

Skill building and career progression

Become a more  
effective leader  
and manager

Give yourself the knowledge  
and tools you need to excel.



# Implementing this Learner Challenge

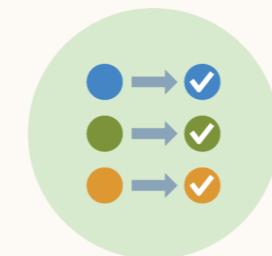


Learner Challenges are a great way to get your whole organization involved in learning.

With the resources in this toolkit, you can get started in a few simple steps:



Familiarize yourself with the learning calendar on [page 3](#)



Follow our recommended comms plan for your challenge on [page 4](#)



Learn how to get your whole organization involved on [page 8](#)

# Learner calendar

The calendar in your download pack maps out a detailed learning journey for your team. It includes bite-sized courses that take between 5 and 10 minutes to complete, helping your team find the time for learning.

Include this in your kickoff email to your learners on the first day of your challenge, so they can track their journey as they go.

Download calendar



## Become a more effective leader and manager.

Gain the knowledge and tools you need to excel as a leader, manager, and part of a team. Don't worry if you miss a day — you can always catch up tomorrow.



LinkedIn Learning

Monday	Tuesday	Wednesday	Thursday	Friday
Day 1 <a href="#">Coaching yourself</a> (3m 41s)	Day 2 <a href="#">Leading yourself</a> (4m 16s)	Day 3 <a href="#">It all starts with your values</a> (3m 14s)	Day 4 <a href="#">Exercise self-compassion</a> (4m 06s)	Day 5 Challenge: Start thinking about potential mentors or those who have skill sets you're interested in.
Day 6 <a href="#">Create psychological safety: Make mistakes!</a> (2m 50s)	Day 7 <a href="#">How to say "no" and set boundaries with grace</a> (3m 58s)	Day 8 Pop quiz: What are the two steps you should take before setting boundaries?	Day 9 <a href="#">Simplify decision-making</a> (3m 07s)	Day 10 <a href="#">Communicating with impact and influence</a> (4m 16s)
Day 11 Challenge: What's one thing you can do this week to help delegate your decision-making?	Day 12 <a href="#">Having uncomfortable conversations</a> (3m 23s)	Day 13 <a href="#">Conversational literacy for core leadership development</a> (2m 44s)	Day 14 <a href="#">Micromanagement crushes souls, not goals</a> (4m 52s)	Day 15 <a href="#">A communication framework for the modern workplace</a> (5m 26s)
Day 16 <a href="#">Belonging boosts diverse talent retention</a> (3m 34s)	Day 17 Pop quiz: What are the key stages in the Employee Life Cycle?	Day 18 <a href="#">Develop employees and the team</a> (4m 02s)	Day 19 <a href="#">Cultivating inclusion, equity, and belonging</a> (4m 12s)	Day 20 Challenge: Choose one LinkedIn Learning course on people management to explore next month.

# Recommended comms plan for your challenge

Following this straightforward comms plan will help you keep your team informed at every step of your Learner Challenge.

With suggested messaging, and some practical tips and advice for creating engagement, this is all you need to launch a successful challenge.

You'll also find themed images and banners in your download pack to help promote your emails.



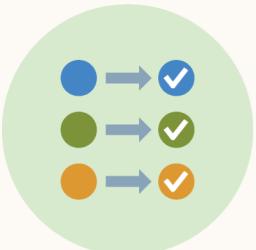
Choose a start date and send a launch email to your team.

Use the email template on [page 6](#) of this toolkit to help you get started.

Send a reminder.

Do this a few days into the challenge to catch anyone who missed the first email.

**For example:** Have you joined our “Become a more effective leader and manager” Learner Challenge yet? There’s still time to get involved.



# Recommended comms plan for your challenge



Promote your campaign on the learner homepage.

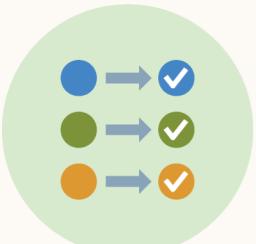
Learn how to do this on [page 7](#)



Get your whole organization involved.

Learn how to do this on [page 8](#)

Download promotional banners



Prep for the final stretch.

Send a second reminder close to the end of the challenge, so you can help spur your learners on.

