



# Welcome LinkedIn Learning Instructors!

February 28th, 2023

# NDA

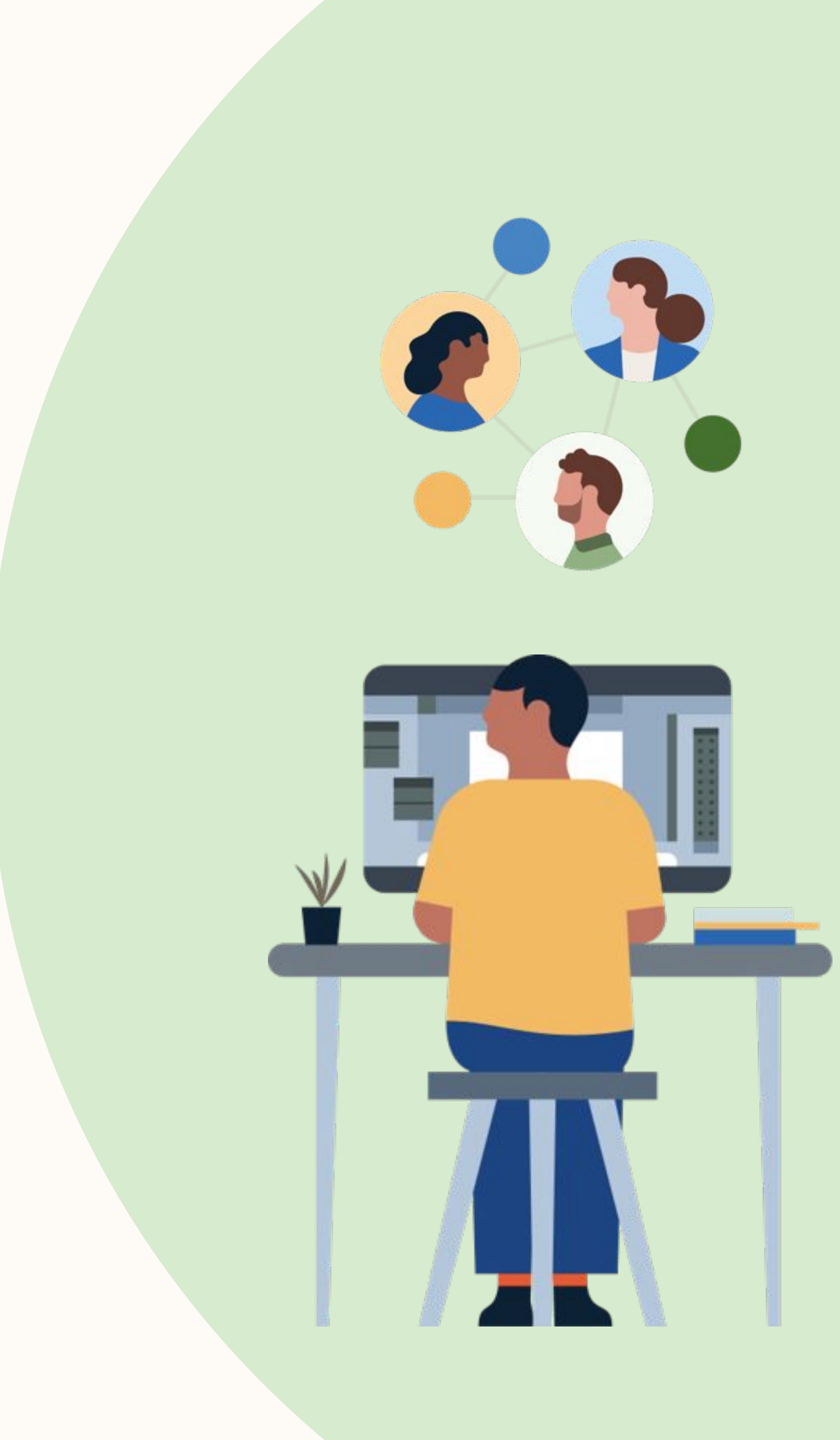
## The Legal Stuff

All materials presented here are subject to your instructor, LinkedIn, or Microsoft NDA unless indicated.



# Zoom Etiquette

- Please put yourself on mute when you aren't speaking
- Use "Raise Hand" so we know you would like to speak
- Use the chat during presentations for comments/questions





# Agenda

1. Welcome
2. The shift to skills-first
3. General updates
4. Instructor breakouts
5. Thank you!

Optional: New Instructor Bootcamp

*\*\*new and seasoned instructors welcome to join\*\**



# The Shift to Skills-First

**Emily Poague**

VP of Marketing for LinkedIn  
Learning and LinkedIn Talent  
Solutions

# The Shift to Skills-First

## Instructor All Hands

February 28, 2023



# Three talent challenges our customers face

1

## The **Skills Gap** Problem

The skills that both employees and companies need to succeed are **rapidly changing** but Talent Leaders **struggle to effectively identify** in-demand skills.

2

## The **Hiring** Problem

Companies are often **overlooking people with the skills needed for a role** due to outdated hiring processes that rely heavily on credentials such as previous titles, degrees and experience as proxies for skills.

3

## The **Retention** Problem

Among record attrition rates, employees are seeking **opportunities that allow them to learn and grow** - and are 10x more likely to look for a new job if they feel their skills are not being put to good use.

# How do we address these talent problems?

By shifting to **Skills-First**.

This does not mean ignoring traditional credentials. Instead, it means focusing *first* on the skills needed for a role.

1 The **Skills Gap** Problem

2 The **Hiring** Problem

3 The **Retention** Problem

## What is Skills-First?

**Every role can be broken down into a set of skills.** And every person - regardless of their experience - has different skill sets which they've built over their careers. Employers need to think skills-first when hiring to ensure they find, develop and retain qualified talent.

Screening

Copywriting

Hospitality

Data Entry

Interviewing

Teamwork

Sourcing

Onboarding

Negotiation

**More +**



**Marcos**  
Software Developer  
Looking for a  
new role

Who do you  
know?



Traditionally, organizations source  
talent based on where they went to  
**school**, their **previous roles**, and  
**who the candidates know**



Where did you  
go to school?



What was  
your role?



**Jane**  
Manager  
Looking for new  
talent for her team





88%

of hirers are filtering out highly skilled candidates just because they lack traditional credentials <sup>1</sup>

50%

of post-secondary graduates are unemployed after 6 months <sup>2</sup>

1. [Harvard Business School: Untapped Talent Report, 2021](#)

