



DEI Upskilling on LinkedIn Learning Hub

Embrace diversity, equity, and inclusion (DEI) learning in your workplace and inspire a sense of belonging.

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Why learning about DEI matters to learners

A culture of diversity and inclusion is more important than ever before. When your company nurtures DEI, employees become not only empowered to succeed in their roles today, but also inspired to achieve tomorrow's goals.



The **#1 factor** that defines an exceptional workplace is the opportunity to learn new skills.*



Employees at companies with inclusive learning cultures are **31% more likely to recommend** working for their organization...



... and they are **25% more likely to report being happy**.*

* LinkedIn, [The Skills Advantage Report](#), 2022.

Why DEI matters to **employers**

Increasing inclusivity can help your company innovate, delight more customers, and ultimately grow faster than the competition.



45%

Diverse companies report **45% higher revenue** attributed to innovation.*



19%

Companies with more diverse management teams have **19% higher revenues** due to innovation.*



25%

There is a **25% profitability differential** between the most and least diverse companies.**

* BCG Henderson Institute, [How Diverse Leadership Teams Boost Innovation](#), 2018.

** McKinsey & Company, [Diversity wins: How Inclusion matters](#), 2020.

Employers are **investing more** heavily in DEI.

To achieve an inclusive and innovative environment, companies are embracing DEI upskilling across the board. DEI programming has become a major focus for L&D teams.



45%

of **L&D teams** plan to deploy DEI learning programs in 2022 — 11% more than in 2021.*



35%

of **HR leaders** report that building DEI skills is a top priority.**

* LinkedIn, [Workplace Learning Report](#), 2022.

** Gartner, [HR Leaders' Number One Priority](#), 2022.

How LinkedIn Learning Hub can elevate DEI learning

LinkedIn Learning Hub is a skill-building platform that draws on data and insights to deliver personalized content, community-based learning, and skill-driven outcomes that empower your company.

Here are three ways that LinkedIn Learning Hub features can help you inspire DEI learning.

Curation

Personalize DEI learning for your employees to increase engagement.

Key features:

- ✓ Curator role
- ✓ Custom content
- ✓ Third-party integration

Promotion

Share DEI content that matters most across your organization.

Key feature:

- ✓ Campaigns

Reporting

Identify which DEI skills employees are building, and which skills your organization needs.

Key features:

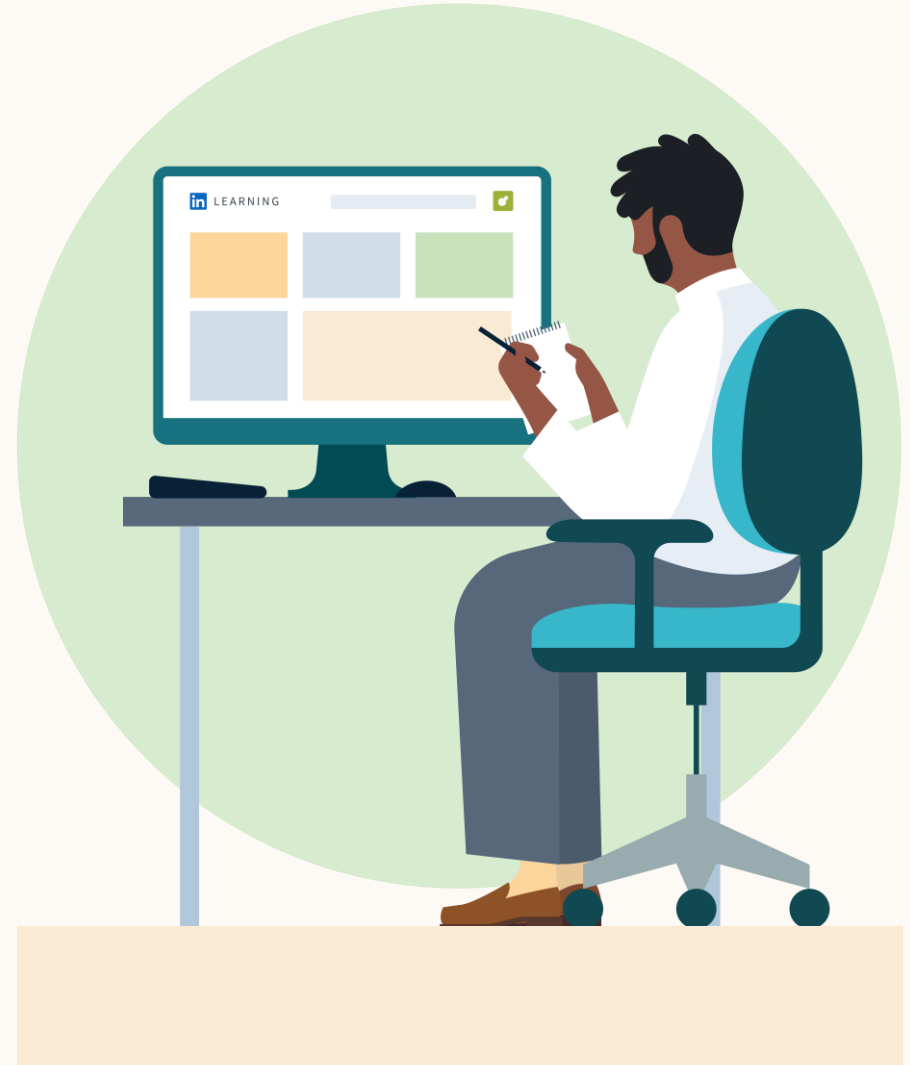
- ✓ Consolidated, customizable reports
- ✓ Skills insights

