

Skill building and career progression

# The top 10 most in-demand skills

Future-proof your team with today's must-have skills.



# Implementing this Learner Challenge

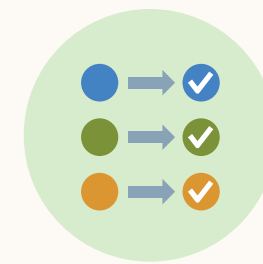


Learner Challenges are a great way to get your whole organization involved in learning.

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](#) and explore ways to deepen your learning on [page 9](#).

# Learner calendar

The calendar in your download pack maps out a detailed learning journey for your team. It includes bite-sized courses that take around 3–5 minutes to complete, helping your team make 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](#)






### The top 10 most in-demand skills

Gain today's must-have skills to expand your knowledge and prepare for what's next in your career. Don't worry if you miss a day — you can always catch up tomorrow.

Monday	Tuesday	Wednesday	Thursday	Friday
Leadership		Management		Pop quiz:
<input type="checkbox"/> <a href="#">Characteristics of a leader</a> (1m 58s)	<input type="checkbox"/> <a href="#">Developing others</a> (3m 49s)	<input type="checkbox"/> <a href="#">Employ the one-minute manager technique</a> (3m 20s)	<input type="checkbox"/> <a href="#">Show recognition and gratitude every single day</a> (3m 38s)	<input type="checkbox"/> Why is the one-minute manager technique effective?
Sales	Communication		Pop quiz:	Project management
<input type="checkbox"/> <a href="#">Three key ingredients</a> (3m 58s) <a href="#">Features, advantages, and benefits explained</a> (2m 11s)	<input type="checkbox"/> <a href="#">Know when to listen and when to speak</a> (3m 01s)		<input type="checkbox"/> What are the three C's of selling?	<input type="checkbox"/> <a href="#">What is project management?</a> (3m 05s) <a href="#">Project managers need to be brave too</a> (2m 58s)
Customer service	Pop quiz:	Research	Teamwork	
<input type="checkbox"/> <a href="#">Making a difference for customers</a> (2m 35s) <a href="#">Critical listening skills: Getting started</a> (3m 27s)	<input type="checkbox"/> Being an active listener is about finding a balance between what three things?	<input type="checkbox"/> <a href="#">Select and use an evaluation analysis framework</a> (3m 20s) <a href="#">Qualitative vs. quantitative: When to use each research method</a> (2m 10s)	<input type="checkbox"/> <a href="#">Is it natural to work in a team?</a> (2m 58s)  <input type="checkbox"/> <a href="#">Prioritize team goals and build trust</a> (3m 15s)	
Marketing		Analytical skills		Activity:
<input type="checkbox"/> <a href="#">Align your products and services to the value proposition</a> (6m 00s)	<input type="checkbox"/> <a href="#">What a marketing plan is and why it matters</a> (3m 07s)	<input type="checkbox"/> <a href="#">Strategy analysis key concepts</a> (4m 24s)	<input type="checkbox"/> <a href="#">Types of analysis</a> (1m 41s)	<input type="checkbox"/> Think about one of your last projects and how you would apply strategy analysis concepts to it.

# 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.



01

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.

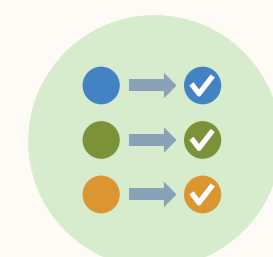


02

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 learning challenge, “**The top 10 most in-demand skills**”, yet? Luckily for you, there’s still plenty of time to get involved.





# Recommended comms plan for your challenge



Promote your campaign on the learner homepage.

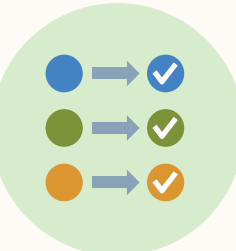
Learn how to do this on [page 7](#).



Get your whole organization involved.

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

Download promotional banners



03

## 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 started with "The top 10 most in-demand skills," our latest learning challenge. Check out the calendar I emailed on [<date>](#), and keep growing your skill sets so you can advance your career.



