful

The Power of LinkedIn

610M+
MEMBERS

30M+
COMPANIES

20M+
JOBS

50K+
SKILLS

90K+
SCHOOLS

Connect to opportunity

What can LinkedIn do to help you?

There are tons of opportunities to leverage within LinkedIn and LinkedIn Learning...

Establish Your Brand

Develop Your Skills

Build Your Network

The world of work is changing

Students face a complex, fragmented workforce with many pathways

Competition

Students and recruiters face the most competitive job market in history

Skills

New skills are emerging and companies expect you to acquire them

Disruption

Technology is disrupting entire industries and the traditional career path

Skills are changing quickly

- People rarely come in with all of the skills needed to do the job, especially when the shelf-life of skills is getting shorter

- Employees with core skills are quickly promoted to manager and require a whole new set of skills

- On-demand and on-the-job learning is the only way to stay afloat

1/3

of core job skills will change in the next 5 years

Source: World Economic Forum

Linked in LEARNING

Skills in your industry are changing quickly

Top 10 fastest growing skills in
Program & Project Management

1. Written Communication
2. Decision-Making
3. Microsoft Power BI
4. Data Analytics
5. Design Thinking
6. DevOps
7. Data Visualization
8. Organization Skills
9. Presentation Skills
10. Diversity and Inclusion
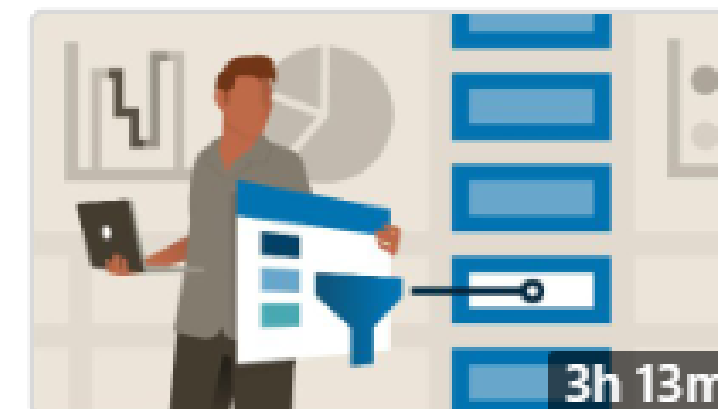
* Sourcing LinkedIn data from past 12 months

COURSE
Writing with Impact
By: Tom Geller · Released on November 8, 2018
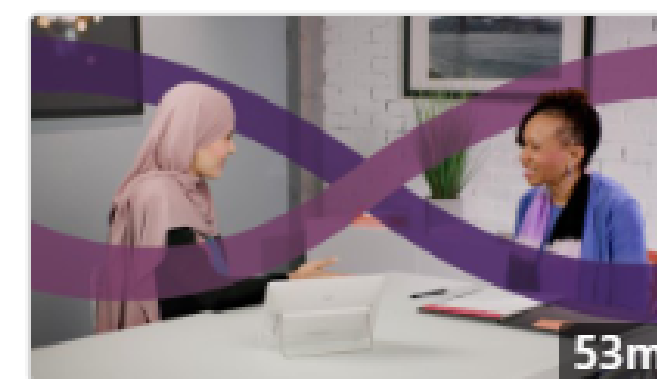
1h 1m

1h 0m left

COURSE **POPULAR**
Advanced Microsoft Power BI
By: Helen Wall · Released on November 8, 2018

3h 13m

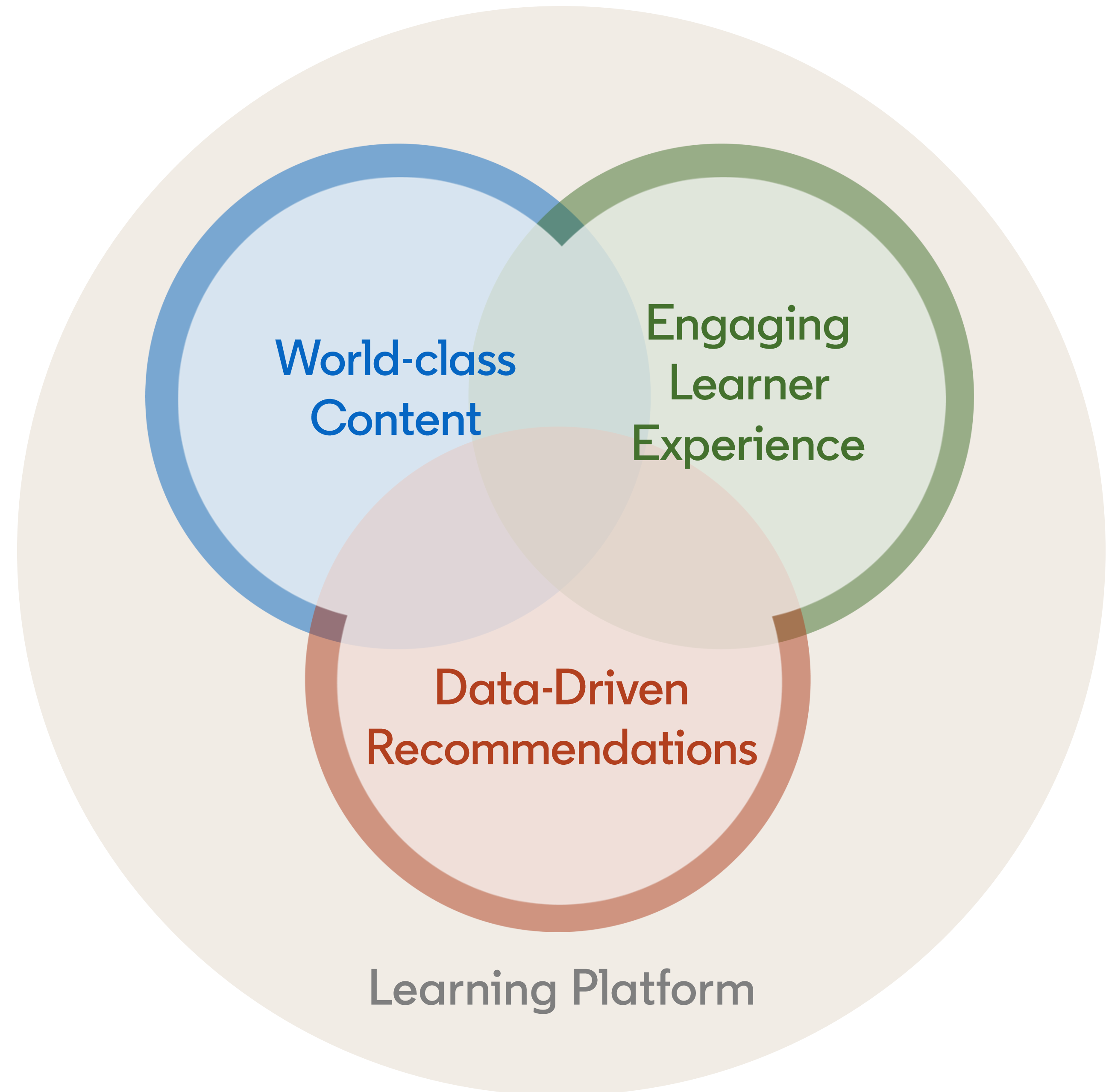Rob Russell likes this · 32,951 viewers

COURSE **POPULAR**
Skills for Inclusive Conversations
By: Mary-Frances Winters · Released on August 2, 2019

53m

10,306 viewers

LinkedIn LEARNING

LinkedIn Learning
with Lynda.com content

LinkedIn Learning, the leading online learning platform, helps organizations increase learner engagement and close critical skills gaps. With over 14,000 courses taught by real-world experts—and more than 50 new courses added every week—the library is always up-to-date-with the most in-demand business, technology, and creative content. Additionally, LinkedIn insights and social experiences make learning more personalized and interactive so employees develop the most relevant, application skills.

