



Welcome LinkedIn Learning Instructors!

February 28th, 2023

NDA

The Legal Stuff

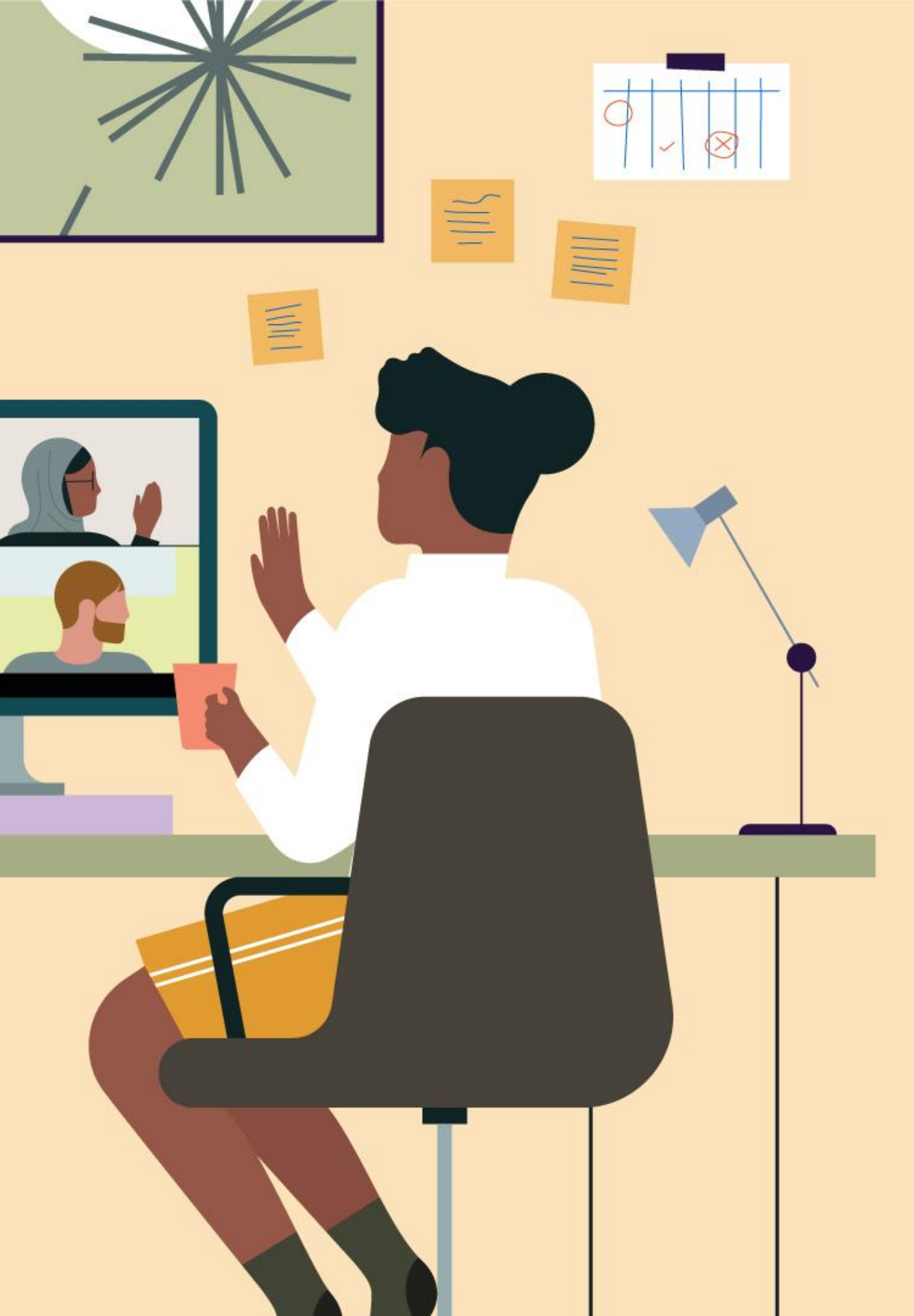
All materials presented here are subject to your instructor, LinkedIn, or Microsoft NDA unless indicated.



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Companies are often **overlooking people with the skills needed for a role** due to outdated hiring processes that rely heavily on credentials such as previous titles, degrees and experience as proxies for skills.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



Jane
Manager
Looking for new talent for her team

Who do you know?

What was your role?

Where did you go to school?