04

## Celebrate.

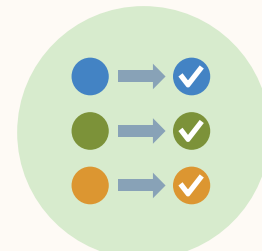
Send a positive wrap-up message to celebrate your team's effort.

**For example:** Thank you for taking part in "The top 10 most in-demand skills" learning challenge. We hope you come away from this challenge feeling confident in your knowledge and ready to put your new skills to use.

# Launch email template

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

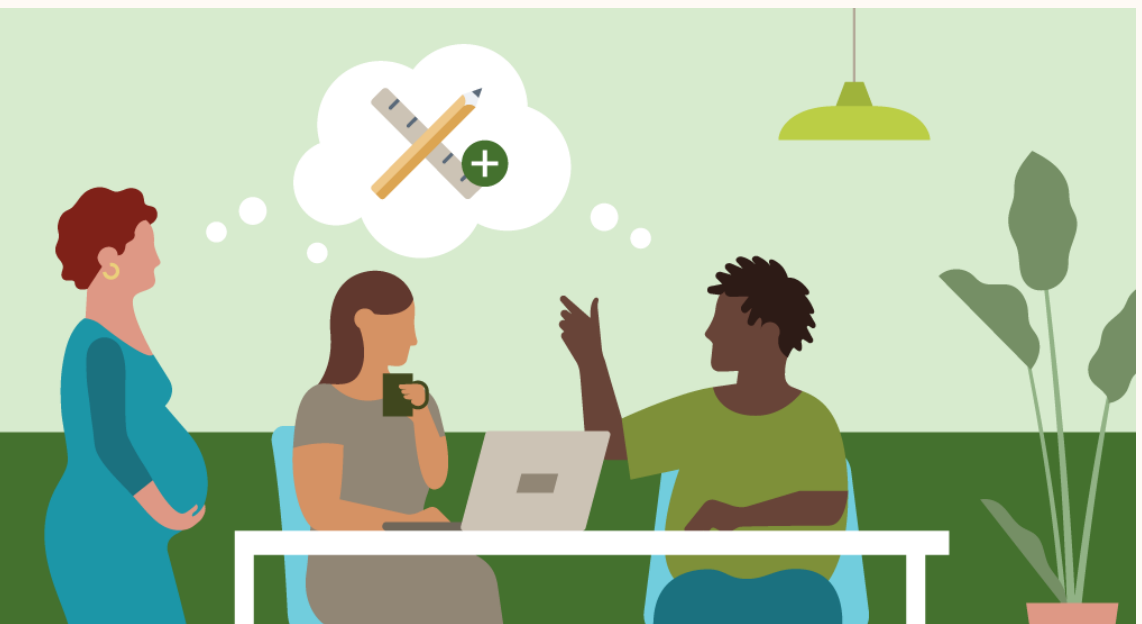
Download email banners



Subject line: Grow your career with these must-have skills

## The top 10 most in-demand skills

LinkedIn Learning



Hi team,

As businesses keep evolving, there's the potential for skills gaps to keep widening. To close those gaps and help you continue to grow your career, I'm sharing a helpful new Learning Challenge that will run from **<start date>** to **<end date>**.

This challenge has bite-sized courses that focus on the top 10 most in-demand skills today: leadership, management, sales, communication, project management, customer service, research, teamwork, marketing, and analytical skills.