MGM

Levi's

Capital One

KANTAR

ESTĒE LAUDER

Kellogg's

NEDBANK

AIA

Telstra

Allianz

TomTom

NBCUniversal

Henkel

hp

EllieMae

Zillow

GEORGETOWN UNIVERSITY

patagonia

Designed for optimal learning

✓ High- quality content

✓ Micro-learning

✓ Q&A

✓ Self-paced

✓ Accessible
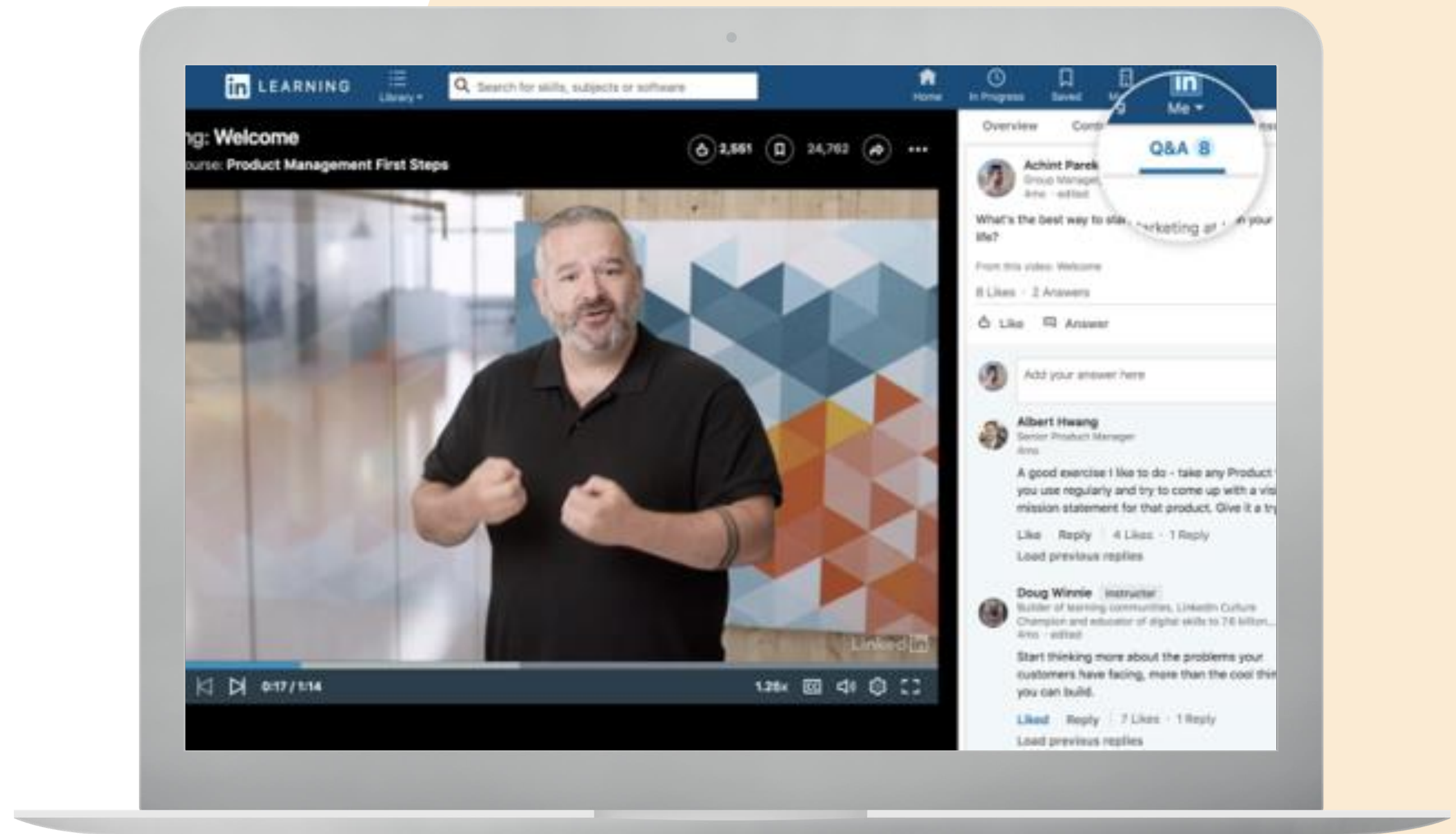
Course recommendation:

How to Use LinkedIn Learning

Data-Driven Recommendations

Define your learning goals and connect your LinkedIn profile to find content based on trending skills in the industries you're interested in.
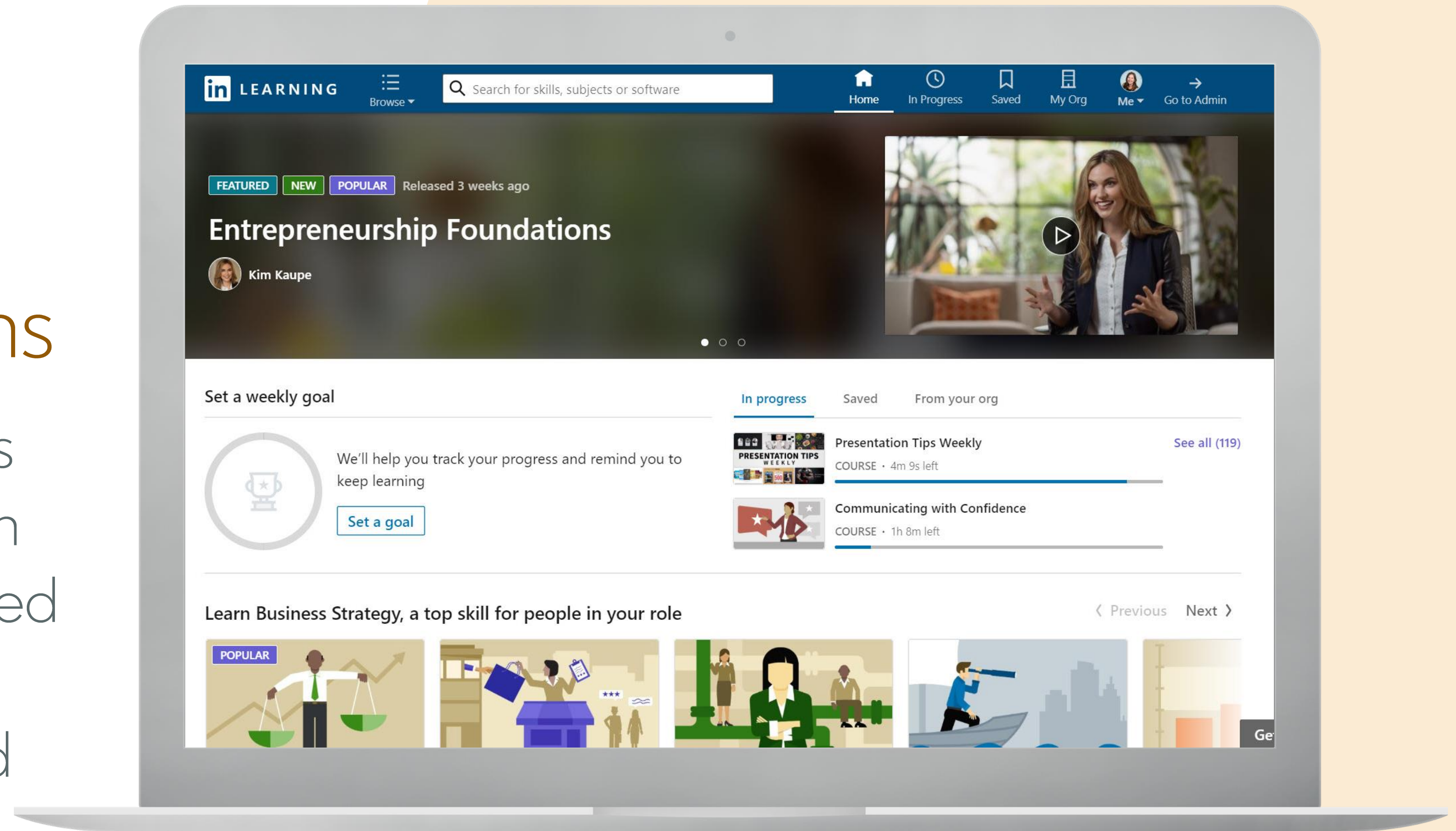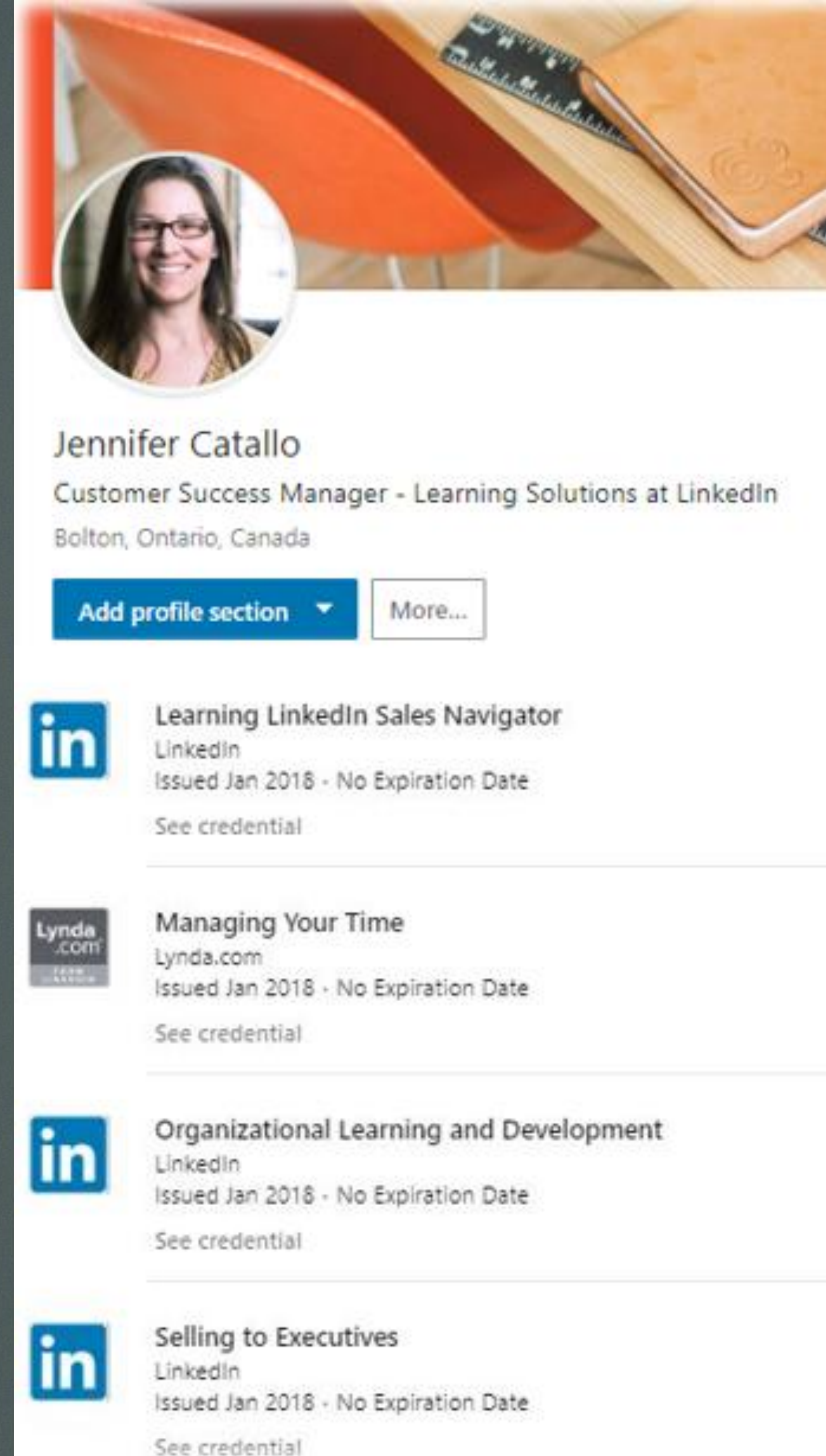
Learn Anywhere

Students can literally take learning with them anywhere. In the app, they can download content to watch or listen without WiFi.