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





88%

of hirers are filtering out highly skilled candidates just because they lack traditional credentials ¹

50%

of post-secondary graduates are unemployed after 6 months ²

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

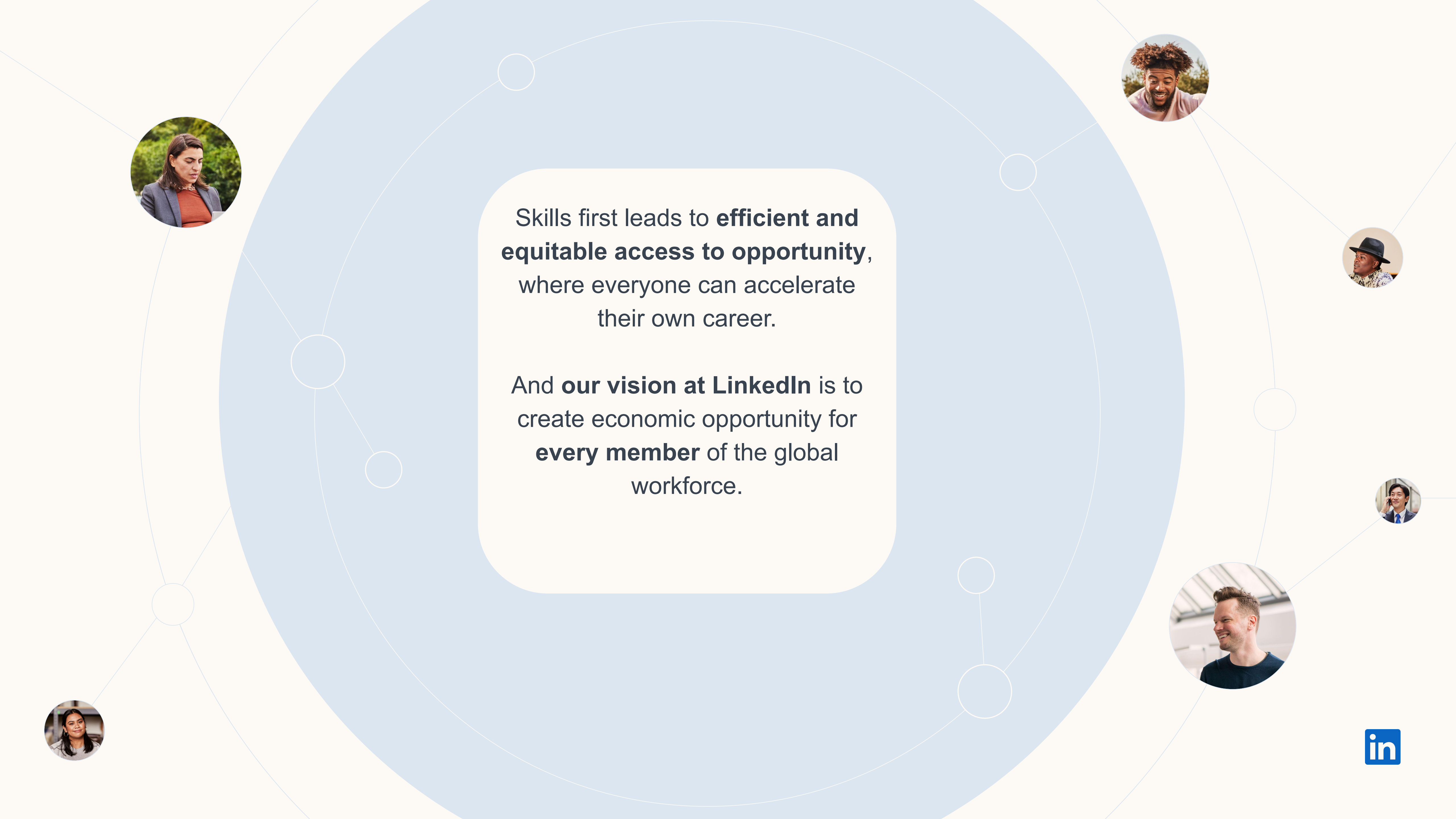
2. [CNBC: Just 50% of the college Class of 2020 had traditional full-time jobs 6 months after graduation](#), 2021