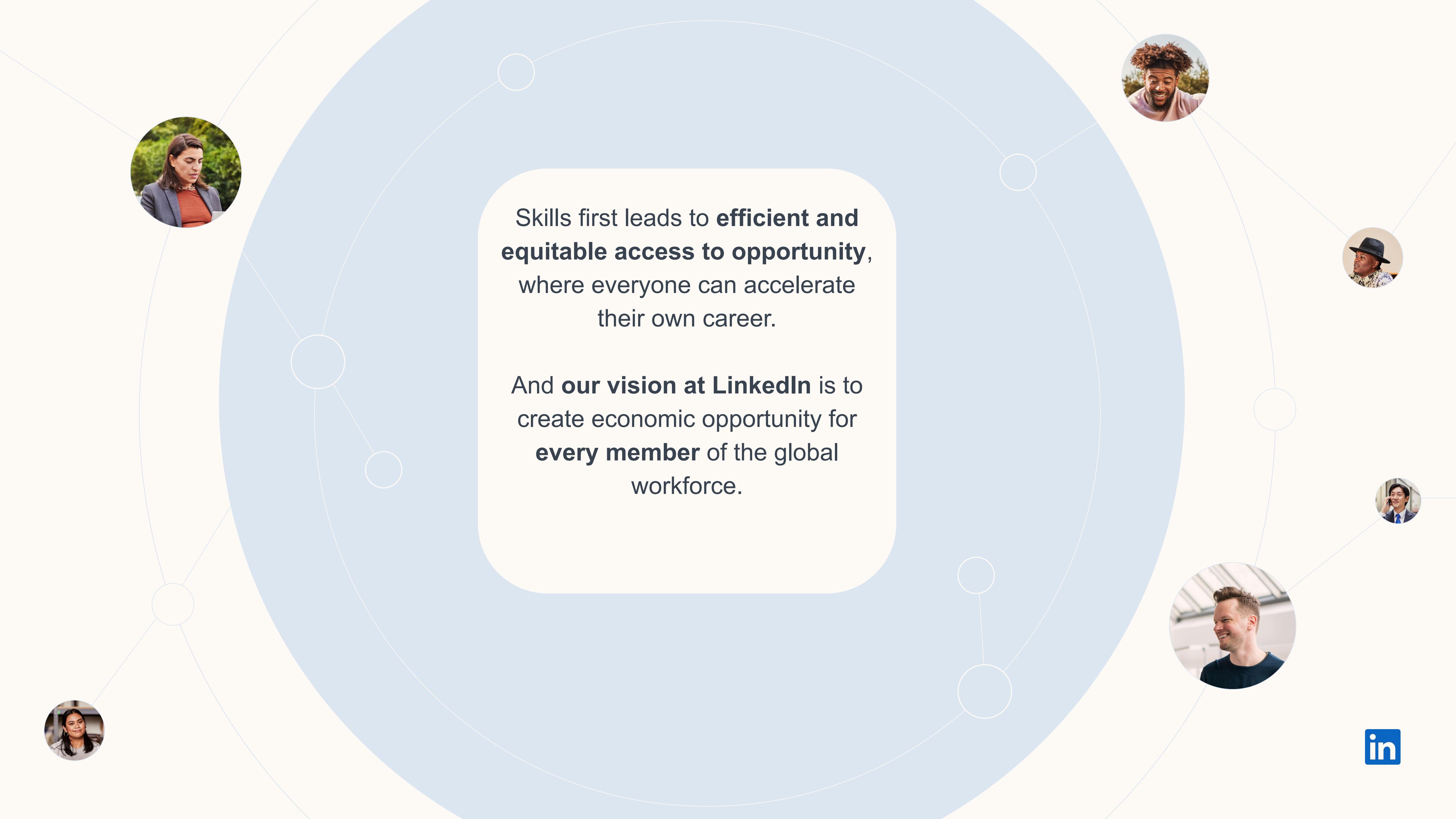
2. [CNBC: Just 50% of the college Class of 2020 had traditional full-time jobs 6 months after graduation, 2021](#)

#1

reason employees are  
leaving their companies  
is lack of career progress  
or opportunities for  
growth

Source: LinkedIn: [The Skills Advantage Report](#)





Skills first leads to **efficient and equitable access to opportunity**, where everyone can accelerate their own career.

And **our vision at LinkedIn** is to create economic opportunity for **every member** of the global workforce.





**17K**  
Courses

**38K**  
Skills



**15M**  
Jobs



**810M**  
Members

Our goal is to help companies  
solve these problems with a  
Skills-First approach to talent



# LinkedIn, with partnership from Instructors, deliver against skills-first in 3 ways



## Providing unique skills data

Our **unique skills data and insights** span across the talent lifecycle and will help you identify the skills you need to power future business success



## Powering skills-first hiring

LinkedIn makes it easier to **identify and validate a seekers skills** within existing hiring and job seeking workflows, expanding talent pools and helping efficiently find qualified candidates



## Empowering employees

Our products **empower employees** to identify, assess and develop the skills necessary to accelerate their careers and ultimately increase employee retention



In order to enable a Skills-First talent marketplace, we are

1

**Creating The Global  
Skills Language**

2

**Making Skills-First  
hiring the new norm**

3

**Enabling Skill  
Building to increase  
retention**

## 1 Creating the Global Skills Language

We're building the Global Skills Language through our Skills Graph:

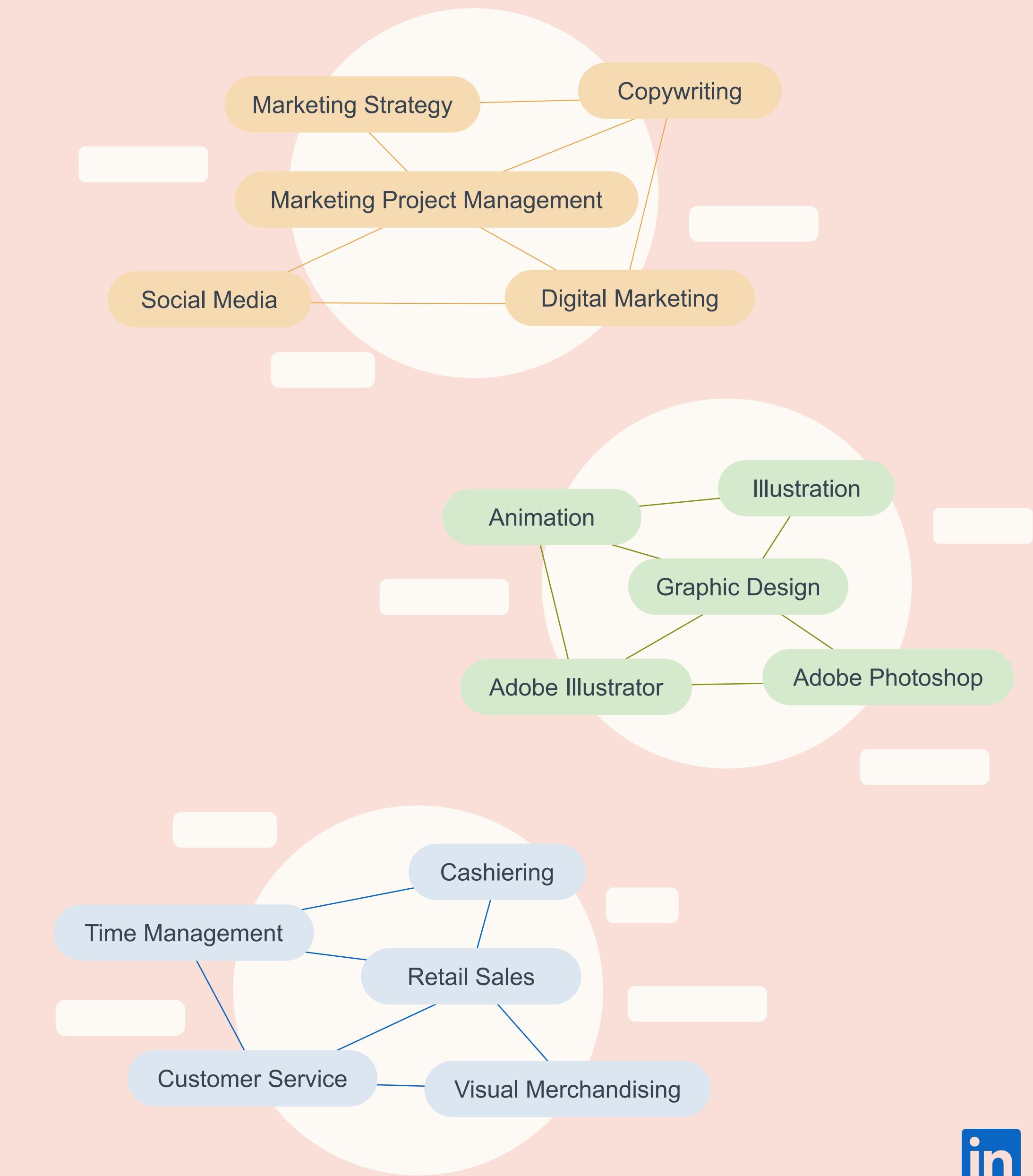
- Mapping how skills relate and connect to each other
- Identifying the skill importance for each job and member

**Half**

of all employees will need **reskilling** by 2025

but only **26%**  
of companies use skills for workforce planning

Source: based on aggregated LinkedIn data



## 2

## Making Skills-first hiring the new norm

We will enable Skills-First Hiring by:

- Giving job seekers the opportunity to provide more context around how they've demonstrated their skills
- Infusing Contextual Skills in hirer workflows, and better matching seekers to opportunities based on their skills

LinkedIn Talent Solutions Projects Jobs Campaigns Reporting

Start a new search...

Data - FY22 ↗

Phoenix, Arizona, United States

Talent pool Pipeline Talent insights Project settings

239 Recruiter search Post a job Recommended matches + Add a candidate

Search history 239 RESULTS See search breakdown 1 – 25

Showing results for Custom filters

Spotlights + More likely to engage

Job titles Clear Data Scientist +

Locations Clear Greater Phoenix Area +

Skills Clear Python SQL Data Visualization +

Companies + Companies or boolean

Schools

Jyoti Joshi · 3rd Data Scientist at Freshing Phoenix, Arizona, United States

Experience Data Scientist at Freshing · Sep 2019 – Present

Skills match Python · SQL · Data Visualization

Spotlights Open to work

Activity Applied to 1 job 2 views

Save to pipeline Hide ...

