

# 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.



#1

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



31%

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



25%

... 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

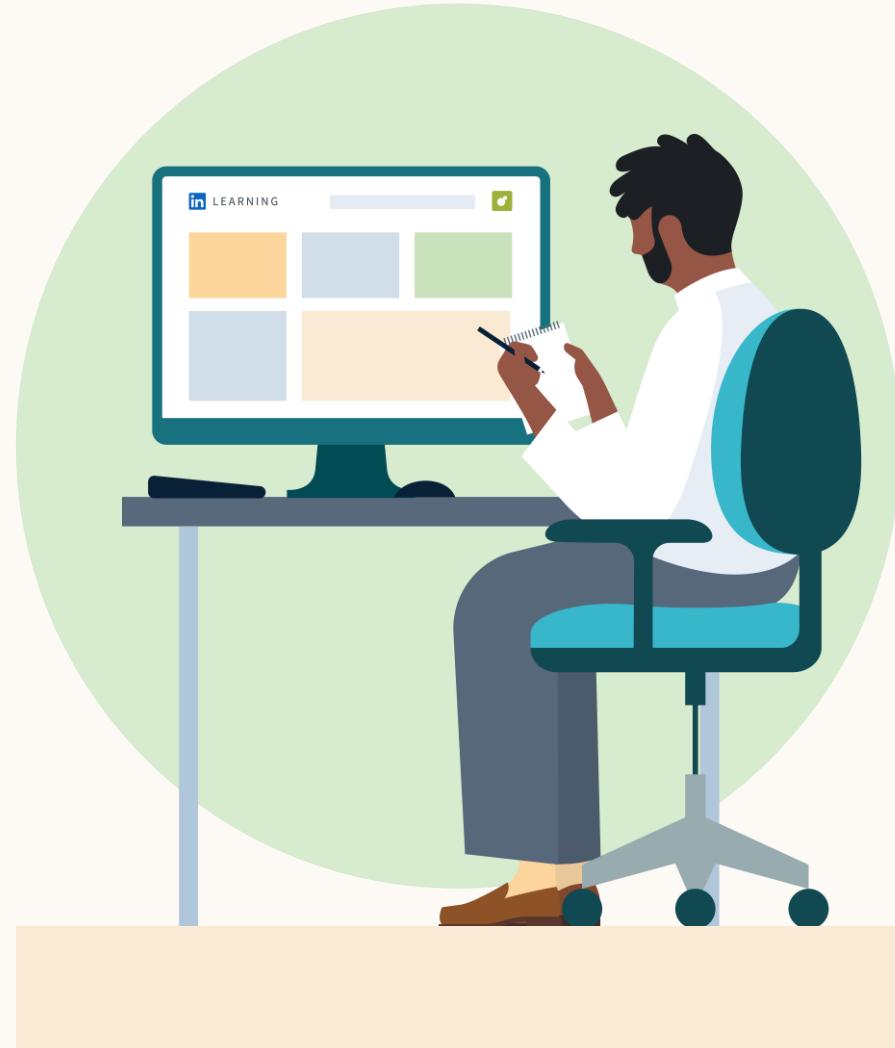
475+  
DEI courses



# Curation

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



# Curation

## Curator role

LinkedIn Learning interface showing the 'Curator role' section. It includes a search bar, navigation links (Learning, People, Content, Reports), and a 'Curators (62)' section with a 'Manage permissions' link. Below is a 'Distribute curation across your organization' section with two boxes: 'Empower people with curation tools' (Curators can create custom learning paths, share content with their team, and get insights on content performance) and 'Curators can only edit their own content' (Curators cannot access any org-wide report, Curators will only be able to manage and share their own content). A search bar and filter options for 'Curators', 'Status', and 'Permissions' are also present. A user profile for 'Helene Blair' is shown as invited.

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

## Custom content

LinkedIn Learning interface showing the 'Custom content' section. It includes an 'Add content' form with 'Upload content' and 'Link to content' options. A note says 'Learn more about the different video and document file types supported for content upload.' The form has fields for 'Title', 'Description', and 'Discoverability'. A 'Drag and drop a file' area is shown with a 'Select file' button. A preview image for 'CLVN 06' is visible.