 Download on the App Store

 GET IT ON Google play

Certificates & Continuing Education

LinkedIn Learning offers on-demand courses to help individuals prepare for professional certification exams and earn continuing education units (CEUs).

Jennifer Catallo

Customer Success Manager - Learning Solutions at LinkedIn

Bolton, Ontario, Canada

Add profile section ▾   More...

Learning LinkedIn Sales Navigator
LinkedIn
Issued Jan 2018 - No Expiration Date

See credential

Managing Your Time
Lynda.com
Issued Jan 2018 - No Expiration Date

See credential

Organizational Learning and Development
LinkedIn
Issued Jan 2018 - No Expiration Date

See credential

Selling to Executives
LinkedIn
Issued Jan 2018 - No Expiration Date

See credential

RYP Checklist

Start building your professional brand now in a few easy steps!

1. Add Photo

2. Update Education

3. Work Experience

4. Volunteer Experience

5. Add Skills

6. Draft a Summary

Step 1: Add a photo

Profiles with a photo get 21x more profile views
- You alone
- From shoulders up
- Neutral background
- Professional clothing

Cornelius McGrath • 2nd

LinkedIn Top Voice. Entrepreneur.

Greater Chicago Area

Follow | View in Recruiter | More...

University of Notre Dame

See contact info

500+ connections

I'm an entrepreneur, writer and speaker who is obsessed with the power of narrative. Originally from London, I hopped across the pond at eighteen to chase my dreams at Notre Dame. The jump to

LinkedIn member and student: Cornelius McGrath

Step 2: Add your education

- Add your school/university, major(s) and degree(s)
- Add academic awards and honors
- Include your activities, including student leadership positions, clubs, etc.

Education

Massachusetts Institute of Technology
Master's degree, Aerospace, Aeronautical and Astronautical Engineering
2017 – 2019

Massachusetts Institute of Technology
Bachelor's Degree, Aerospace, Aeronautical and Astronautical Engineering, Senior
2013 – 2017
Activities and Societies: MIT Freshman Class Council MIT Undergraduate Association Events Committee

Minor In Political Science

Udacity
Android Basics Nanodegree, Android App Development
2017 – 2017

I completed 10 projects and built several mobile applications for Android through Udacity's Android Basics Nanodegree Coursework.

Step 3: Add your work experience

Profiles with work experience are 10x more likely to get messaged

- List internships, summer jobs, and part-time jobs
- Add examples of your work or photos
- Describe what you accomplished

Director Of External Affairs

Economics and Business Student Association

Mar 2018 – Present · 1 yr 1 mo

Davis, California

Joining the Economics and Business Student Association, I was looking to join a community of kind, like-minded, intelligent individuals whom I could learn, grow, and improve with. Attending the welcome picnic, I found that the moment I walked in to meet potential members and the board. Gaining the opportunity to lead skills sets, mentor case competition groups, ...

See more

Stores Executive Intern

Target

Jun 2018 – Sep 2018 · 4 mos

Retail has always been an industry I've wanted to participate in. While exploring summer internship programs, I was thrilled to see that Target was hiring college students to participate!

• Worked alongside the Specialty Sales Executive Team Leader focusing on the foll... See more

Step 4: Add volunteer experience

Hiring managers value work and volunteer experiences

- Volunteer experiences
- Accomplishments (courses, honors, awards, etc.)
- Interests (join relevant Groups on LinkedIn)

Accomplishments

25 Courses

Advanced Mathematics and Application 1 • Advanced Physics 1 • Advanced Physics 2 • Applied Mathematics II • Australian National Internships Program Internship • Discrete Mathematical Models • Global Environmental Change II: The Present & Future • Global Political Ecology • Health, Discourse and Communication • Introduction to Politics...

8 Honors & Awards

Undergraduate Research Fellow • Youth Development Programme • International Alliance of Research Universities' Global Summer Program Delegate • Recognition for Academic Excellence Award • Recognition for Academic Leadership Award • Associate Fellow • Fellow • Tuckwell Scholar

5 Publications

Internships, more than just experience • Avoiding a STEM fail • Publish or Perish • Inequality in the PhB • 5 things I wish I knew in first year

2 Organizations

Royal Society of the Arts, Commerce and Manufacture • Australian Science Communicators (ASC)

1 Language

English

Interests

Think Productive - The Productiv...
1,068 members

EF Education First
254,050 followers

Australian Science Communicators
1,961 members

London International Youth Scien...
109 members
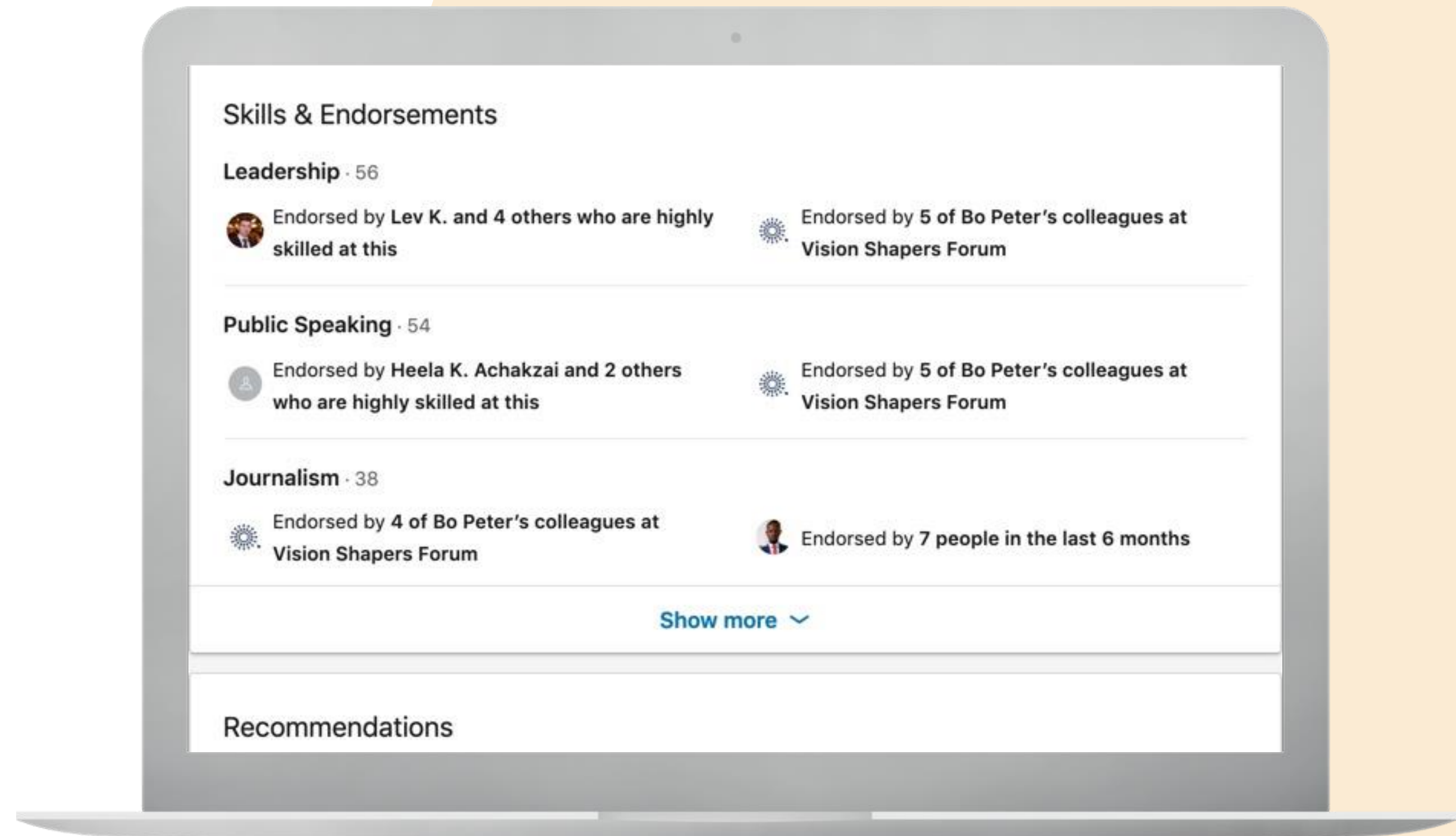
Australian Higher Education
6,828 members