#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

810M
Members

38K
Skills

15M
Jobs

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

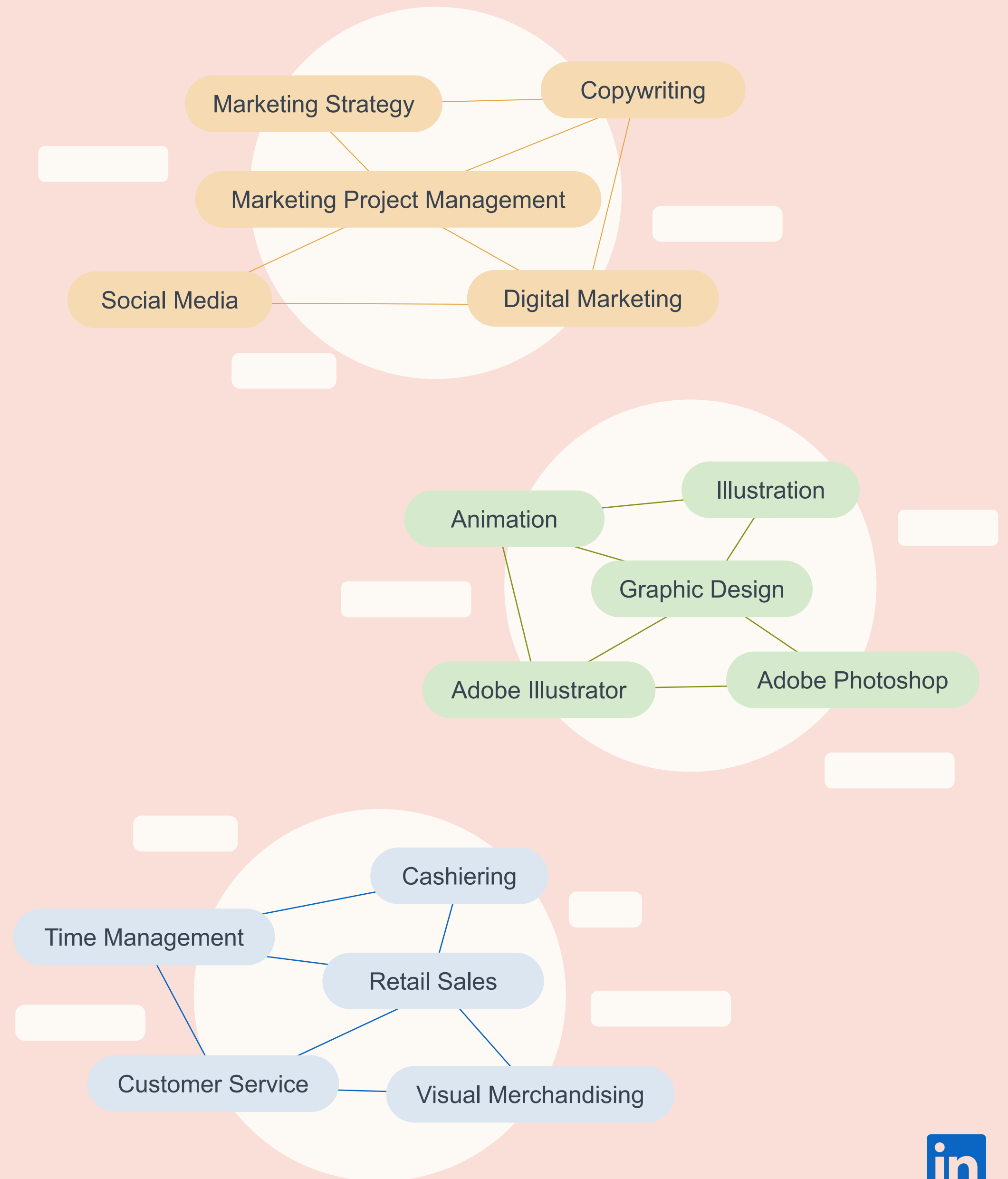
Half

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

but only 26%