Virgie Caldwell · 1st Data Scientist at Mintome Phoenix, Arizona, United States Finance

Experience Data Scientist at Mintome · 2019 – Present Junior Data Scientist at Mintome · 2018 – 2019 Technical Analyst at Onyx Consulting · 2017 – 2018

Skills match Python · Data Visualization

Spotlights Company follower 20 connections

Activity 3 messages 1 note 3 views

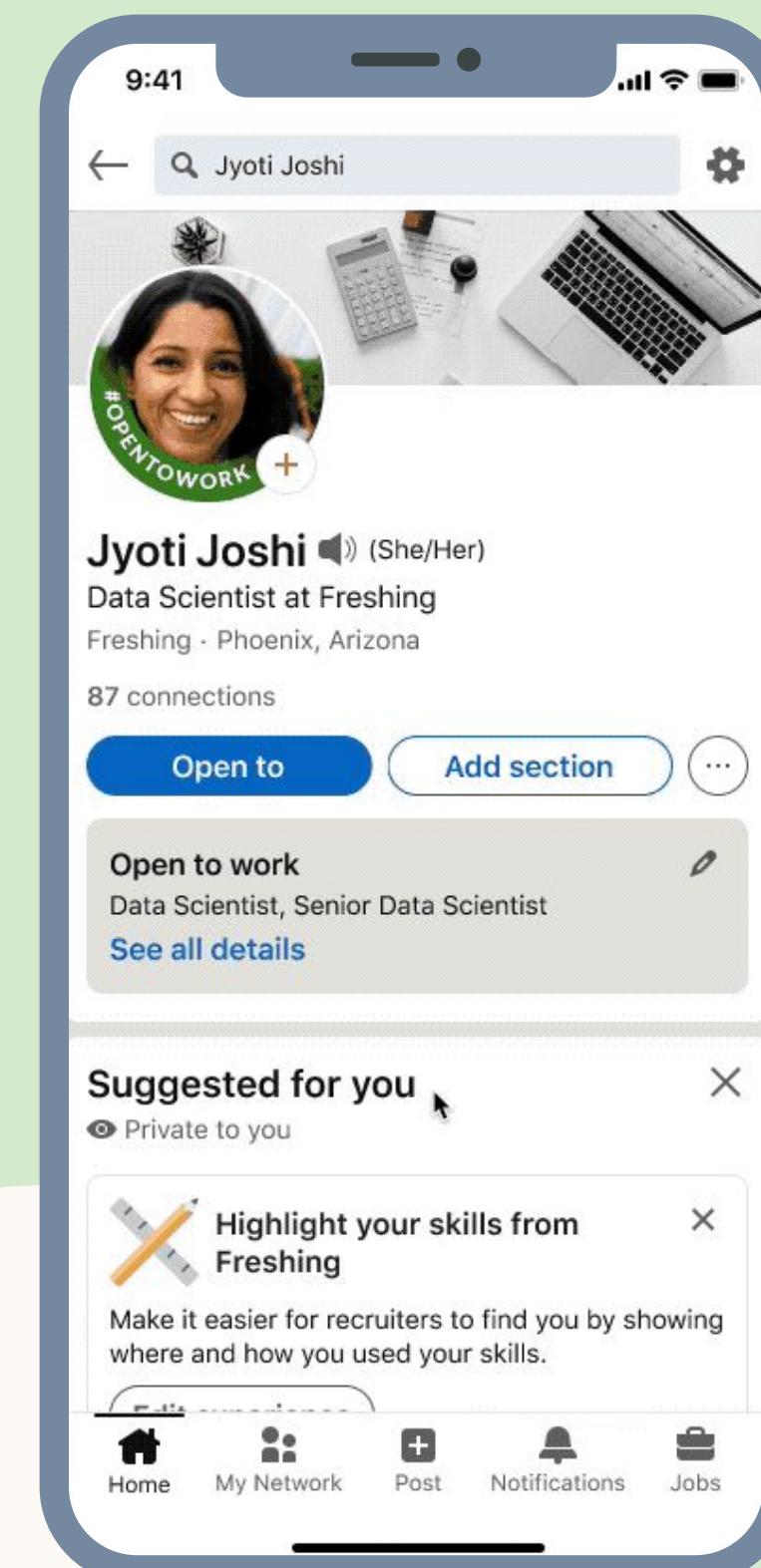
Matthias Kloet · 2nd

Save to pipeline Hide ...

## We're encouraging individuals to add more skills data to their profiles

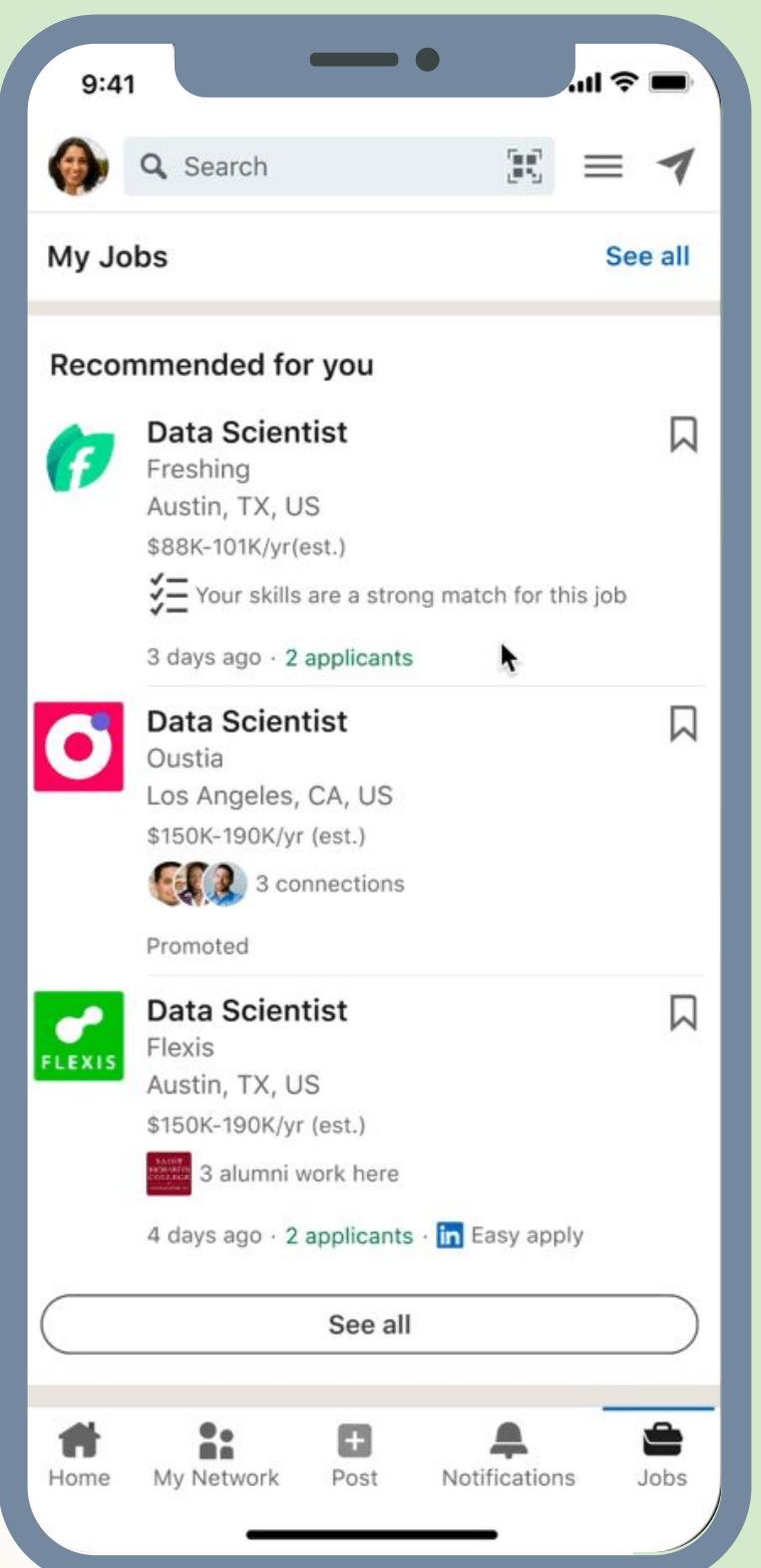
### Empowering members to add skills in a way hirer's already trust

By connecting skills back to their experience, job seekers are able to provide more context to their qualifications that employers already value when considering candidates. At the same time, more contextual skills on a job seeker's profile results in more accurate and relevant job matches.