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

## Third-party integration

LinkedIn Learning interface showing 'Third-party integration' results. It displays 1,656 results for 'Teams and collaboration'. The results are categorized by 'Content by' (LinkedIn Learning, O'Reilly Media, Harvard ManageMentor Spark, Pluralsight, Flexis) and 'Type' (Courses, Videos, Articles). Examples include 'Leading Virtual Teams to Real Results' (Article by Harvard ManageMentor Spark) and 'Building Trust and Collaborating with' (Learning Path by Harvard ManageMentor Spark).

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



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.

## Integrate with:

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

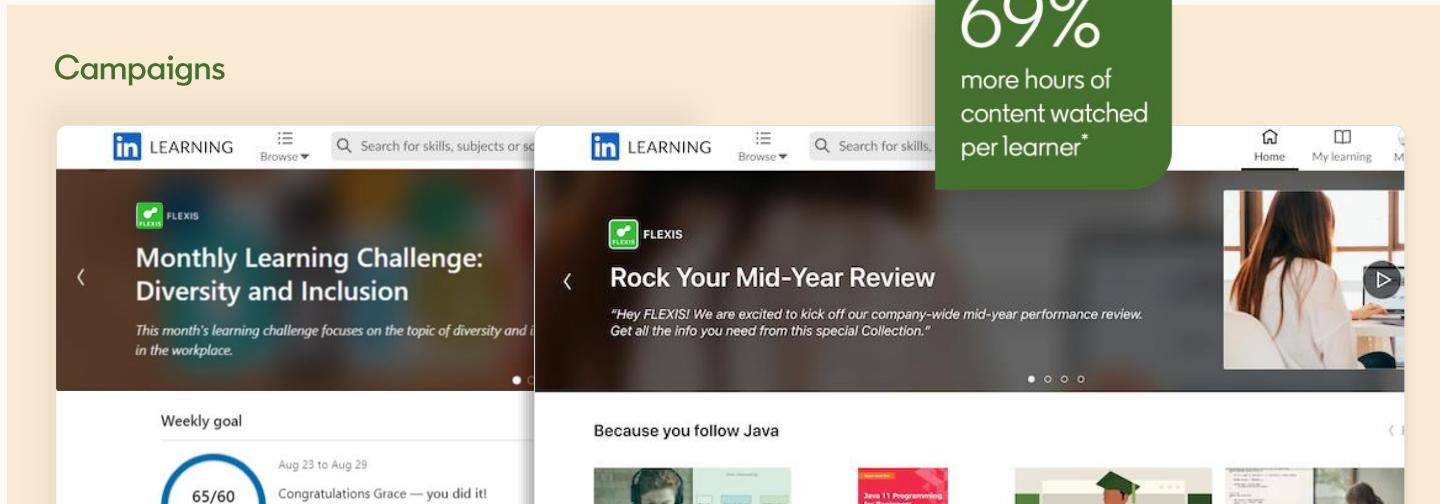
# Promotion

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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

\* 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](#).