475+
DEI courses



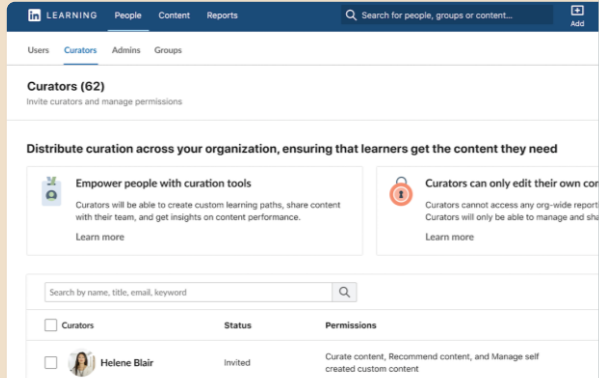
Curation

Personalize your learners' experience with DEI content to increase engagement.



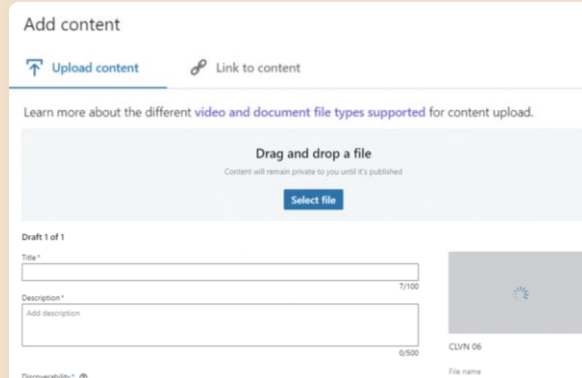
Curation

Curator role



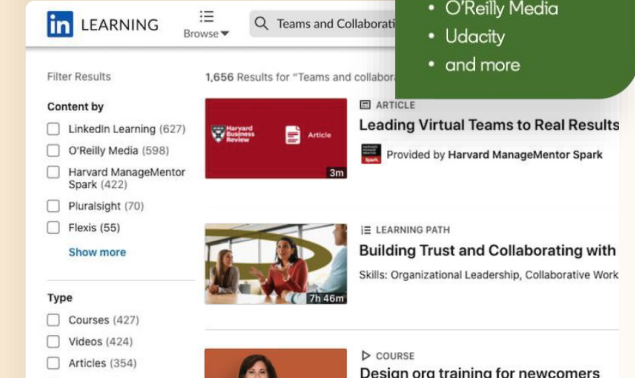
Assign teammates to create or customize DEI [learning paths or collections](#). Learn how to [find curators](#) at your company.

Custom content



[Upload](#) custom DEI content from your company to increase learner engagement.

Third-party integration



[Integrate](#) third-party DEI content into LinkedIn Learning Hub to create an engaging, one-stop learning experience for your learners.

Integrate with:

- edX
- Coursera for Business
- Pluralsight
- Udemy Business
- Harvard Business Publishing
- O'Reilly Media
- Udacity
- and more

Pro tips



Explore our pre-curated [DEI learning paths](#), such as “[Create an Inclusive Work Culture](#).”

Check out our [Multilingual Diversity, Inclusion, and Belonging content mapping](#) to quickly uncover DEI content that supports your organization's top needs.

Promotion

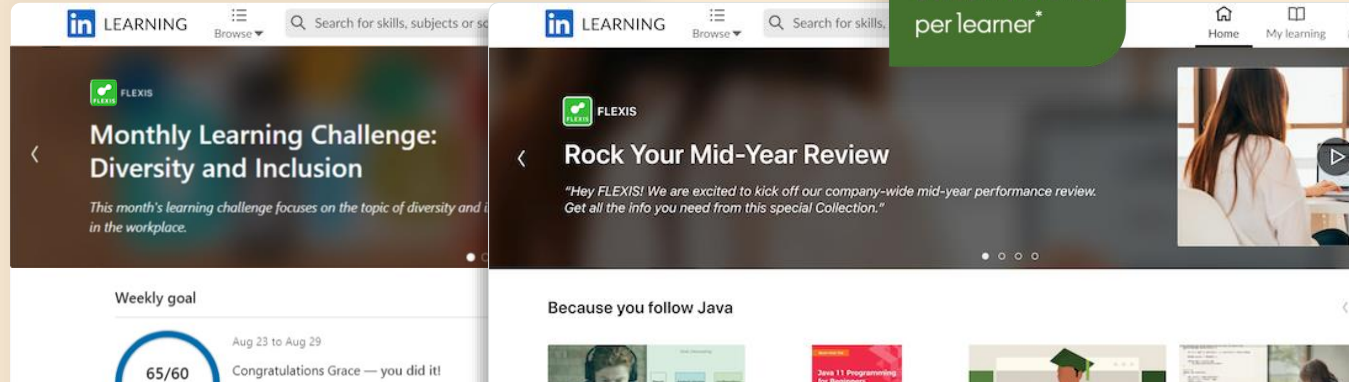
Promote DEI content
that matters most to
your organization.