### More skills on a member's profile means more jobs matches

Once a member adds more skills to their profile, they'll be in a position to see more relevant job opportunities based on those specific skills. The indicator of a strong skills match on job search results will also serve as a confidence boost, reinforcing that a job seeker should apply to that opportunity.

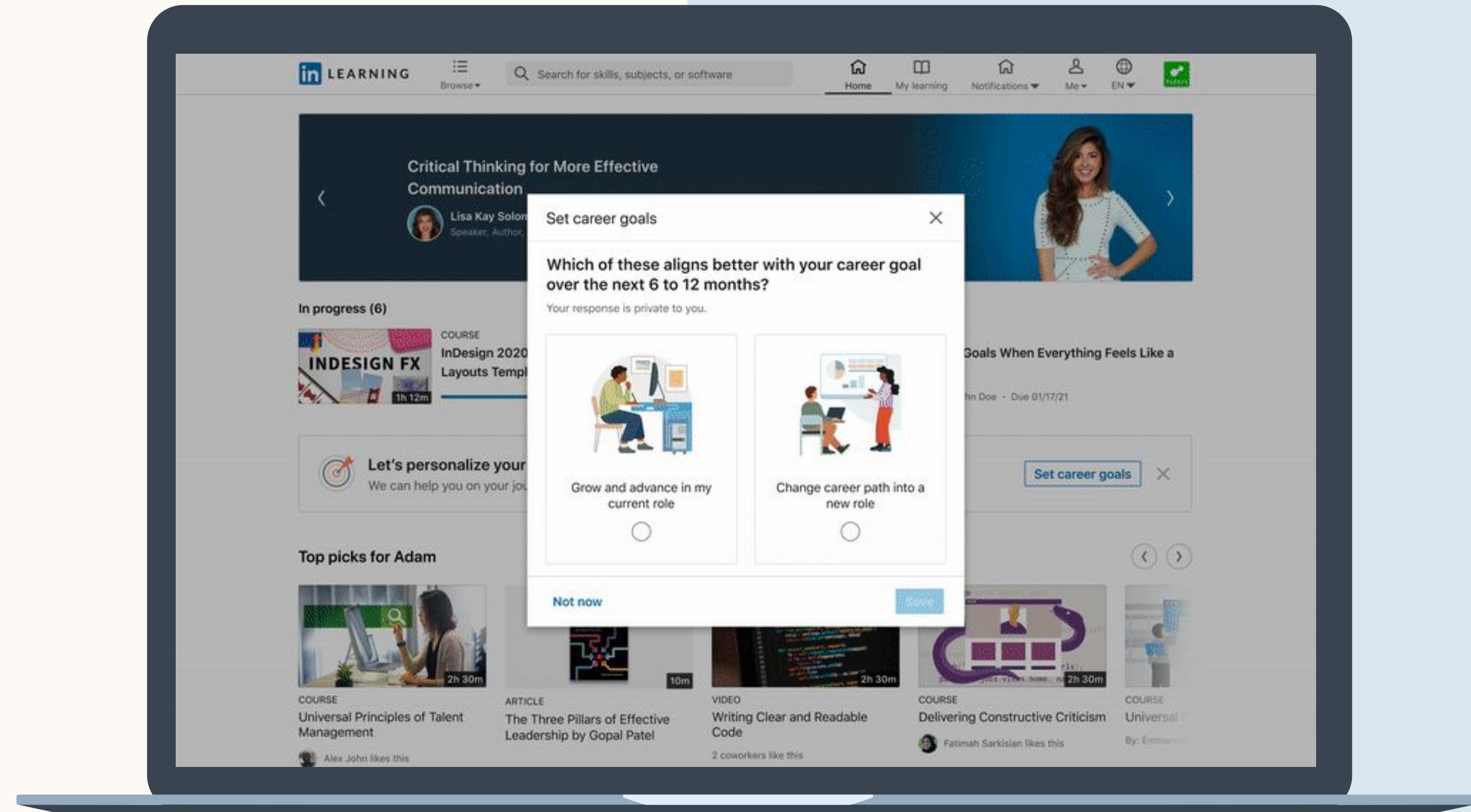


### 3

## Enabling Skill Building via LiL Hub

We will help employees accelerate their careers by:

- Empowering employees with career-goal specific learning
- Connecting employees to relevant opportunities at their company – powered by their career goals



3

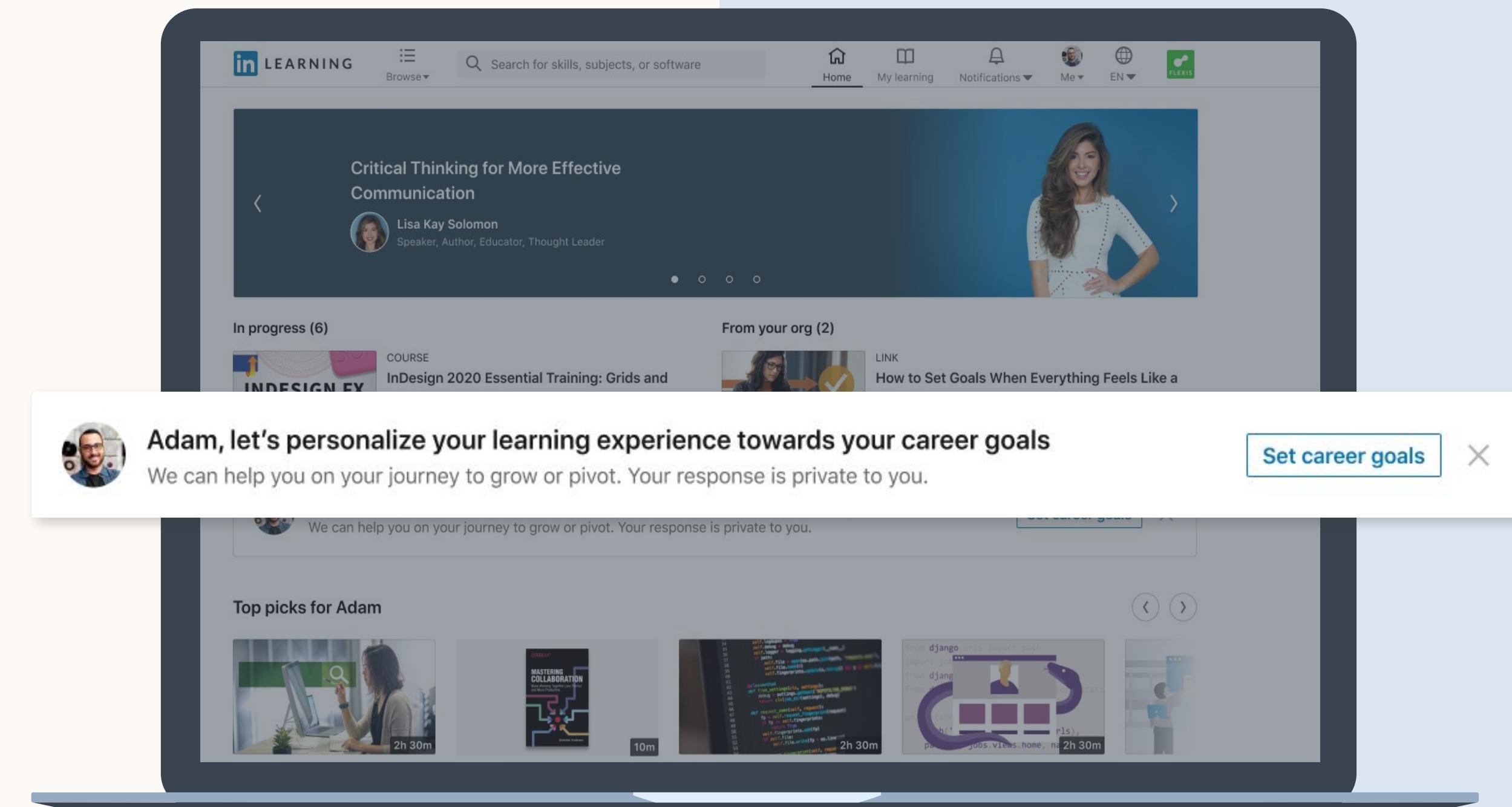
## Enabling Skill Building via LiL Hub

Empower employees with a personalized learning experience to achieve their career goals

Help employees navigate internal career paths based on their individual goals - either in their current or new role.