Attached you'll find a calendar of selected LinkedIn Learning videos that'll take about 3–5 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>**



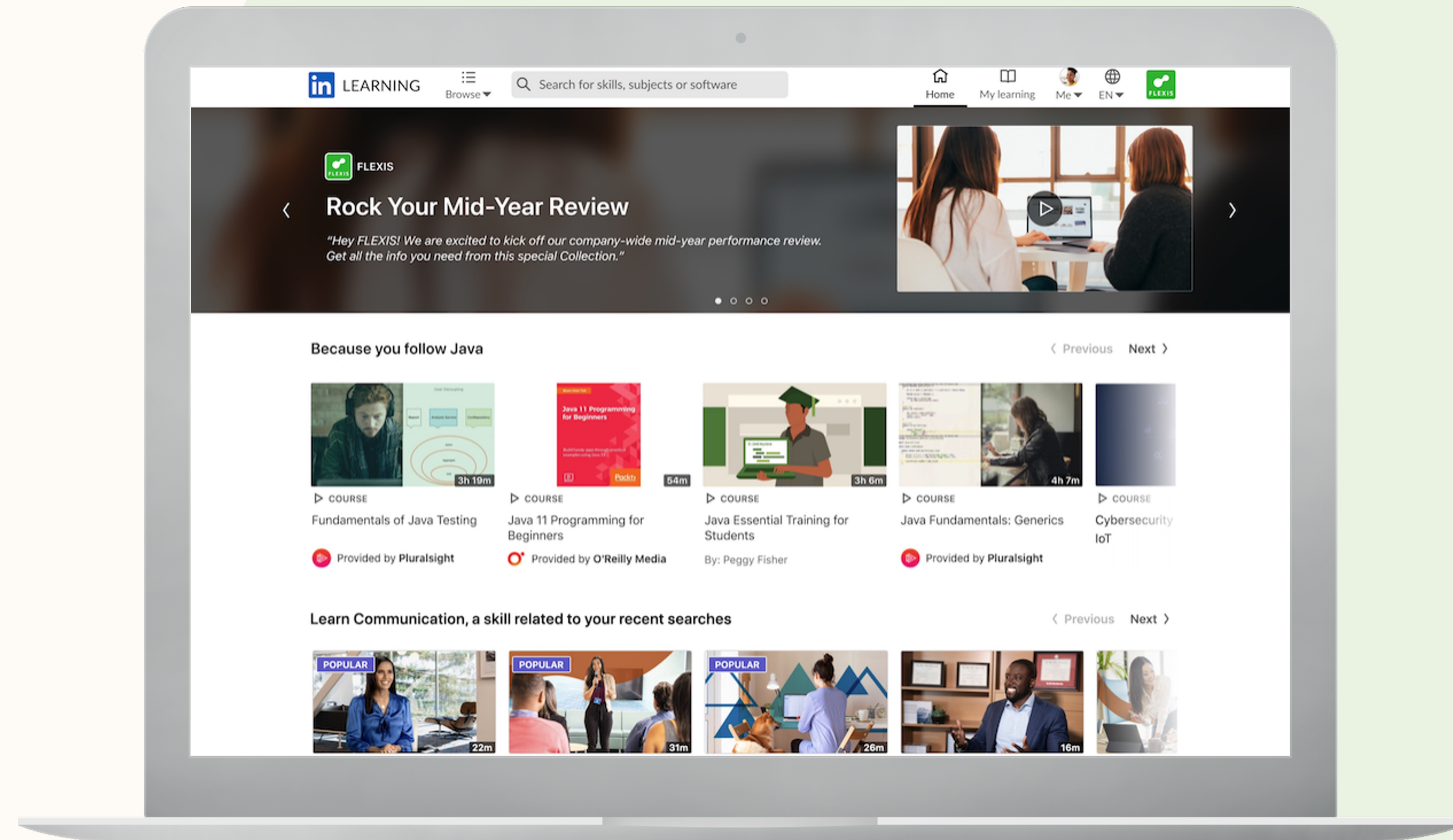
# Promoting your campaign on the homepage

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.



01

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.

02

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.

03

Cultivate friendly competition.

Make things competitive with goals and rewards for your top learners in order to motivate more people to get involved.

04

Encourage your learners and team leads to share their favorite courses.