Promotion

Campaigns

69%
more hours of
content watched
per learner*



“Campaigns help us in our DE&I effort by promoting targeted content on this topic. The course ‘Becoming a Male Ally at Work’ was incredibly successful. Campaigns also allow us to propose customized learning paths around our new leadership competencies framework in a very easily accessible way.”

David Lupau

Learning & Development Partner
at PPG

- Companies that recommend courses to their employees report 69% more hours of content watched per learner.*
- Campaigns allow you to promote relevant DEI content to your organization, directly on the LinkedIn Learning homepage.
- [Learn more about campaigns](#)

* LinkedIn data, 2022.



Boost learner engagement with curated and bite-sized [DEI Learner Challenges](#).

Engage your learners by quickly sharing DEI assignments across your organization through [org-wide assignment emails](#).

Feature and promote [LinkedIn Learning instructors](#) who offer DEI courses, tools, and [Office Hours](#). We recommend starting with [Pat Wadors](#) and [Mary-Frances Winters](#).

Reporting

Identify which DEI skills employees are building, and which skills your organization needs.



Reporting

Consolidated, customizable reports

The screenshot displays the LinkedIn Learning Hub interface. On the left, the 'Recommendations' section shows a table of recommended content with columns for 'Content name', 'Recommended by', and 'Completed'. The middle section shows the 'Download Reports' page with a table of report names and descriptions. On the right, a 'Customize your [Learner detail] report' dialog is open, allowing users to select activity from a predefined or custom time range, choose content types (Course, Articles, Audio, Learning Paths, Links, Documents, Collections), and choose content providers (Big Think, Get Abstract, Harvard Business, LinkedIn Learning, Treehouse, Your company).

“Tracking used to be very generic, but LinkedIn Learning Hub has been instrumental in tracking our diverse learning needs in the organization.”

Dyan Leodora

Assistant VP,
Development and Advancement
at Berkadia

- Drive learning and career outcomes by understanding DEI Skills Insights and surfacing opportunities to learners
- Guide your strategy so you can curate personalized content for specific groups of learners



Use [Recommendation Reports](#) to view how learners engage with content recommended by admins and curators.

Skills Insights

The screenshot displays the LinkedIn Skills Insights page. It shows a list of pinned skills (4 out of 5) with learner counts and progress bars. The skills shown are Strategic Thinking (3,580 learners, +20% vs. last 6 months), Leadership (2,179 learners, +30% vs. last 6 months), and Diversity & Inclusion (854 learners, +18% vs. last 6 months). Each skill has a line chart showing learner growth over time and a list of top learners.

- Pin “Diversity & Inclusion” as a priority skill on your Skills Insights page and directly recommend content to employees
- Learn more about [Skills Insights](#)



Use LinkedIn Learning Hub reporting to identify future DEI upskilling needs and develop concrete strategies to gain leadership buy-in on DEI.

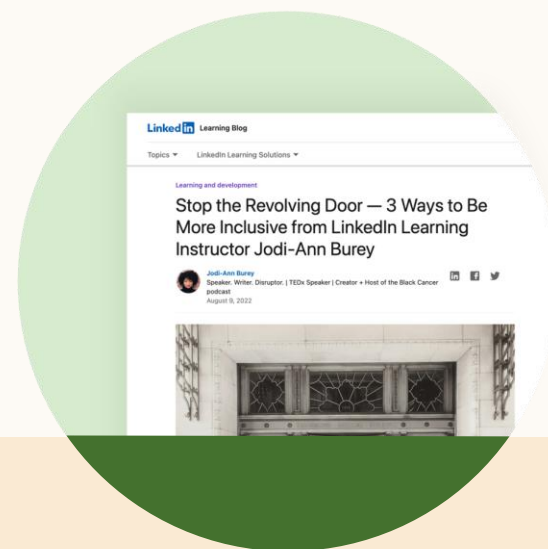
Additional LinkedIn **resources** on DEI



Videos: Check out four [DEI Office Hours events](#) on how to foster an inclusive organization.



Blog: Discover 38 ways to [make real DEI progress](#).



Blog: Learn three ways to [be more inclusive](#).