**For example:** There's still time to get involved with our latest Learner Challenge, **"Become a more effective leader and manager."** Check out the calendar I emailed on **[date]**, and let's continue empowering people to lead.

Celebrate.

Send a positive wrap-up message to celebrate your team's effort.

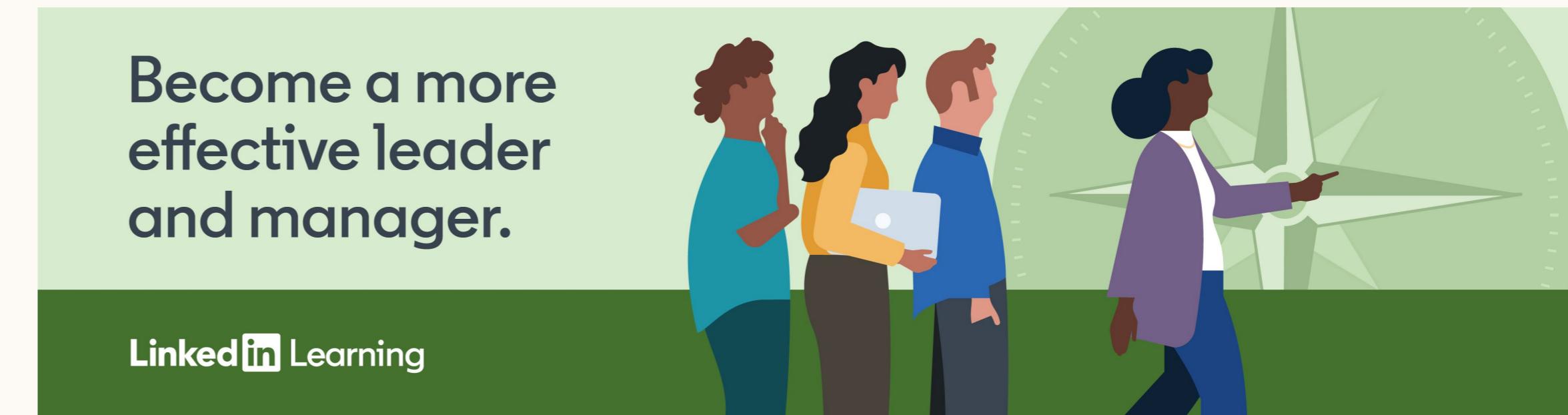
**For example:** Thank you for taking part in the **"Become a more effective leader and manager"** Learner Challenge. Now it's time to start applying the knowledge and skills you've gained.

# Launch email template

Use this email template to kick off your campaign and share the learning calendar with your team.

[Download email banners](#)

**Subject line:** Learn new leadership skills and strategies



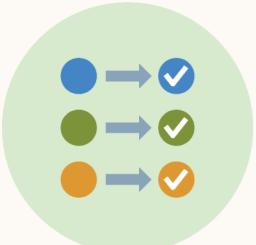
Hi team,

Effective leaders can inspire and empower their teams, leading to better productivity and a thriving organization. To help you gain essential leadership and management skills, I'm sharing an exciting new Learner Challenge that will run from **[start date]** to **[end date]**.

Attached you'll find a calendar of selected LinkedIn Learning videos that'll take about 5–10 minutes a day. I'll also send a reminder later in the month. If you have any questions in the meantime, feel free to reach out.

Happy learning!