of companies use skills for workforce planning

Source: based on aggregated LinkedIn data

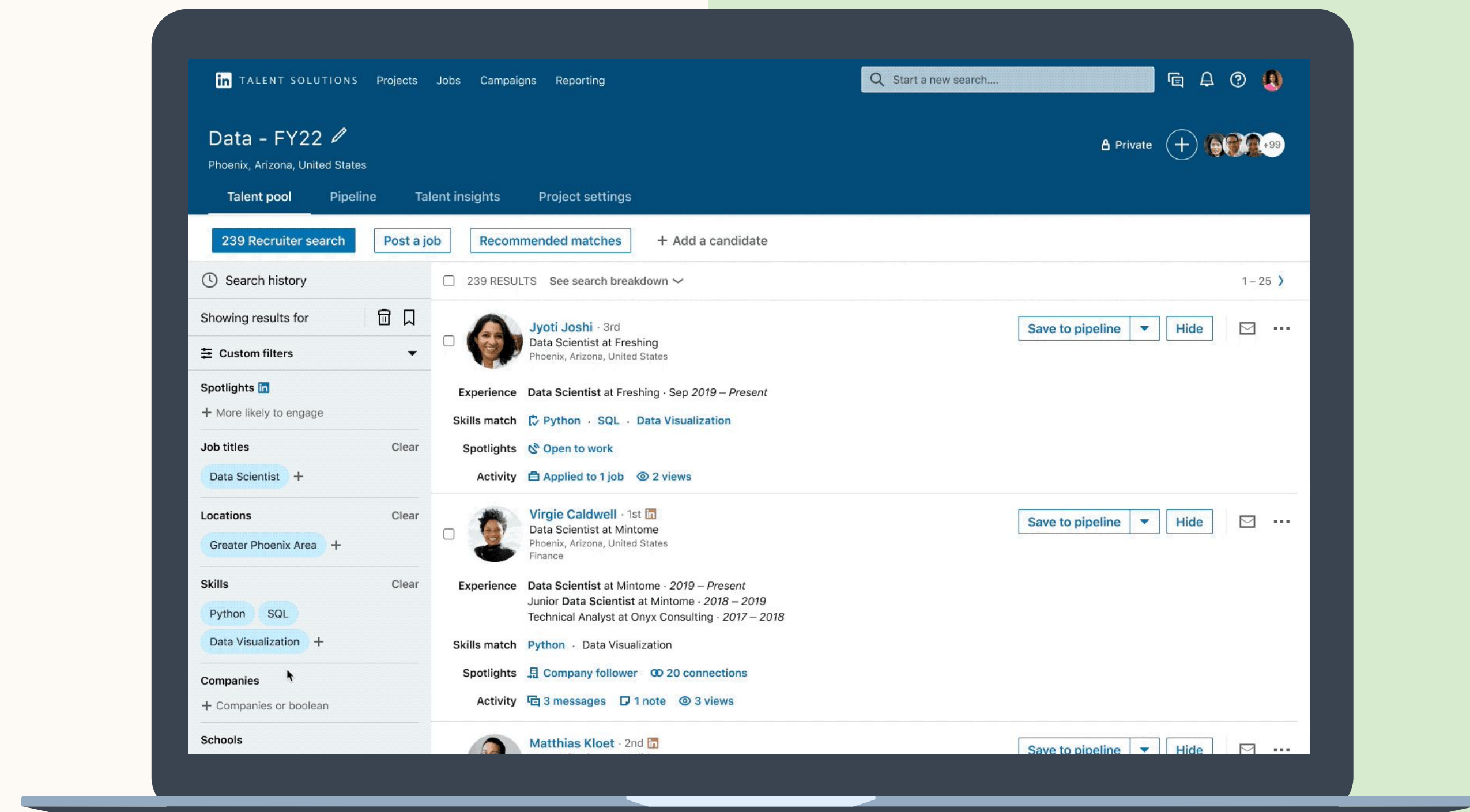


2

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

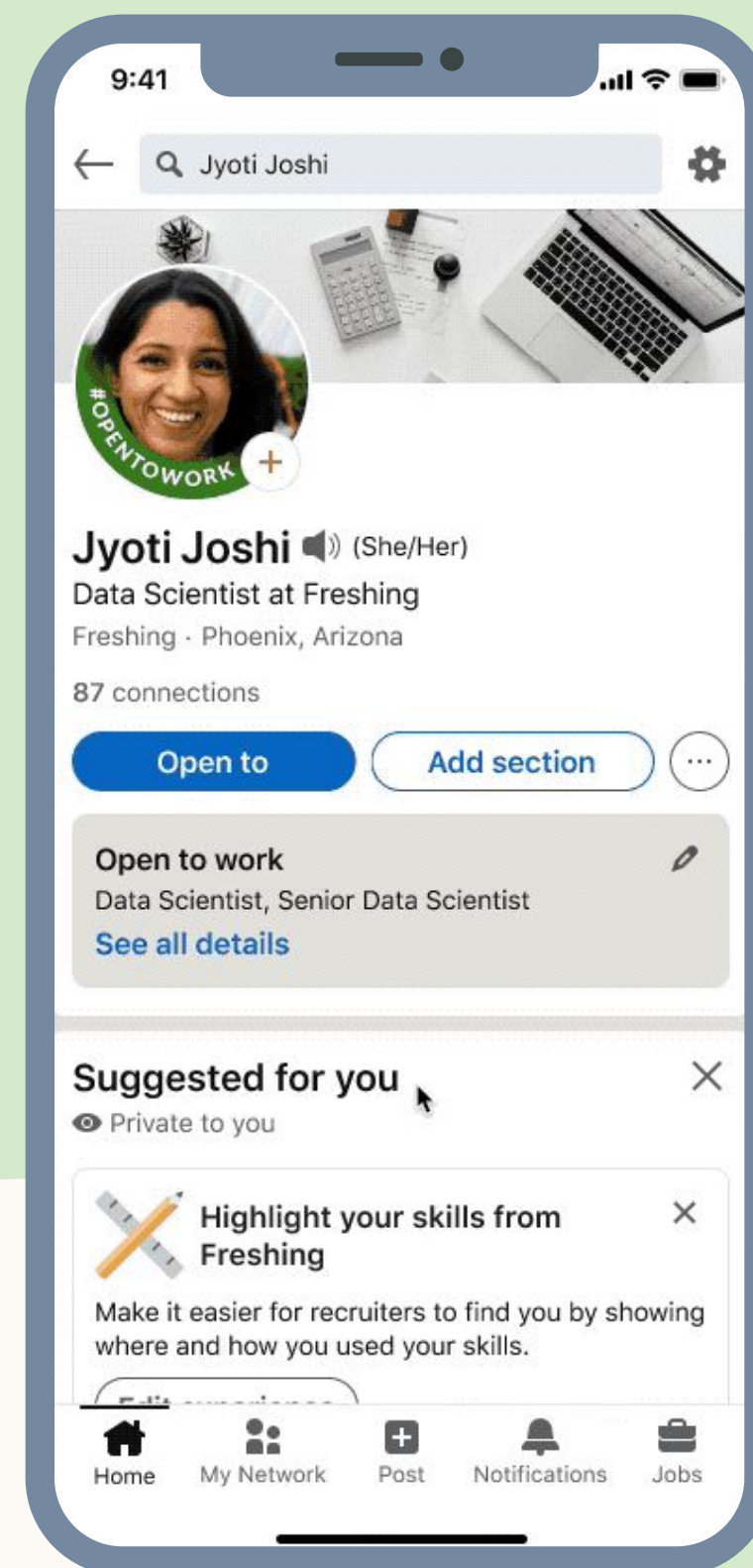


2 Making Skills-first hiring the new norm