Rotary International Group
66,156 members

Step 5: Add your skills

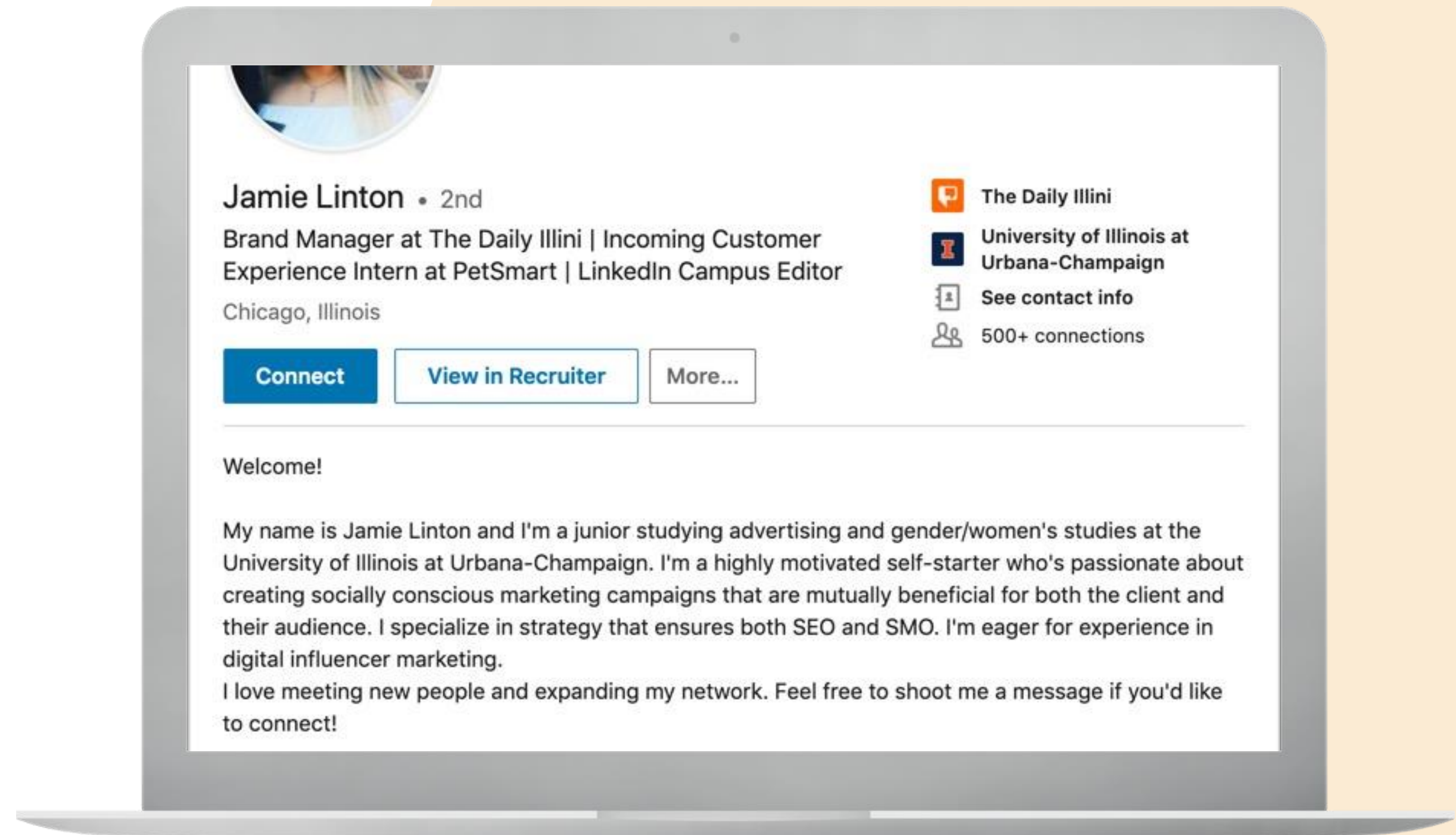Students who add 5 or more skills receive up to 17x more Profile views

- Add relevant skills you've acquired from internships, volunteer experiences, paid job experience (technical and soft skills)
- Consider recommendations from professors or teachers

LinkedIn member and student: Bo Peter Zhang

Skills & Endorsements

Leadership · 56

Endorsed by **Lev K.** and 4 others who are highly skilled at this

Endorsed by **5 of Bo Peter's colleagues** at **Vision Shapers Forum**

Public Speaking · 54

Endorsed by **Heela K. Achakzai** and 2 others who are highly skilled at this

Endorsed by **5 of Bo Peter's colleagues** at **Vision Shapers Forum**

Journalism · 38

Endorsed by **4 of Bo Peter's colleagues** at **Vision Shapers Forum**

Endorsed by **7 people in the last 6 months**

Show more ⌄

Recommendations

Step 6: Draft a summary

Prime real estate for you to talk about you, what motivates you, and show your personality
- Your "elevator pitch"
- Focus on accomplishments and aspirations
- Keep it short: <100 words

Jamie Linton • 2nd

Brand Manager at The Daily Illini | Incoming Customer Experience Intern at PetSmart | LinkedIn Campus Editor

Chicago, Illinois

Connect   View in Recruiter   More...

The Daily Illini

University of Illinois at Urbana-Champaign

See contact info

500+ connections

Welcome!

My name is Jamie Linton and I'm a junior studying advertising and gender/women's studies at the University of Illinois at Urbana-Champaign. I'm a highly motivated self-starter who's passionate about creating socially conscious marketing campaigns that are mutually beneficial for both the client and their audience. I specialize in strategy that ensures both SEO and SMO. I'm eager for experience in digital influencer marketing.
I love meeting new people and expanding my network. Feel free to shoot me a message if you'd like to connect!

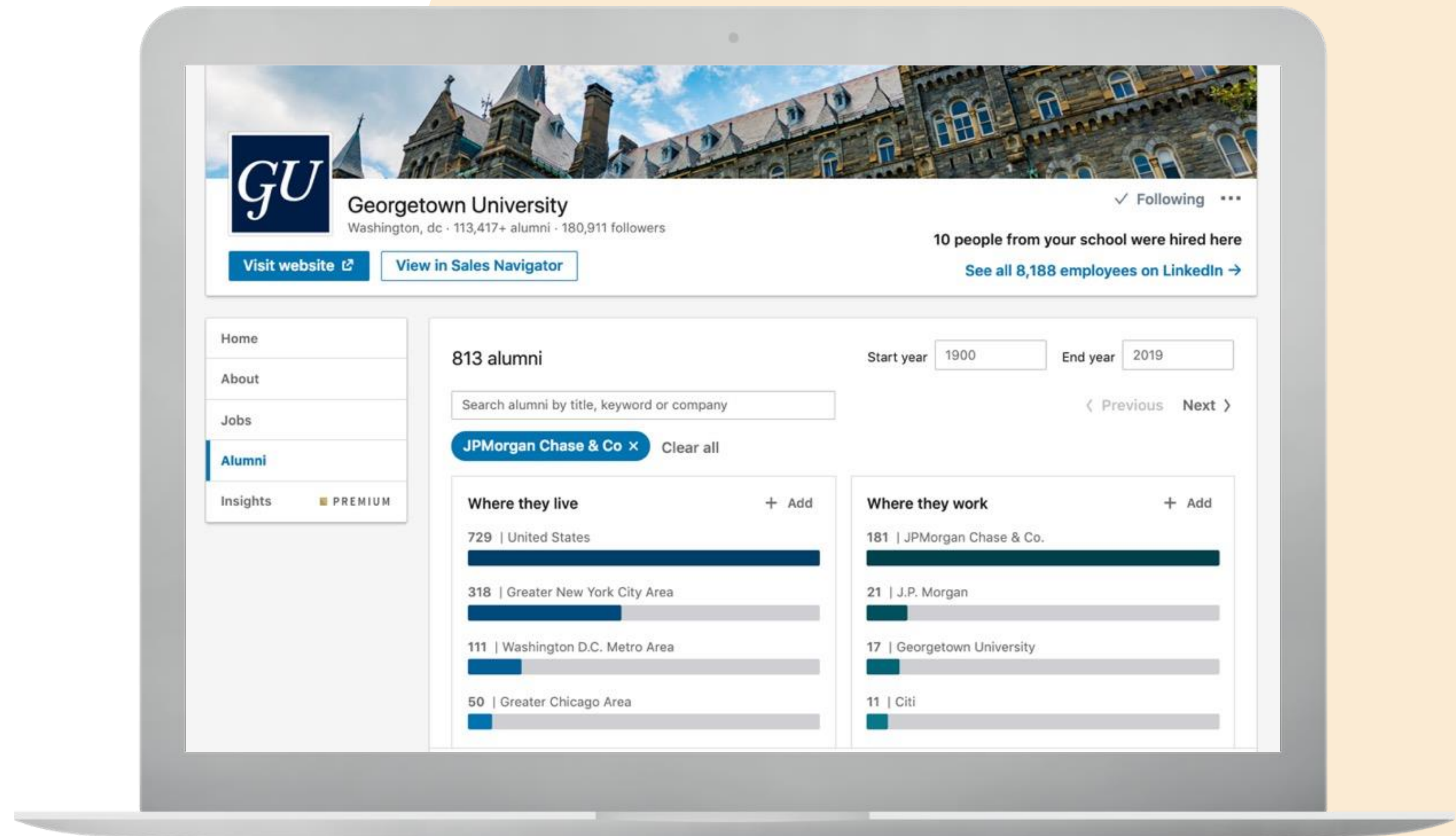LinkedIn member and student: Jamie Linton

85%

of all jobs are filled through employee network recommendations

Start by mapping your future with the alumni tool

Find alums who work in jobs, companies, and cities that interest you

Networking Advice

01 Break out of your silo

Don't wait until you need a job to start building your network. Building relationships and finding a job takes time.

Share your goals with friends, family and co-workers so they know how to help you. Break out of your comfort zone.

02 Nurture your current network

Deepening ties with past and present mentors and professors will increase the value of your network.

Be sure to add these people as Connections, stay in touch with InMail, offer assistance, if it seems relevant.

03 Build a board of advisors

Reap the benefits of your network by selecting people you trust and can rely on for straightforward advice.