**[Name]**

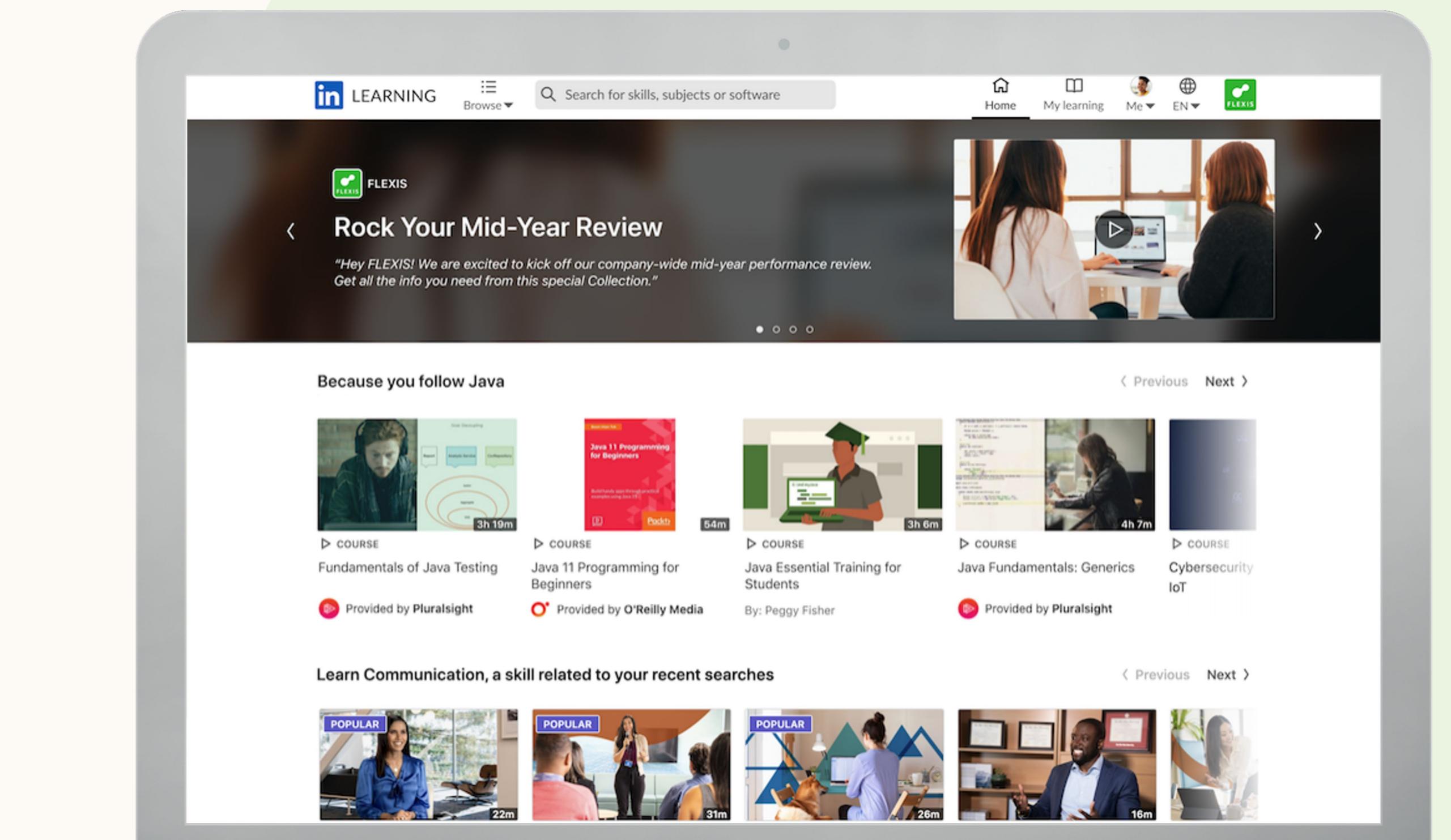


# Promoting your campaign on the homepage

With a [LinkedIn Learning Hub](#) account, you can promote Learner Challenges within your organization by creating a campaign that displays on the learner homepage.

The learner homepage banner is customizable, and you can add your company logo to ensure your campaign stands out to your learners.

Click below to watch a short video on setting up your own homepage campaign.



Watch now

# Tips and tricks to get more people involved in your L&D goals

LinkedIn data has shown that most team leads and executives are eager to support learning programs.

Here are a few ways to leverage executive influence to inspire employees to learn.



1. Have executives record a video or provide a one-sentence quote.  
Be motivational and inspirational to get your team excited about learning, rather than feeling pressured to participate.
2. Include reminders in organizational communications.  
Gentle reminders go a long way. Especially if you acknowledge your appreciation that your team is using their free time for learning.
3. Cultivate friendly competition.  
Make things competitive with goals and rewards for your top learners in order to motivate more people to get involved.
4. Encourage your learners and team leads to share their favorite courses.  
With so many courses available, it can be hard to know where to begin. Asking participants to share and discuss their favorite lessons is a great way to encourage conversation around the challenge and increase uptake.

# Thank you.

We hope you found this toolkit useful.

Don't forget to check out other Learner Challenges available on our website.

[View more Learner Challenges](#)