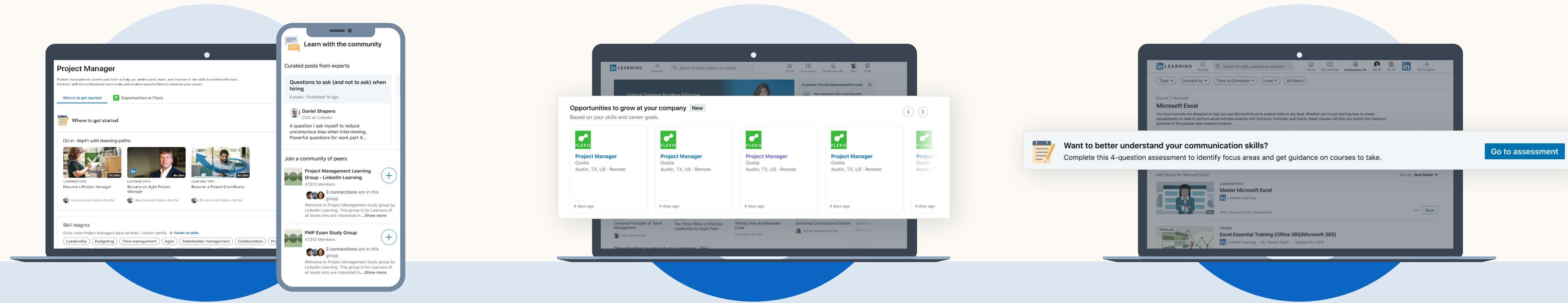
### “My Plan” NEW

Based on their goals, employees will be provided with personalized career development content.



### 3 Enabling Skill Building via LiL Hub

## Enable employees to build skills for available roles



### Role Guides

Enable learners to build the skills and knowledge they need to advance to specific roles at their company, based on data and insights

### Jobs at your company

Promote internal mobility by surfacing job opportunities to your employees within LinkedIn

Learning Hub

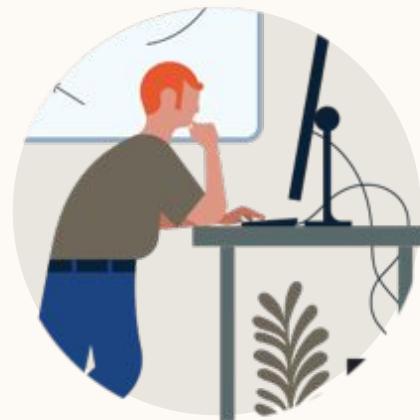
### Skill Evaluations

Allow learners to understand skill proficiency and gaps in order to guide personalized learning



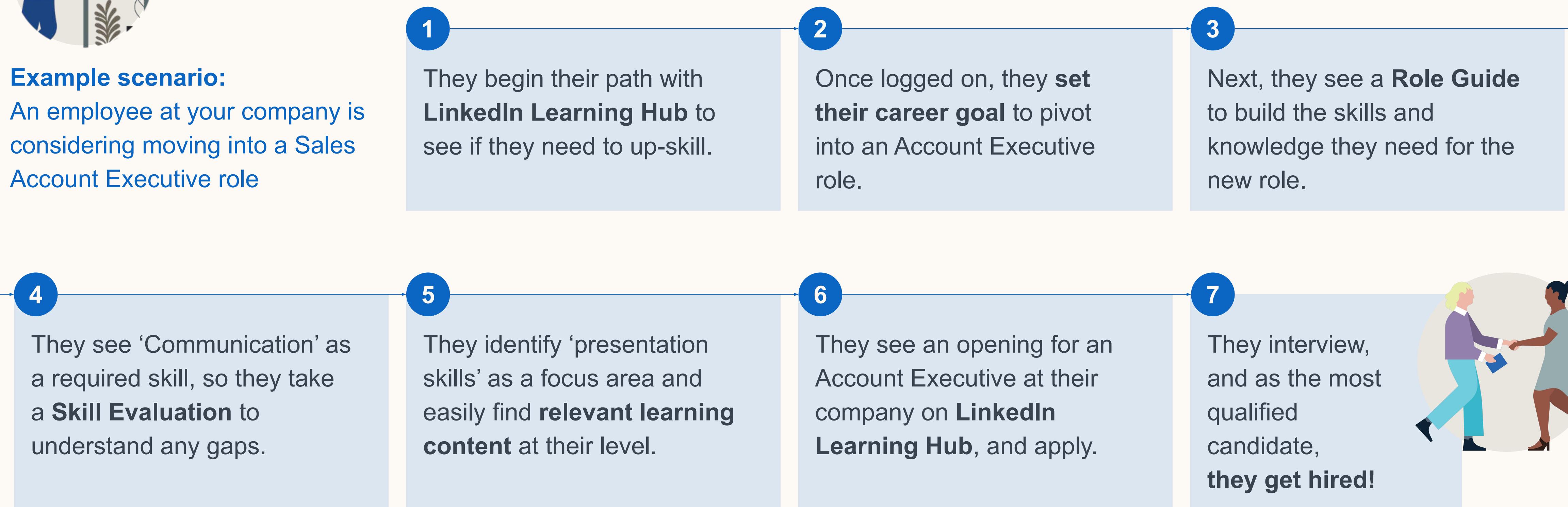
### 3 Enabling Skill Building via LiL Hub

## Encourage internal mobility with Role Guides & Jobs at your company



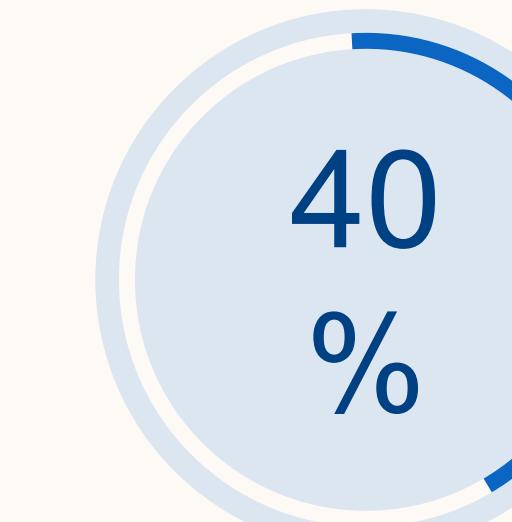
#### Example scenario:

An employee at your company is considering moving into a Sales Account Executive role