#1: The Advocate
- Knows you on a personal level (close friend or family)
- Acts as a trusted sounding board

#2: The Strategic "In"
- Well-connected individual (advisor, professor, etc.)
- Is willing to make connections on your behalf

#3: The Subject Matter Expert
- Offers superior insight on a specific industry
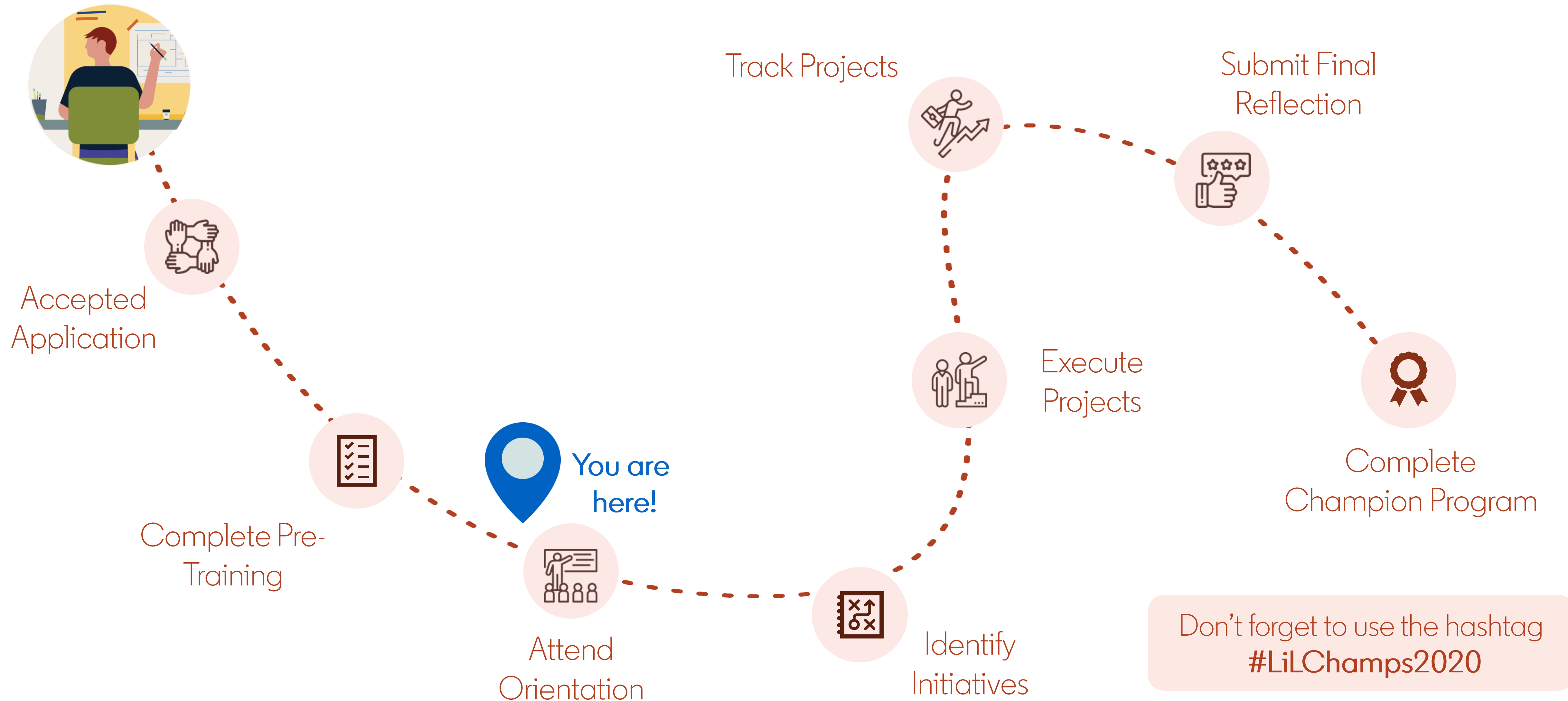- Can give an unbiased opinion

We want everybody to have the opportunity to be successful

By sharing, inspiring, and supporting each other, we create more opportunities for success- this goes for each Student Champion as well

How does the program work?

Champion Journey

Accepted Application

Complete Pre-Training

You are here!

Attend Orientation

Track Projects

Identify Initiatives

Execute Projects

Submit Final Reflection

Complete Champion Program

Don't forget to use the hashtag #LiLChamps2020

Project Areas

Use these categories as a source of inspiration

Social Media

- Use your brand to share the power of learning

- Leverage Instagram, Facebook, Pinterest, and LinkedIn to share your projects

- Don't forget to use the Champion hashtag #LiLChamps2020

Writing

- Writing projects require you to reflect on and find your voice.

- Write articles or blogs about your experience as a champion.

- Build credibility and thought leadership by publishing

Creative

- Let your imagination and innovation run wild by sharing your passion for learning in ways that are authentic to you and your peers

Public Speaking

- Develop the skills you need to prepare and deliver an outstanding speech or presentation.

- Gain practical experience to assist you in preparing and delivering a presentation.

Networking

- Build an expansive network within your school's champion cohort, other students, staff, and faculty at your school

- Connect with LinkedIn employees through the program

- Get comfortable talking to everyone!

More Project Categories

These categories are worth greater value for greater amount of effort
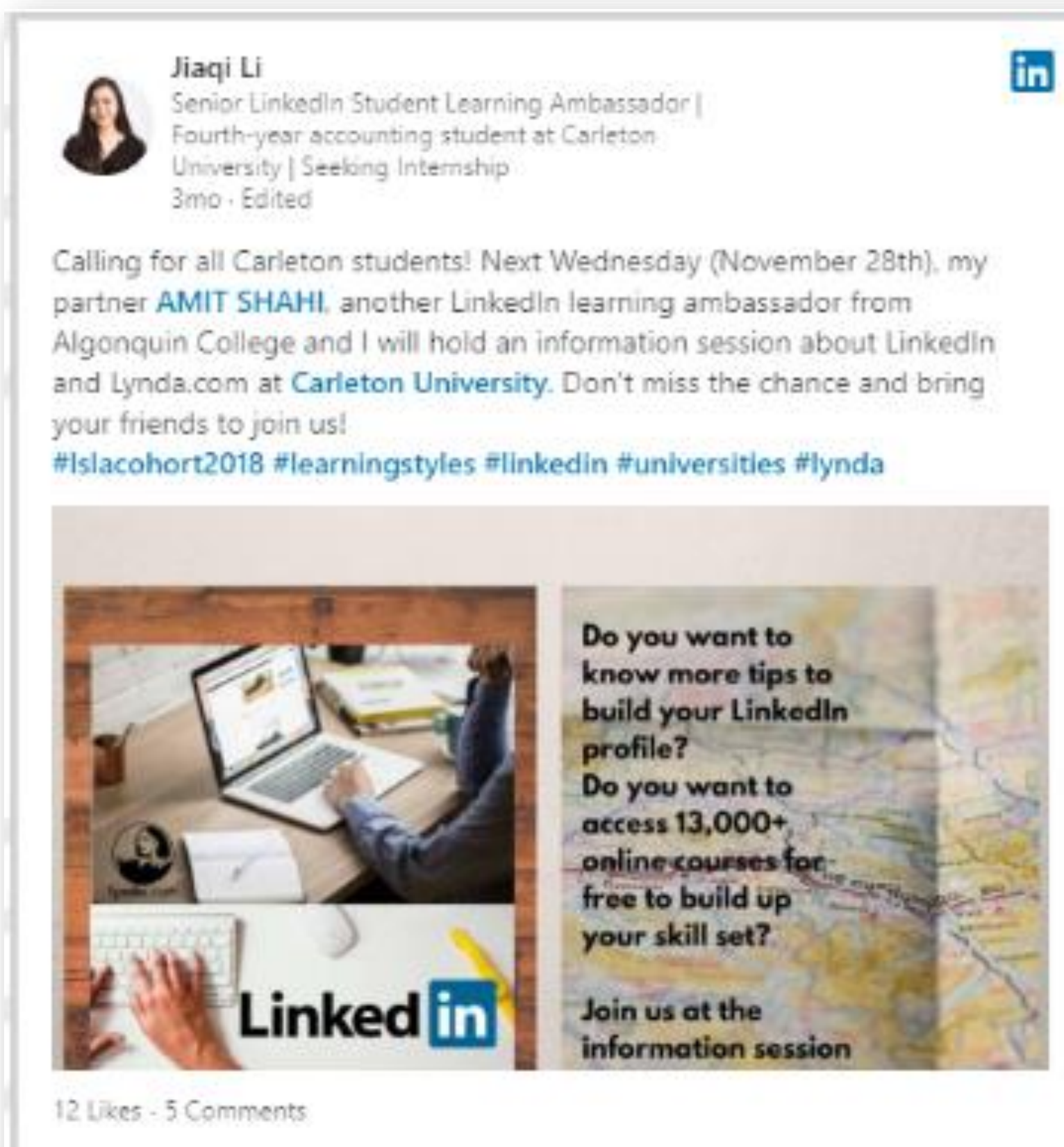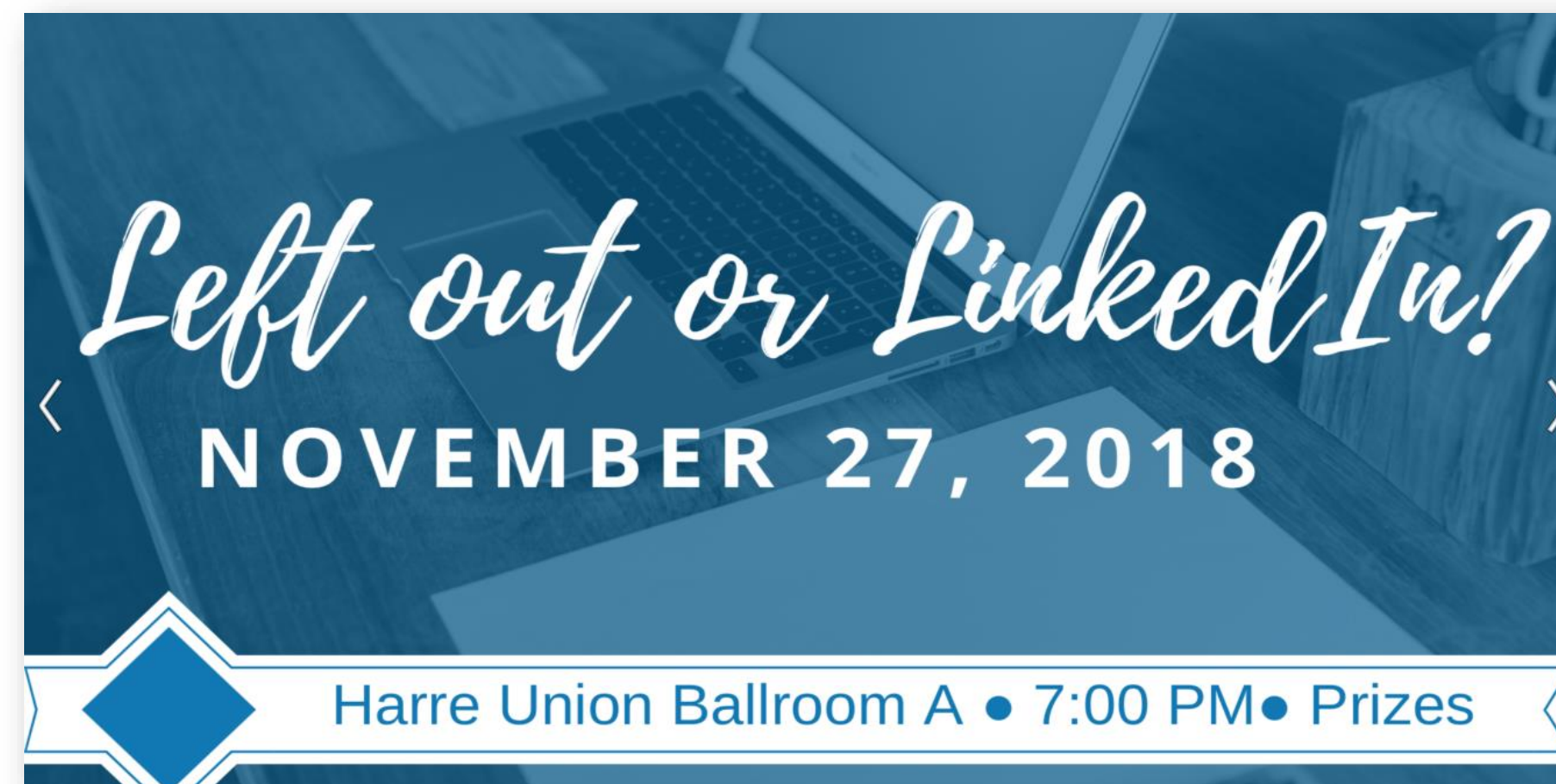
Team Initiatives