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

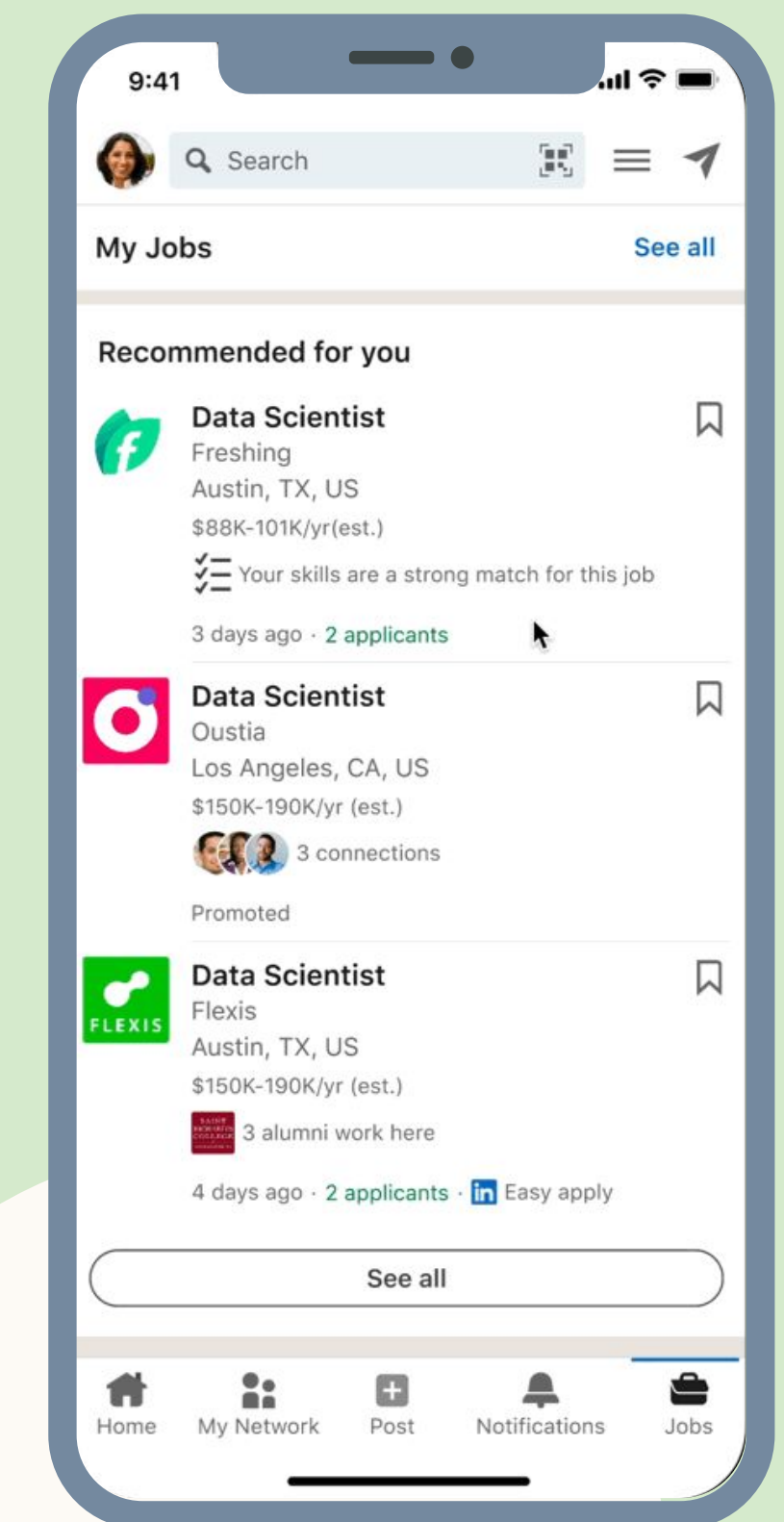
Empowering members to add skills in a way hirer's already trust

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

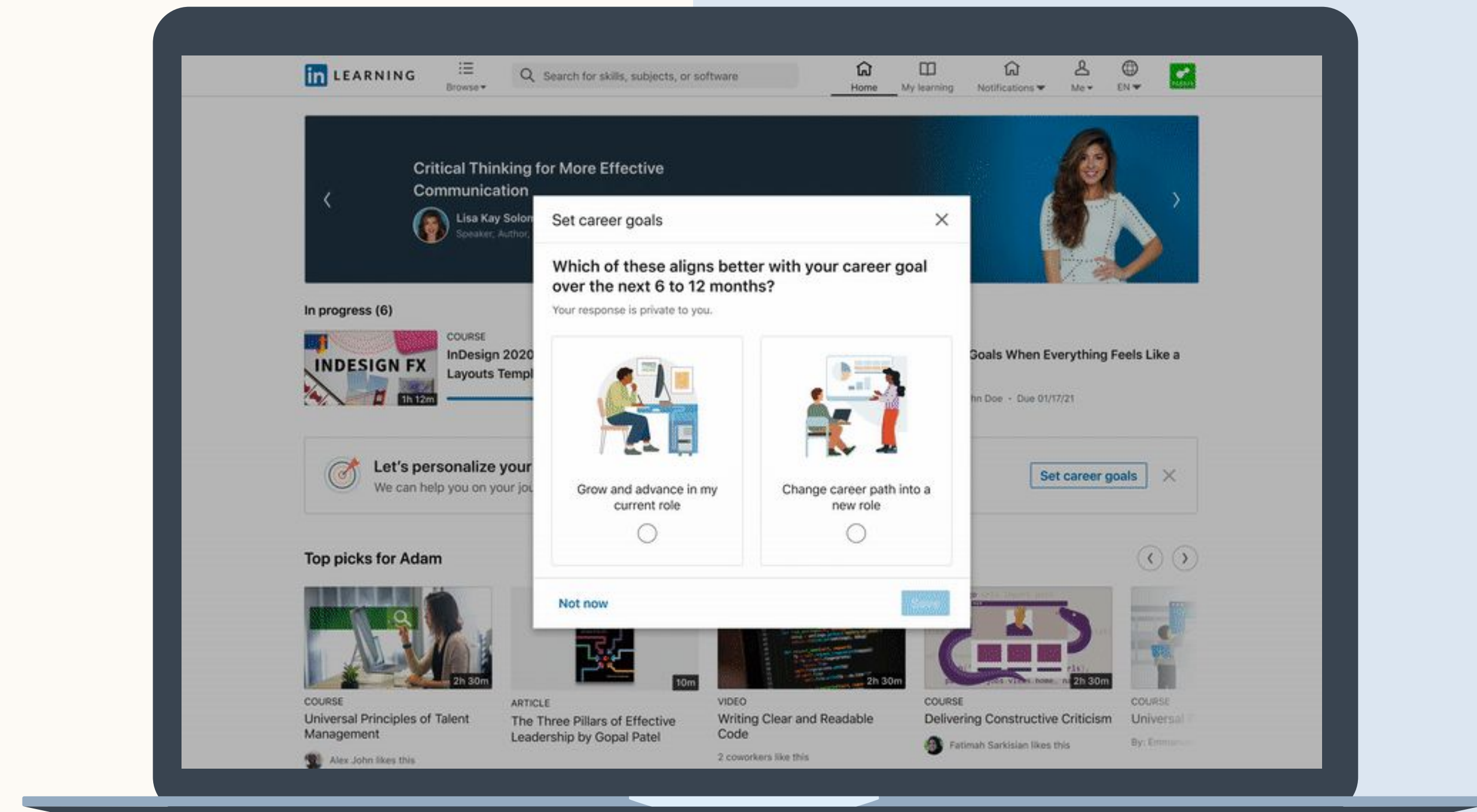
Once a member adds more skills to their profile, they'll be in a position to see more relevant job opportunities based on those specific skills. The indicator of a strong skills match on job search results will also serve as a confidence boost, reinforcing that a job seeker should apply to that opportunity.