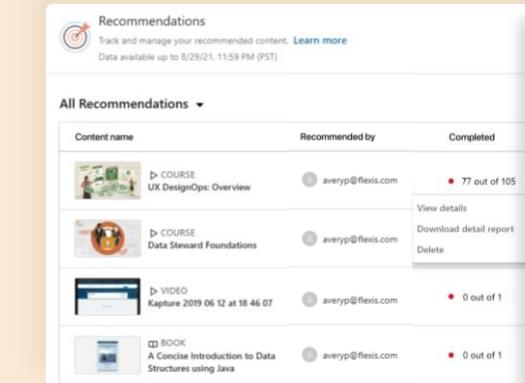
# Reporting

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

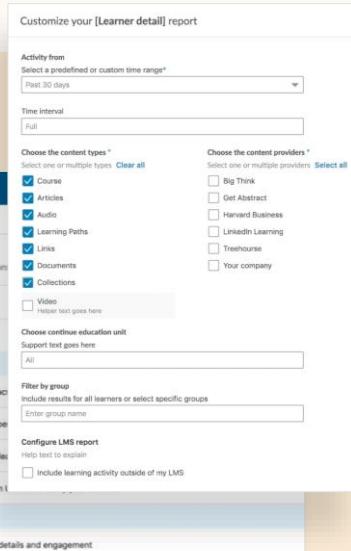


# Reporting

## Consolidated, customizable reports

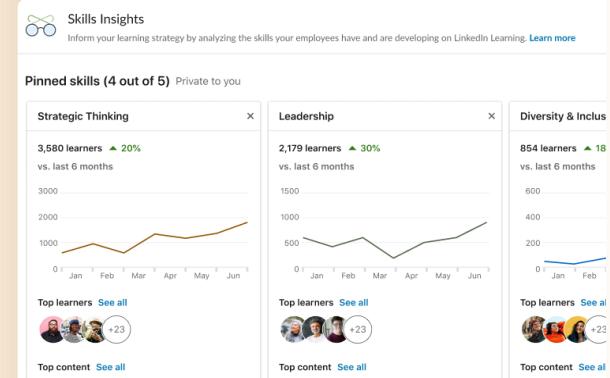


The screenshot shows the LinkedIn Learning Hub interface. On the left, a sidebar titled 'Recommendations' displays four items: 'UX DesignOps: Overview', 'Data Steward Foundations', 'Kapture 2019 06 12 at 18 46 07', and 'A Concise Introduction to Data Structures using Java'. Each item has a thumbnail, a title, the recommended by user (averyp@flexis.com), and a completion status (77 out of 105 for the first item). On the right, the 'Reports' tab is selected in the navigation bar. The 'Download Reports' section shows a table with columns 'Report Name' and 'Report Description'. It includes sections for 'ANALYZE LEARNING ACTIVITY' (Organization Summary, Learner Summary, Learner Detail, CEU Detail), 'TRACK LEARNER DETAILS, GROUPS AND RECOMMENDATIONS' (Learner Management), and 'Learner Details'. A 'Report Name' dropdown is set to 'ANALYZE LEARNING ACTIVITY'.



The screenshot shows a 'Customize your [Learner detail] report' dialog box. It includes sections for 'Activity from' (time range: 'Past 30 days'), 'Time interval' (set to 'Full'), 'Choose the content types' (checkboxes for Course, Articles, Audio, Learning Paths, Links, Documents, Collections, and Video), 'Choose the content providers' (checkboxes for Big Think, Get Abstract, Harvard Business, LinkedIn Learning, Treehouse, and 'Your company'), and 'Choose continue education unit' (set to 'All'). There are also sections for 'Filter by group' and 'Configure LMS report'.

## Skills Insights



The screenshot shows the Skills Insights dashboard. It features three main sections: 'Strategic Thinking' (3,580 learners, 20% growth vs. last 6 months), 'Leadership' (2,179 learners, 30% growth vs. last 6 months), and 'Diversity & Inclusus' (854 learners, 18% growth vs. last 6 months). Each section includes a line chart showing learner count over time, a 'Top learners' section with user icons and counts (+23), and a 'Top content' section with user icons and counts (+23).

“ 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.

- 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.

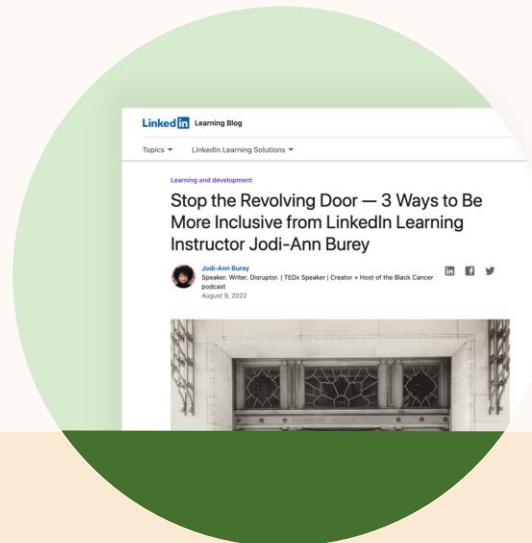
# Additional LinkedIn **resources** on DEI



**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](#).