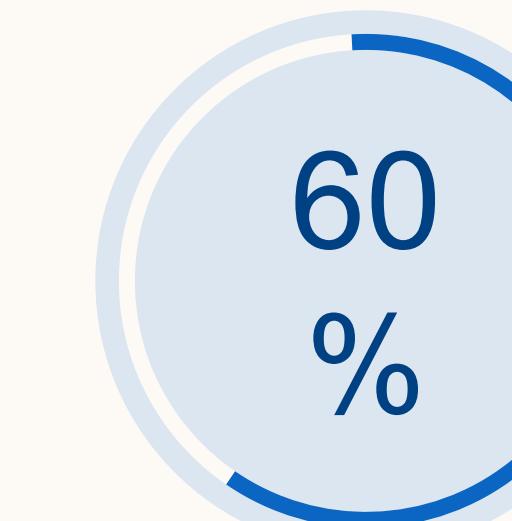




## The shift to Skills-First is working for many employers



are using skills data to fill their roles



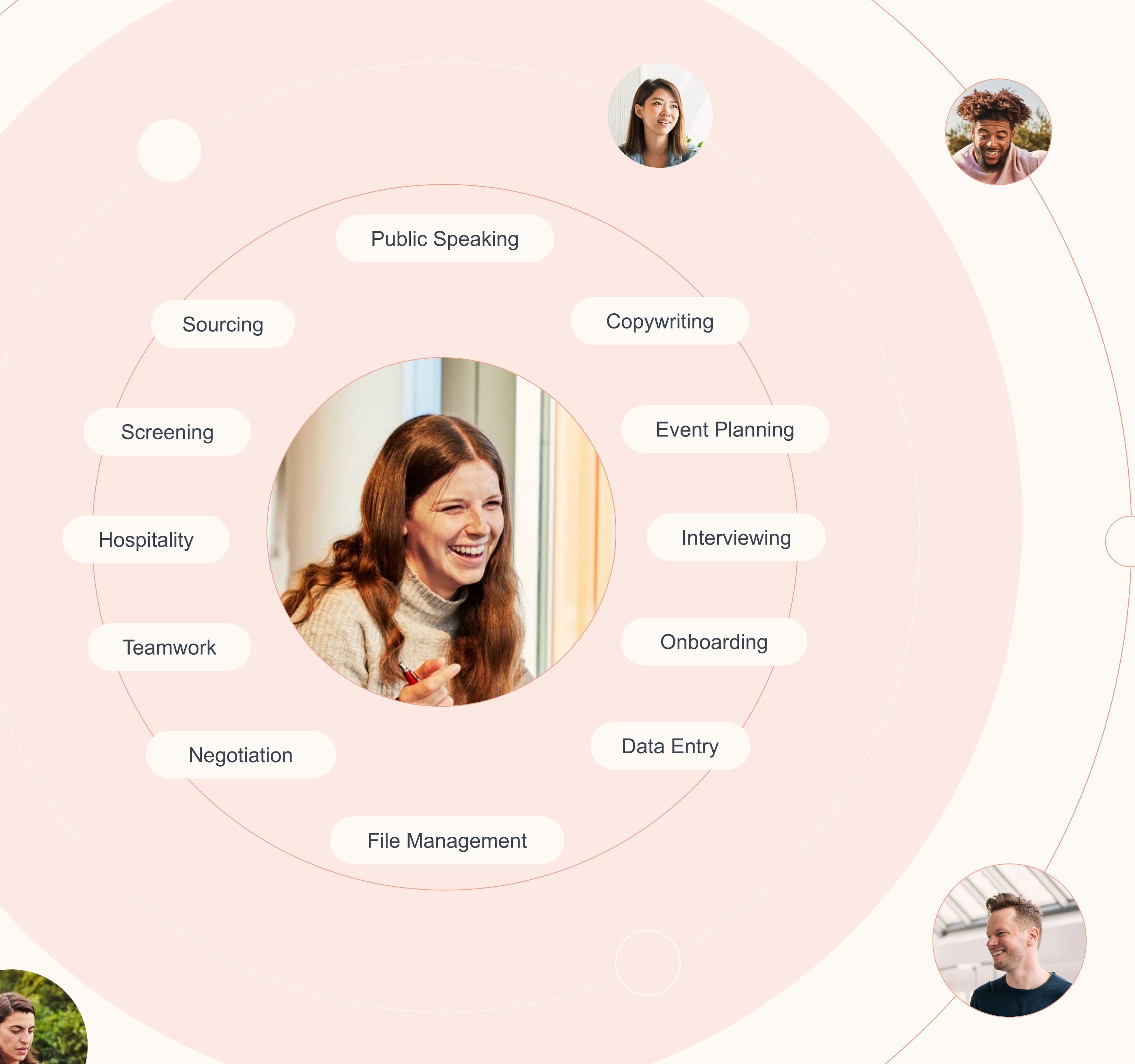
more likely to make a hire when searching and screening using skills



skills added to profile last year

Source: based on aggregated LinkedIn Data





With a **shift to Skills-First**, we can collectively empower every member of the global workforce to turn their skills into economic opportunity, making the talent ecosystem more efficient and equitable



Thank You



## General updates

**Zoë Kelsey**

Instructor Marketing Manager

# New features to elevate your thought leadership



★ **Showcase more content on your profile.** The content you create is a key way to show members who you are and what you do. Your profile represents you and your expertise, and with a redesigned “Activity” section, it’s easier than ever for people to see what you’ve created. With this update, you can have your content seen more easily, lead with your best work, and foster engagement.

✉️ **Now you can better organize your inbox with conversation starring.** We’ve heard that you want more tools to organize your inbox, and we’re excited to bring you conversation starring! To get started, hover over a message in your inbox, click the “...” at the top right of the message, and then click “Star”. On mobile, you can swipe left on a message, click “More”, and then “Star”. You can filter to view only your starred messages by clicking the filter on the right side of “Search messages” at the top and see everything in one condensed view.

📅 **Plan your content with article scheduling.** Following our recent launch of scheduled posts, we’re excited to announce the rollout of scheduled articles. Article and Newsletter authors can utilize the same pre-scheduling tools that we’ve enabled for posts - crafting long-form content while maintaining their planned publishing cadence, all natively on LinkedIn.

# Upcoming Initiatives



## February 15th Skills Moment 2023 Most In-Demand Skills

- To help fuel our members' career growth, we released the [2023 Most In-Demand Skills](#) companies need most based on the top skills employers hired for and the skills they prioritized.

## Workplace Learning Report

- We're empowering organizations and talent leaders to embrace learning as the key to a resilient and adaptable future with new data and actionable insights from our 7th annual [Workplace Learning Report](#).

## LinkedIn x Dove Partnership to combat hair discrimination

- LinkedIn is partnering with Dove to make a systemic impact and create a more inclusive and equitable workplace. To support, we've unlocked 10 courses to educate 1M professionals on the topics of diversity, equity, and inclusion by the end of 2023.

## 3/8 International Women's Day + Women's History Month

- Throughout the month, LinkedIn News will focus conversations around gender equity in the workplace and how organizations can prioritize access and investment in new opportunities for women.

# LinkedIn Instructor Reunion Tour

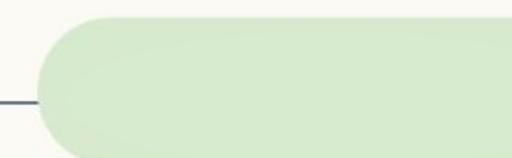
It's time to get back together ... [RSVP today!](#)



SEPTEMBER 22, 2022

You're invited to  
LinkedIn Instructor  
Reunion in New York  
City

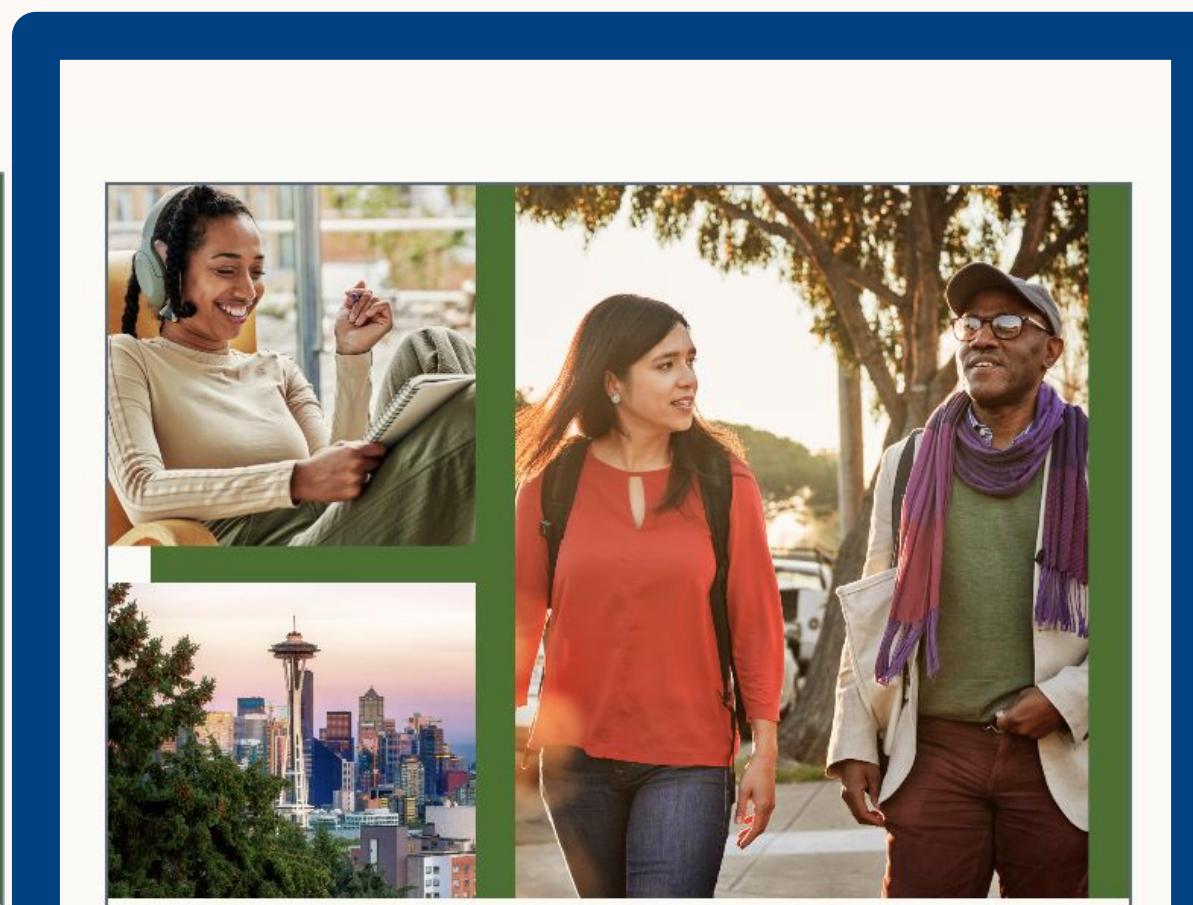
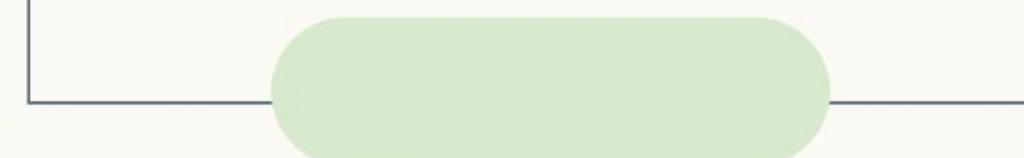
NEW YORK, NY