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



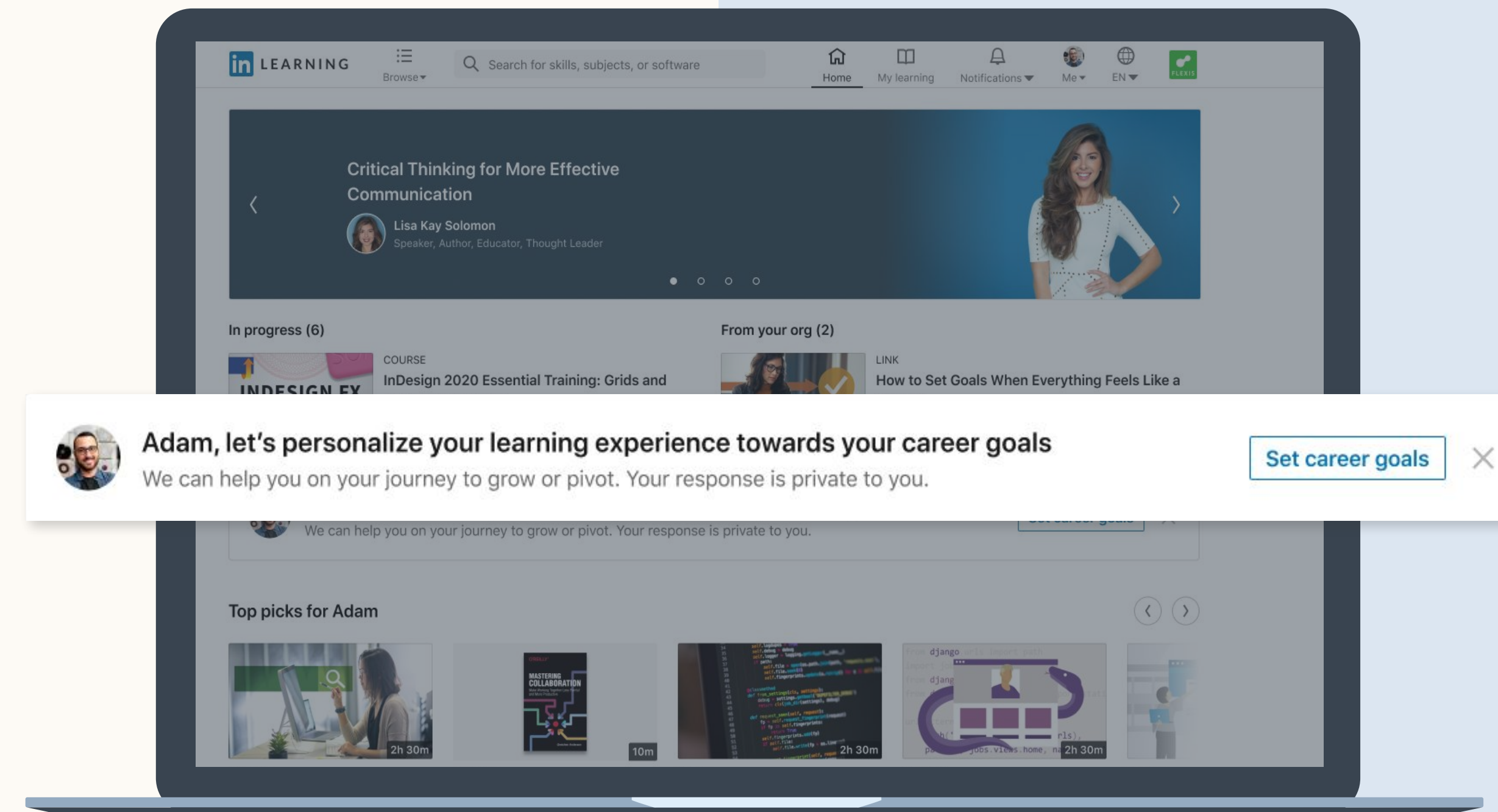
3 Enabling Skill Building via LiL Hub