- Team Based Projects offer you the opportunity to create multi-layered events that encompass many of the project options available for this program.

- You can work with your cohort peers to plan speaking engagements, class or club presentations, or fun events.

Capstone

- Depending on the depth and complexity of your project, the Capstone can account for the total points required for Ambassador certificate.

- Work with your mentor to determine the structure, and point value for your initiative

Project Samples

Check out various projects from previous cohorts!

Left out or LinkedIn?

NOVEMBER 27, 2018

Harre Union Ballroom A ● 7:00 PM● Prizes

PRACTISE
PRACTIEC
PRACTICE SESSION

Jiaqi Li
Senior LinkedIn Student Learning Ambassador |
Fourth-year accounting student at Carleton
University | Seeking Internship
3mo · Edited

Calling for all Carleton students! Next Wednesday (November 28th), my
partner AMIT SHAHI, another LinkedIn learning ambassador from
Algonquin College and I will hold an information session about LinkedIn
and Lynda.com at Carleton University. Don't miss the chance and bring
your friends to join us!
#lslacohort2018 #learningstyles #linkedin #universities #lynda

Do you want to
know more tips to
build your LinkedIn
profile?
Do you want to
access 13,000+
online courses for
free to build up
your skill set?

Join us at the
information session

LinkedIn

12 Likes - 5 Comments

Earn 80 Points

To complete the program you will need to complete a variety of projects to total 80 points. Use and submit this tracker for your final reflection.

Due with final reflection on April 30th, 2020

Resource Responsibility

Program Deliverable Samples	Point Value	Sample Student Ambassador	Sample Student Ambassador	Sample Student Ambassador	Sample Student Ambassador	Student Ambassador	Total Points Earned
Complete Pre-Training Courses	5	5	5	5		5	
Posting about Program Activities on LinkedIn	1	20					
Tweeting about Program	1		20				
Tweeting about Courses	1						
Instagram Post about Program	1						
Instagram Post about Learning	1						
Writing a Blog Post	5			10			
Writing a LinkedIn Article	5			5			
Posting a Video on LinkedIn	5			5			
School News Paper Article	5			5			
Creating a Lynda.com Newsletter	5						
Information session to clubs/groups	10	10		10			
Creating a Lynda.com Podcast	10	10					
School Radio Station Interview	10						
Poster Campaign	10						
Class Presentation	10						
Creating and Hosting a Webinar	10						
Hosting an Event on Campus	20						
Rock Your Profile Session Series	20						
Capstone	40				40	5	
Total Points		40	40	40	40	5	

Final Reflection

Submit a 300-word summary or 3-minute video along with your completed project tracker to articulate all of your accomplishments during the program.

Due April 30th, 2020

Where to find help and resources & support?

Leverage Your Mentors

Between the LinkedIn program managers, mentors, school liaisons and Senior Champions there are a lot of people to lean on for support.
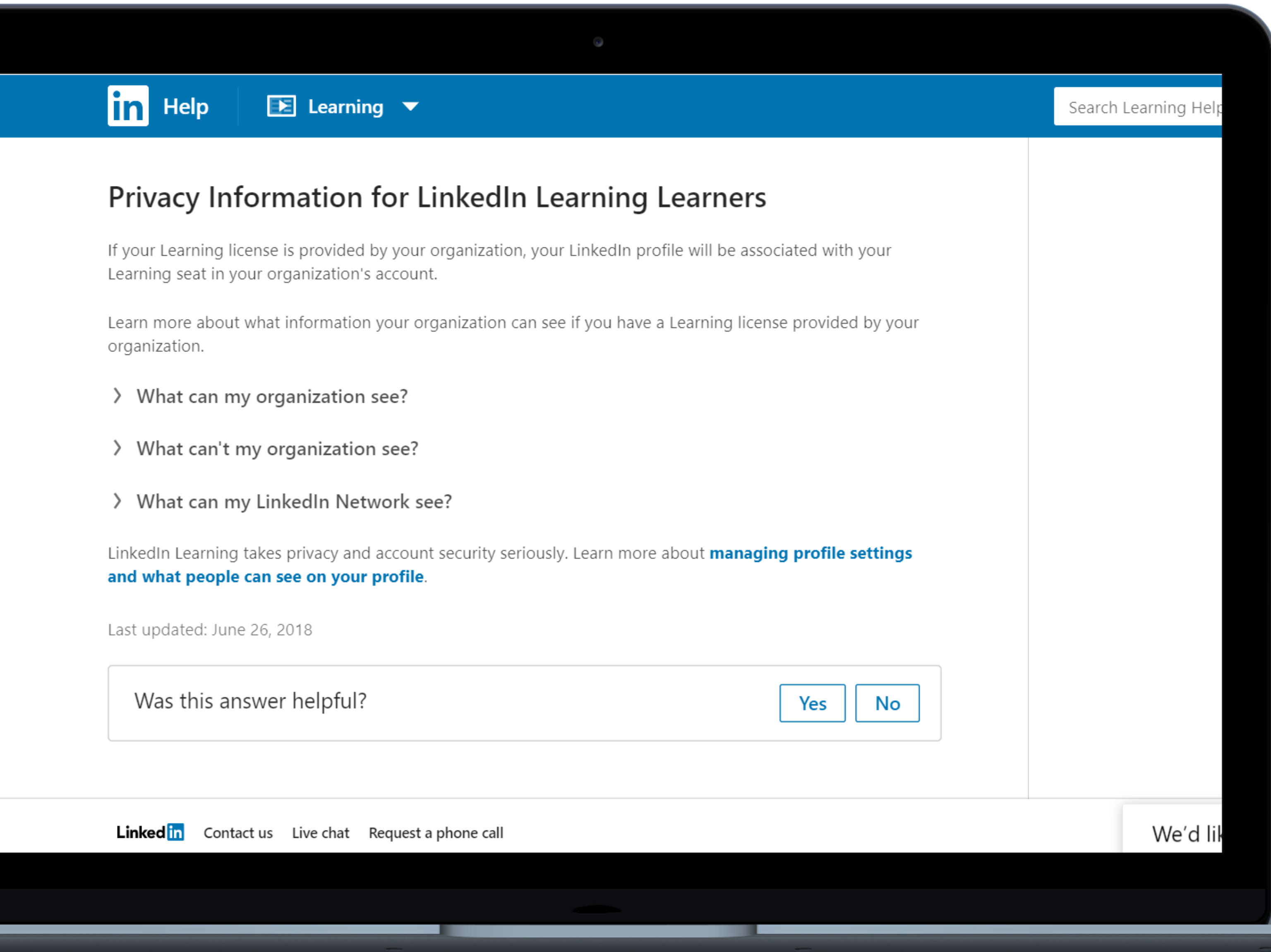

Program Manager

LinkedIn Mentors

Campus Liaisons

Senior Champions

MEMBER PRIVACY

Understand & control your settings

Learn more here

Need Support?