NOVEMBER 3, 2022

You're invited to  
LinkedIn Instructor  
Reunion in Carpinteria

CARPINTERIA, CA



MARCH 30, 2023

You're invited to  
LinkedIn Instructor  
Reunion in Seattle

REDMOND, WA

RSVP



MAY 11, 2023

You're invited to  
LinkedIn Instructor  
Reunion in Atlanta

ATLANTA, GA



# We look forward to seeing you soon!

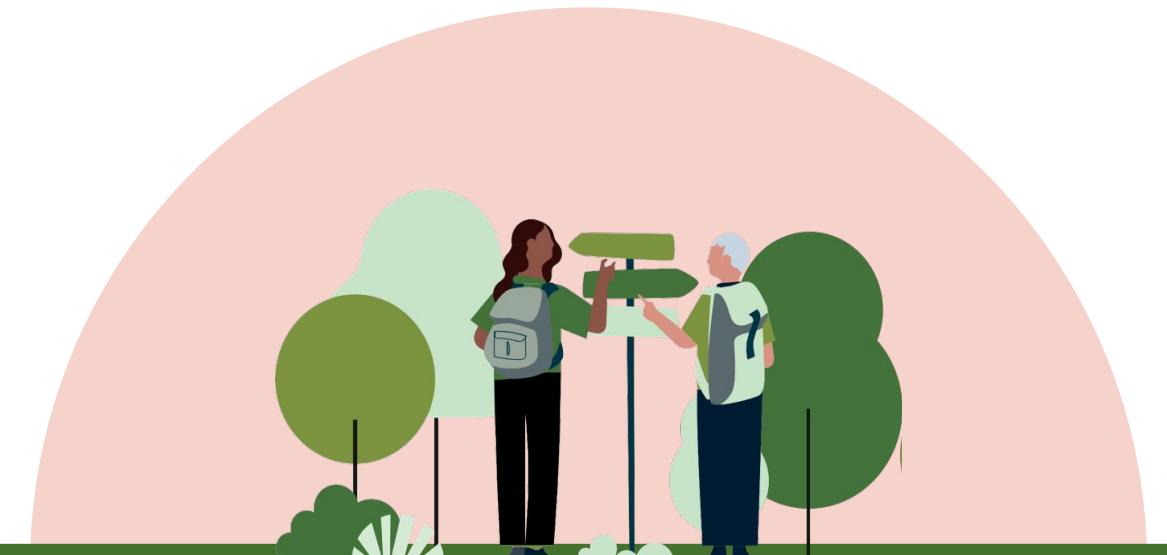
LinkedIn

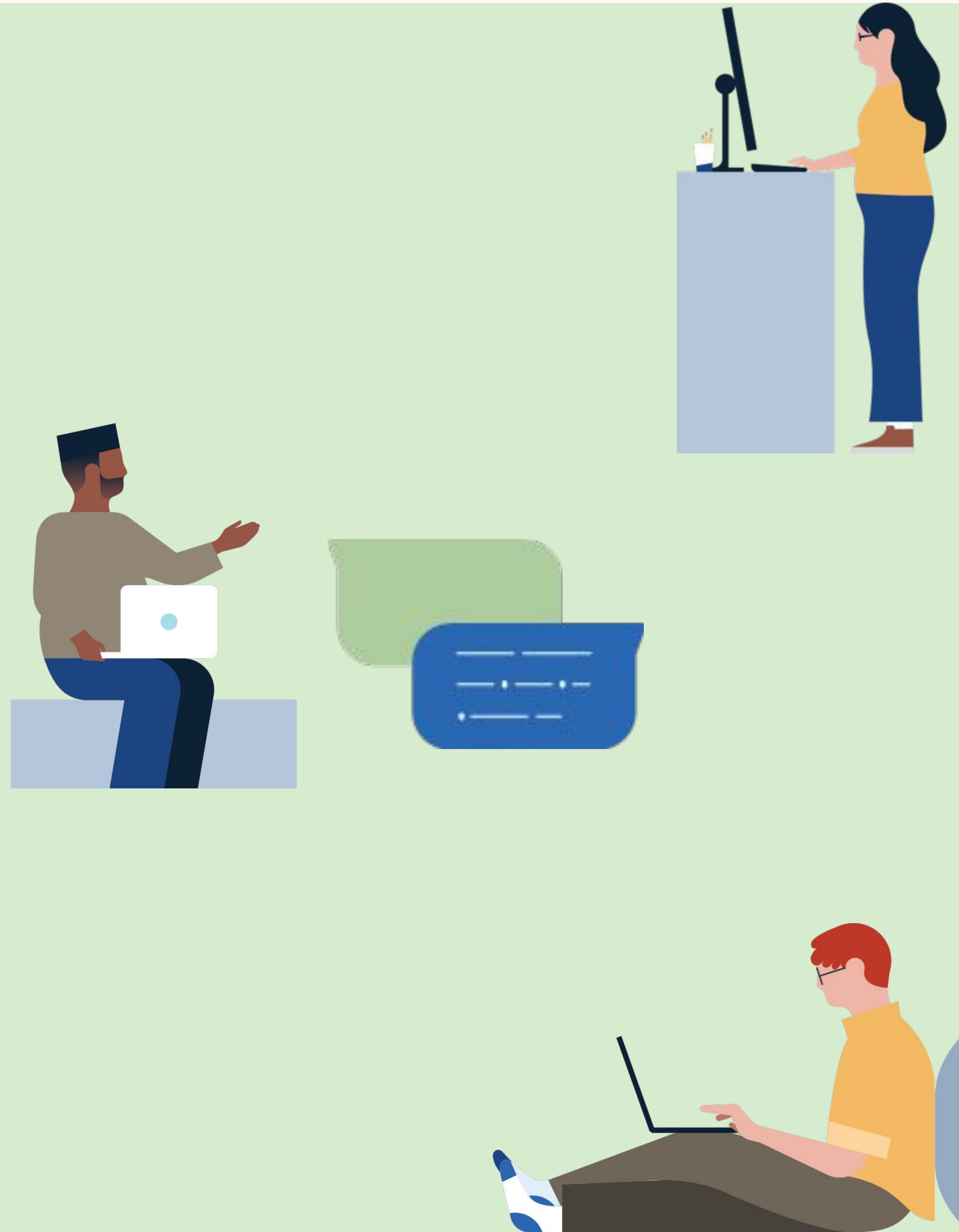


March 30th  
Seattle

May 11th  
Atlanta

Stay tuned!