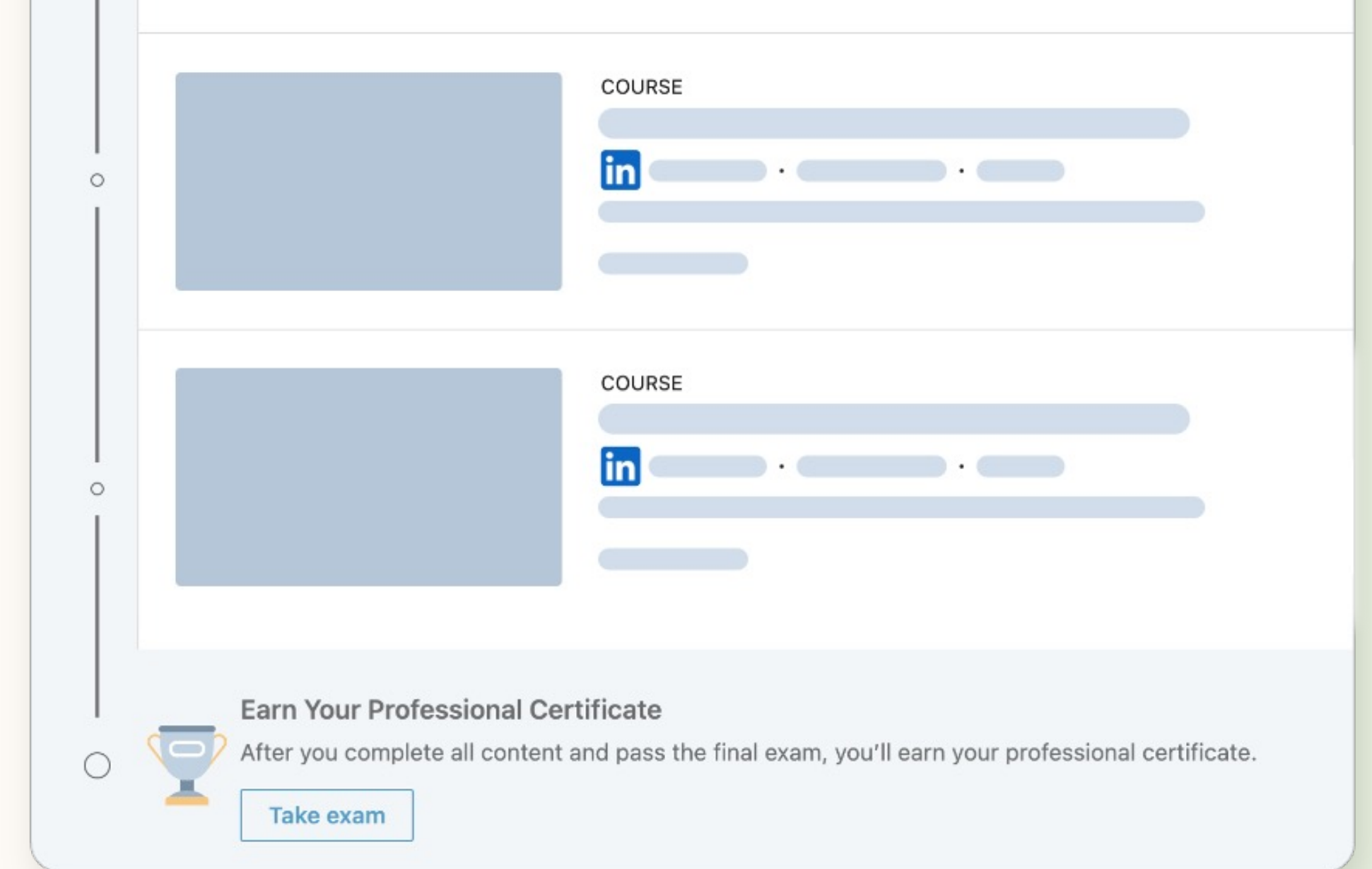
With so many courses available, it can be hard to know where to begin. Asking participants to share and discuss their favorite lessons is a great way to encourage conversation around the challenge and increase uptake.



# Prove learner skill proficiencies with a Professional Certificate.

Help learners prove their customer service skills with prep courses, assessments, and a credential developed in partnership with Zendesk. Learn more about the [Zendesk Customer Service Professional Certificate](#).

Explore all Professional Certificates



# 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](#)