LinkedIn Learning provides daily support for any individual or technical questions.

Help Center-
https://www.linkedin.com/help/learning

Submit a ticket directly HERE

Linkedin

Appendix

#AlwaysBeLearning

Time is our most precious resource. How can you make a powerful impact with learning?
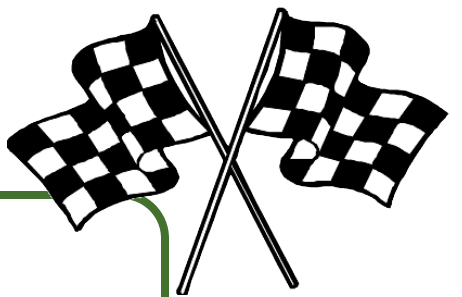
Success Tips!

- ✓ Schedule time for learning
- ✓ Find YOUR skill level & start there
- ✓ Take advantage of self-paced/speed control
- ✓ Share your success with certificates of completion

Course recommendation:

Gaining Skills with LinkedIn Learning

Learn Daily in Under 5 Minutes!

Saying no tactfully

The habits of highly collaborative individuals

Sounding confident

Knowing the signs of burnout

How to manage expectations

The resilience mindset

Identifying triggers

Do, delegate, defer

Get the guidance you need

Building meaningful connection

Managing your time

Listening-focused skills

The importance of professional empathy

How to follow up with networking contacts

Learning from failure

Avoid being underestimated

Certifications and Continuing Education Units

LinkedIn Learning helps keep your employees up-to-date

- Employees can access & work towards earning certifications from anywhere:
    - Amazon WebServices
    - PMP Certification
    - CompTIA
- Professionals can keep their certifications up-to-date with CEUs:
    - NASBA
    - PMI

See all partnerships [*here*](#)

Learning Hack #01

Turn your commute into a classroom

in LEARNING

Learning Hack #02

Learn while you lunch

Learning Hack #03

Flex your muscles and your mind

in LEARNING

Learning Hack #04

Turn drive time into learning time

LinkedIn Learning Champions

Project Breakdown Guide

Social Media Projects

Did you know that LinkedIn is the most-used social media platform amongst Fortune 500 companies?

Description: Social Media Projects enable you to build your own learning brand by sharing ways that you are learning and cultivating new skills with your connections. Here are some ideas to get you started:

- Start a post series on social media about learning
- Share on LinkedIn when you complete a LinkedIn Learning course and tag people in your network that you believe would find it valuable
- Start a learning challenge for one week, one month or 365 days and challenge yourself to learn each day and post about your experience once per week
- Start a conversation focusing on what you learned that day and how you put a new skill into action
- Go ahead, post that you are now a LinkedIn Learning Champion!

If you use other social media outside of LinkedIn in order to receive credit, screen shot posts and submit them on the LinkedIn Group for tracking purposes. Consider using the curriculum available here to support your social media learning opportunities. ALWAYS USE the following hashtag to ensure we can track your projects **#LiLChampions2020**

POINTS

You can earn 1 point for every social media post for a total of 20 points that contribute to your certification.

SKILLS

PERSONAL BRANDING

65%

LINKEDIN

50%

SOCIAL MEDIA/MARKETING

80%

WRITING

35%

Remember you need 80 points total for certification

LinkedIn Learning Courses to Consider

LEARNING PERSONAL BRANDING

Chelsea explains how to develop your story, craft your messaging, and define your audience. Then she walks you through building your brand presence online and off, creating a calendar that will help you stay on top of social media and keep your content fresh. Plus, get tips to monetize your personal brand and land speaking engagements and guest roles.

CREATE LINKEDIN MOBILE VIDEOS

Mobile video on social media has become a tremendous asset for growing businesses, for creating brand awareness and sharing information. This learning path introduces the tools and processes for creating short, focused videos on a mobile device and leveraging those videos to engage an audience.

SOCIAL MEDIA MARKETING FOUNDATIONS

In this course, discover how to leverage social media in your overall marketing strategy, and learn best practices for leading social media campaigns that help you successfully connect with consumers

BECOME A SOCIAL MEDIA MARKETER

Social media marketers are an organization's direct connection to a consumer. Social media has dramatically altered marketing by allowing businesses to authentically engage with their customers. In this learning path, discover how to leverage social media in your overall marketing strategy, and learn best practices for helping you successfully connect with consumers

Writing Projects

"Did you know that 45% of readers on LinkedIn are manager level and up?....This means...you can capture the attention of your next boss." Maya Pope-Chappell

Description: Writing projects require you to reflect on and find your voice. You are expected to write more lengthy articles (and/or blogs) about your experience as a learning champion. Here are some examples to get you started

- Write an article on the importance of failure in the process of learning.
- Identify how you incorporate technology into your learning process?
- Discuss the ways you can leverage LinkedIn Learning or other tools to support your academic and career success.

These writing projects can be in any number of different formats: blog posts, LinkedIn articles, articles submitted to your local or campus newspaper etc.

To get credit for your writing projects that are not on written directly on LinkedIn, submit the link to where the blog post/article is digitally to the LinkedIn Group. Consider using the curriculum available here to support the development of your writing skills. ALWAYS USE the following hashtag to ensure we can track your projects **#LiLChampions2020**

POINTS

10 points for each article. Total points for these projects earn you a maximum of 40 points toward your certification.

SKILLS

PERSONAL BRANDING

65%

CREATIVITY

50%

WRITING

80%

LINKEDIN

35%

Remember you need 80 points total for certification

LinkedIn Learning Courses to Consider

Publishing on LinkedIn for College Students and Young Professionals.

Maya Pope-Chappell, news editor at LinkedIn, shows newly graduated college students and first-time jobseekers—anyone who is just beginning to build a professional presence and personal brand—how to succeed on LinkedIn. She explains why, what, and how to write. She helps you figure out what topics get the most traction and shares the best practices for building an audience and establishing your brand.

Ninja Writing: The Four Levels of Writing Mastery

Truly great nonfiction writers do more than just clearly communicate their ideas—they dazzle. These elite professionals have the uncanny ability to craft taut, elegant sentences that flow together in a way that's almost musical. In this course, instructor Shani Raja—a former editor for the Wall Street Journal—shares tactics that can help to take you to the summit of flawless writing. Here, Shani explains how to tap into the power of the four levels—narrative, paragraphs, sentences, and words—to sharpen your writing so that it stands out from your peers.

Writing with Flair: How to Become an Exceptional Writer

Have you ever pored over a beautifully-written article and wished you could write with the same kind of flair? If so, this course is for you. Join Shani Raja—a former editor for the Wall Street Journal—as he shares practical techniques for making your writing sparkle. Shani dives into the mindset of an elite writer, spelling out the key principles that help great wordsmiths keep their writing purposeful, concise, and pleasurable to read. Learn how to avoid common issues that can weaken your prose, such as careless repetition and out-of-focus ideas. Plus, learn strategies that can help you craft elegant paragraphs and transitions, add freshness to your writing, and more.

Creative Projects

Did you know that the most in-demand skill for 2019 is "Creativity"?

Description: Use your imagination and feel free to run wild! Some ideas to get you started:

- Create a weekly video series on your LinkedIn Page or YouTube Channel for #quicktips on what you are learning
- Create a digital media campaign of promotion posters for using LinkedIn Learning for your college or university campus and student activities
- Create a Pinterest Board of career tips, study tips, LinkedIn tips, or your favorite LinkedIn Learning Courses
- Work with your school's radio station to build an ad for using LinkedIn/LinkedIn Learning or another tool at your school
- Help a campus department with their marketing efforts by creating a web page, poster, flyer for their learning iniatitves
- Design a visual board of the fastest growing skills across industries using the research available from LinkedIn's economic graph team here
  https://economicgraph.linkedin.com/
- Student Passport: Create an easy checklist to help new and graduating students prepare their "Career Portfolio".

To get credit for your creative design projects submit links and/or screen shots of your public posts to the LinkedIn Group. Check out some curriculum to support your projects on LinkedIn Learning available here to your right. ALWAYS USE the following hashtag to ensure we can track your

POINTS

You can earn 15 points for each creative design project for a total of 45 points that can contribute to your certifications

SKILLS

PERSONAL BRANDING

65% ▬▬▬▬▬▬

ORGANIZATION

50% ▬▬▬▬

CREATIVITY

80% ▬▬▬▬▬▬▬

WRITING

35% ▬▬▬

Remember you need 80 points total for certification

LinkedIn Learning Courses to Consider

CREATIVE THINKING

While we often think of creativity as an inherent trait, anyone—whether they're an artist or an actuary—can learn how to be more creative. In this course, explore the different ways to learn creativity, and discover how to be more creative both on an individual basis and in a team setting. Instructor Drew Boyd shares a set of behaviors and techniques that can help you generate novel ideas or solutions to problems. He helps you understand the barriers to creativity, shares how to facilitate effective group sessions for a better creative output, explains how to select the best ideas, and more.

CREATIVITY FOR ALL

The word "creativity" can conjure up images of groundbreaking stand-up routines and paintings that inspire awe hundreds of years after the artist's final brush stroke. But creativity isn't just possessed by a brilliant few. All of us—from accountants to event planners—regularly perform creative acts. It's what allows us to reorient a project gone awry or capture the perfect shot of our friend beaming at their birthday party. Our brains already have the built-in machinery to be wildly creative—some of us just need a bit of clarity on the process. This lively series provides you with precisely that. Get weekly tips that can help you nurture your spontaneous impulses, reignite dormant creative powers, and leverage your innate creativity in all areas of your life. New instructors will be introduced as the course unfolds, allowing you to access a variety of unique takes on the creative process. Tune in every Friday for a new tip.