# Break outs

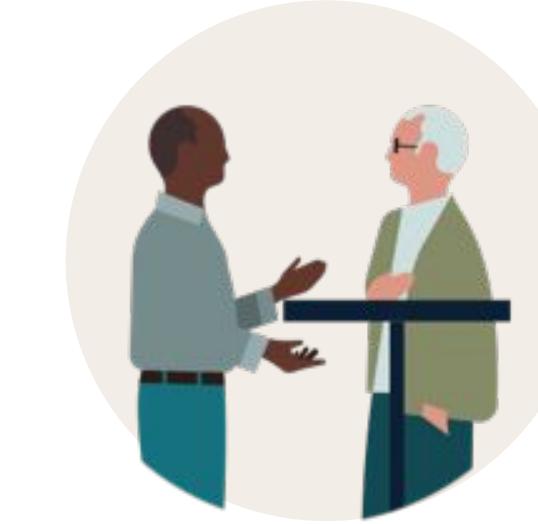
## Intros:

Introduce yourself, where you're from, and your expertise.

## Prompts:

How much have the skills in your domain changed in the last 5 years?

# Stay connected



## 1. Instructor newsletter - monthly

Learn what we're up to, what we're hearing from all of you, and more. [View archives](#)

## 2. Instructor all-hands on March 28th, 2023

Join us for the monthly all-hands. [RSVP today](#)

## 3. Instructor hub offers tips + resources

Looking for tips? Learn how to market your course, create a newsletter, go live on LinkedIn, and so much more! [Visit the hub](#)

## 4. Instructor group

Connect with your peers and ask questions. [Join today!](#)

Questions? Reach us at [LILInstructors@linkedin.com](mailto:LILInstructors@linkedin.com)

# Thank you!

Please take our survey:

<https://www.surveymonkey.com/r/feb-2023-allhands>





# LinkedIn Learning New Instructor Bootcamp

Instructor Meeting | February 2023

# New Instructor Bootcamp



**Ande Withers**  
Content Program  
Manager, Instructor  
Payments



**Zoë Kelsey**  
Instructor Marketing  
Manager



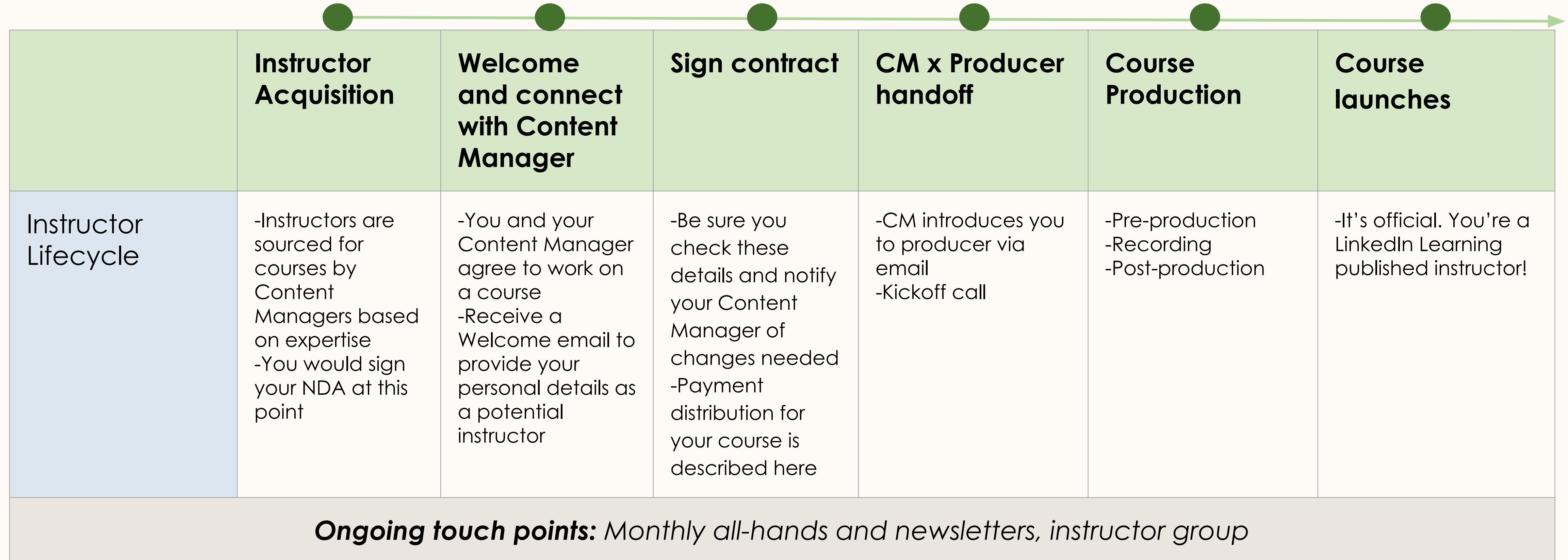
**Dione Johnson**  
Content Producer and  
Instructional Designer



# What I'll cover

- 1 Instructor lifecycle touchpoints
- 2 Who to go to when
- 3 Key opportunities and ways to stay connected
- 4 Q&A

# Instructor Lifecycle | Touchpoints



# Who to go to when

[More details](#)



Course dependant

## Your Content Manager

- Royalty questions
- Contracting process
- Updates to your LinkedIn Learning Instructor profile
- Access to Analytics
- New course inquiries

## Your Producer

- Anything regarding the production of the course, such as the course content and launch date

## Content Operations

ContentOps@linkedin.com

- Questions regarding Instructor Settings on LinkedIn Learning
- Banking Updates
- Royalty and Advance Payments Questions
- LinkedIn Premium Subscription

## Marketing

LiInstructors@linkedin.com

- Marketing questions and opportunities
- Queries about content in marketing meetings and newsletters
- Other questions you don't know who to go to

## \*Community Manager

*(only applies if you're managed by LinkedIn's creator team)*

- They can suggest topics, format types, a cadence to post, and ways to increase engagement on LinkedIn

# Housekeeping highlights from your operations team

Here are some pointers from Content Operations to help improve your Instructor experience.

Contact our team at [ContentOps@LinkedIn.com](mailto:ContentOps@LinkedIn.com) for any questions on the topics below.

## Instructor Features

Visit LinkedIn Learning to access Instructor Features:

- Maintain personal contact information in the [Instructor Settings](#).
- Update your legal entity details for contracting purposes in the Contract Details section.
- Access to [Analytics](#) and [Payment](#) details for your active courses in the library once they have been published.

## Legal and Payments

To ensure timely processing of contracting and payments:

- Review all contracts carefully for accuracy prior to signing.
- Maintain legal contract details in the Instructor Settings under Contract details.
- Royalties paid 10th business day of the month.
- Make updates to banking information via our [Global Banking Form](#).

## Premium Benefit

Ongoing automatic LinkedIn Premium Business subscription:

- Granted via link to your personal LinkedIn profile URL when you sign your first contract.
- Unable to grant this free subscription if another subscription exists on your profile. Contact [ContentOps@linkedin.com](mailto:ContentOps@linkedin.com) with questions if this is the case for you.

# Key Opportunities

## LiL Pilots

**What is it?** An email based program surfacing opportunities and to provide feedback on new products and initiatives to help guide short-term questions and considerations we have to support our Instructor community.

**Benefit:** The ability to directly influence initiatives and products and have access to new initiatives and products first.

**Opt in:** Email [LiLInstructors@linkedin.com](mailto:LiLInstructors@linkedin.com) to let us know you'd like to "opt in"

## Kindling

**What is it?** Kindling is an email the LinkedIn News team sends to LinkedIn Influencers and Thought Leaders (like you!) and surfaces trending topics for you to spark inspiration and post about.

**Benefit:** If you do post and share back with the news team, they will potentially include you in their news roundups and send notifications to your followers to broaden your reach and increase engagement.

**Opt in:** Email [LiLInstructors@linkedin.com](mailto:LiLInstructors@linkedin.com) to let us know you'd like to "opt in"

# Stay connected



## 1. Monthly Instructor newsletter

Learn what we're up to, what we're hearing from all of you, and more. [View archives](#)

## 2. Monthly Instructor All-Hands

Join us for our next Instructor all hands on 3/28 and [RSVP today](#). Plus, check out our [meeting archive](#).

## 3. Instructor hub offering tips + resources

Learn how to market your course, create a newsletter, go live on LinkedIn, and so much more! [Visit the hub](#)

## 4. Instructor group

Connect with your peers and ask questions. [Join today!](#)



Q&A