CREATIVITY BOOTCAMP

Think you're not creative? Think again! Creativity is a skill—one you can develop with practice. And all it takes to start flexing your creative muscles is an hour of your time and our own Creativity Bootcamp. In this fun, hands-on course, creative director Stefan Mumaw guides you through five interactive training exercises that will help you (and a partner!) boost your creative output and produce even more innovative ideas. You'll explore some common misconceptions about creativity, learn the hidden value of the "stupid idea," and, through the course of the exercises, discover the three bootcamp commands for energizing your creative process.

Public Speaking Projects

Description: Develop the skills you need to prepare and deliver an outstanding speech or presentation. Gain practical experience to assist you in preparing and delivering a presentation. Discover how to project confidence and build a narrative. Here are some ideas to get you started:

- Give a presentation to a class about how to login and activate their free LinkedIn Learning account
- Host a presentation or interactive talk in partnership with a club or school department (i.e. reach out to career services to see what workshops they are already engaged in and see if you can contribute to those)
- Design and host a webinar for your peers on the opportunities available on campus to support their own learning journey
- Be creative, design a presentation on what skills are needed for your specific area of study and what you are doing to ensure you have those skills

To get credit ensure that you share your presentation materials or an outline of the speaking engagement and any feedback from the participants to the LinkedIn Ambassador Group. Consider using the curriculum available here to support your public speaking skill development. ALWAYS USE the following hashtag to ensure we can track your projects. **#LiLChampions2020**

POINTS

You can earn 15 points for each public presentation for a total of 45 points that can contribute to your certification

SKILLS

PUBLIC SPEAKING

65%

ORGANIZATION

50%

COMMUNICATION

80%

WRITING

35%

Remember you need 80 points total for certification

LinkedIn Learning Courses to Consider

PUBLIC SPEAKING FOUNDATIONS

Develop the skills you need to prepare and deliver an outstanding speech or presentation. In this course, Laura Bergells offers practical insights that can help presenters prepare, open, deliver, and close their speeches. Along the way, discover how to project confidence, outline a speech, take questions, and develop the creative story that adds life to a speech.

IMPROMPTU SPEAKING

We are often called on unexpectedly in professional and social situations to deliver an impromptu speech. These moments offer us opportunities to sell an idea, influence a colleague, and make an unforgettable impression. Instead of hoping you do well, take this short course and have some techniques and ideas in your back pocket. Learn why impromptu speaking is so critical to your career, how to use key structural elements to craft a strong impromptu statement, and what to do when you have no time to prepare. This course also covers how to handle special circumstances, such as when you're drawing a blank or dealing with a technical question.

ESTABLISHING CREDIBILTY AS A SPEAKER

Audiences will assess the credibility of presenters before they even begin speaking. In this course, Laura Bergells shares techniques that help speakers develop personal credibility. She shows you how to earn the attention and interest of your audience right away by using key nonverbal and emotional skills. Find out how to make eye contact, read a room, and deal with difficult audience emotions. Learn how to state your credentials—without sounding like you're bragging. Plus, discover how to apply your credibility skills to both small and large audiences.

Networking Projects

Did you know the #1 way companies recruit is through employees referring people they know?

Description: Develop the skills you need to prepare and deliver an outstanding speech or presentation. Gain practical experience to assist you in preparing and delivering a presentation. Discover how to project confidence and build a narrative. Here are some ideas to get you started:

• Reach out to departments and clubs to see what initiatives are already under way and ask to be involved (i.e. career services is a great place to start)
• Use the new Q&A feature of LinkedIn Learning to begin to build relationships with others learning the same things you are (i.e. consider asking the author of the course some questions about the material you learned)
• Be creative, design an academic and career networking event at your campus
• Start a "how to guide" of networking skills that students should learn to support their academic and career success
• Get feedback on your own elevator pitch (or give feedback to others) by have a pitch competition on campus

To get credit ensure that you share your experiences in a post on the LinkedIn Ambassador Group. Consider using the curriculum available here to support your public speaking skill development. ALWAYS USE the following hashtag to ensure we can track your projects. **#LiLAmbassadors2020**

POINTS

You can earn 10 points for each public presentation for a total of 40 points that can contribute to your certification

SKILLS

PERSUASION

65% ▬▬▬▬▬▬▬▬▬

ORGANIZATION

50% ▬▬▬▬▬▬

COMMUNICATION

80% ▬▬▬▬▬▬▬▬▬▬

WRITING

35% ▬▬▬▬

Remember you need 80 points total for certification

LinkedIn Learning Courses to Consider

PROFESSIONAL NETWORKING

You don't have to be an extrovert to be good at networking, and you don't have to be fake. In this course, former presidential campaign spokeswoman and self-professed introvert Dorie Clark shows you networking strategies that you can personalize to play to your strengths and connect with people you like.

HOW TO CREATE A PERFECT ELEVATOR PITCH

Elevator pitches are not just for people who work in sales. You can use an elevator pitch in so many ways: at a networking event, when talking to customers, or to get buy-in from your colleagues. But how do you craft a pitch that generates interest in your idea, product, or project in just 30 seconds or less? Take this course to learn how to create an engaging elevator pitch for your idea, your company, or the brand of you. .

BUSINESS ETIQUETTE

Setting the right tone in business communications is essential to success in every career. Knowing the proper etiquette for many types of professional interactions can help you avoid conflict and foster healthy relationships with colleagues. In this course, productivity and etiquette coach Suzanna Kaye shows how to navigate common business situations with professionalism. Suzanna illustrates how to identify and work with different personality types, and how to understand body language and vocal cues.

Team Based Projects

Did you know teamwork is one of the fastest growing skills students need for the workforce right now?

Description: Team Based Projects offer you the opportunity to create multi-layered events that encompass many of the project options available for this program. You can work with your cohort peers to plan speaking engagements, class or club presentations, or fun events. Here are some ideas to get you started:

• Host a Learning Booth and have a photography student take photos for people to use on their LinkedIn profiles
• Host a "course club" so you can watch courses like how create an elevator pitch and practice those skills together
• Set up a fun career booth where people can come to get their photos taken for their LinkedIn profiles.
• Create a Learning Conference for student peers and have a student panel of LinkedIn Learning Champions share their learning stories
• Start a campus roadshow project to spread awareness about your access to LinkedIn Learning

To get credit submit event details (posters, emails, social media posts, etc.) and summary of the event to the LinkedIn Group. Consider using the curriculum available here to support you in developing team-based skills.

ALWAYS USE the following hashtag to ensure we can track your projects **#LiLAmbassadors2020**

POINTS

You can earn 30 points for each team event project for a total of 60 points that can contribute to your certification.

SKILLS

ORGANIZATION

65%

LINKEDIN

50%

TEAM BUILDING

80%

PERSUASION

35%

Remember you need 80 points total for certification

LinkedIn Learning Courses to Consider

Being an Effective Team Member

It's easy to call out the qualities that make someone a poor team member. But what makes a person invaluable on a team? In this course, Kelley School of Business professor Dr. Daisy Lovelace highlights the key characteristics of exemplary team members. As she dives into each trait, Daisy shares how—by making subtle changes—you can adopt these behaviors to become a more valuable collaborator. Learn tips that can help you increase your self-awareness, demonstrate that you're a reliable teammate, approach teamwork more collaboratively, and more.

Managing Team Conflict

When you bring people together, conflict is a natural part of the dynamic. How leaders choose to manage these inevitable disagreements can make the difference between a dysfunctional team and a successful one. In this course, instructor Henna Inam shares strategies and techniques that can help you confidently lead through conflict. Throughout the course, Henna provides direct instruction, exercises, and scenarios that play out common team conflict situations. Discover why team conflict is necessary for success and how to determine whether a conflict is healthy or unhealthy. Review how to resolve style differences, remain both assertive and cooperative during a conflict, and leverage different conflict management styles to defuse tricky situations.

Communication within Teams

Communication is an integral part of strong teamwork. In this course, Kelley School of Business professor Dr. Daisy Lovelace walks managers through how to cultivate the communication practices of high-performing teams. She highlights the foundations of successful teams and explains how to craft a team charter to establish ground rules for how you work together as a cohesive group. She also discusses essential elements of team communication—such as creating a shared vision and holding teammates accountable—and shows how to best communicate with your team in different settings.

LinkedIn Learning (Lynda.com) is a PMI Registered Education Provider. This course qualifies for professional development units (PDUs). To view the activity and PDU details for this course, click here.

Capstone Project

Description: Depending on the depth and complexity of your project, the Capstone can account for the total points required for Ambassador certificate.

Want to design your own projects and point structure?

Create your project plan to include aspects of the most in-demand soft and/or hard skills of 2019.

Schedule a meeting with your school liaison/mentor and the LinkedIn Customer Success team member to get your project approved. And then you are off to the races.

Depending on the elements of your project you will determine the submission of each part during your Project Planning Meeting.

Email: jcatallo@linkedin.com for additional questions

Consider using the curriculum available here to support your decision to create your own project.

ALWAYS USE the following hashtag to ensure we can track your projects. **#LiLAmbassadors2020**

POINTS

TBD

SKILLS

TBD

65%

TBD

50%

TBD

80%

TBD

35%

Remember you need 80 points total for certification

Most in-demand soft skills 2019

- Creativity
- Persuasion
- Collaboration
- Adaptability
- Time Management

Most in-demand hard skills 2019

- Cloud Computing
- Artificial Intelligence
- Analytical Reasoning
- People Management
- UX Design