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.

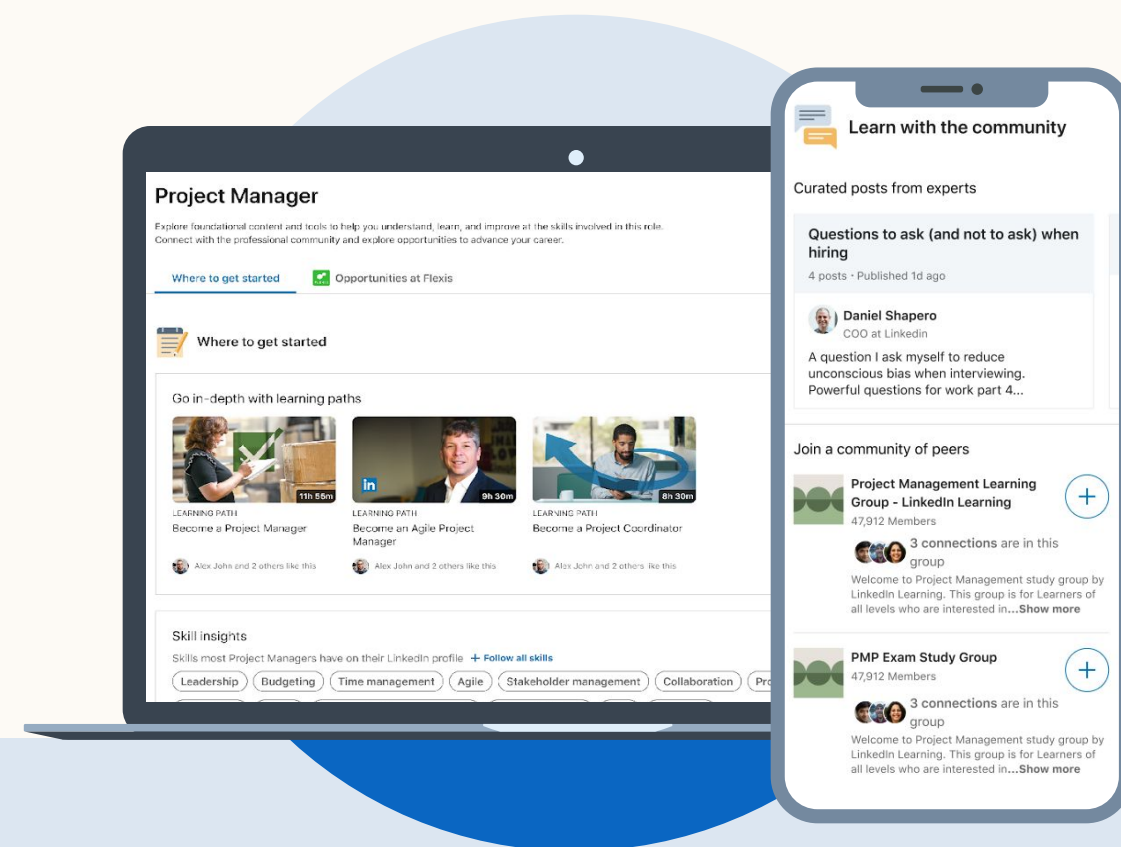
“My Plan” **NEW**

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



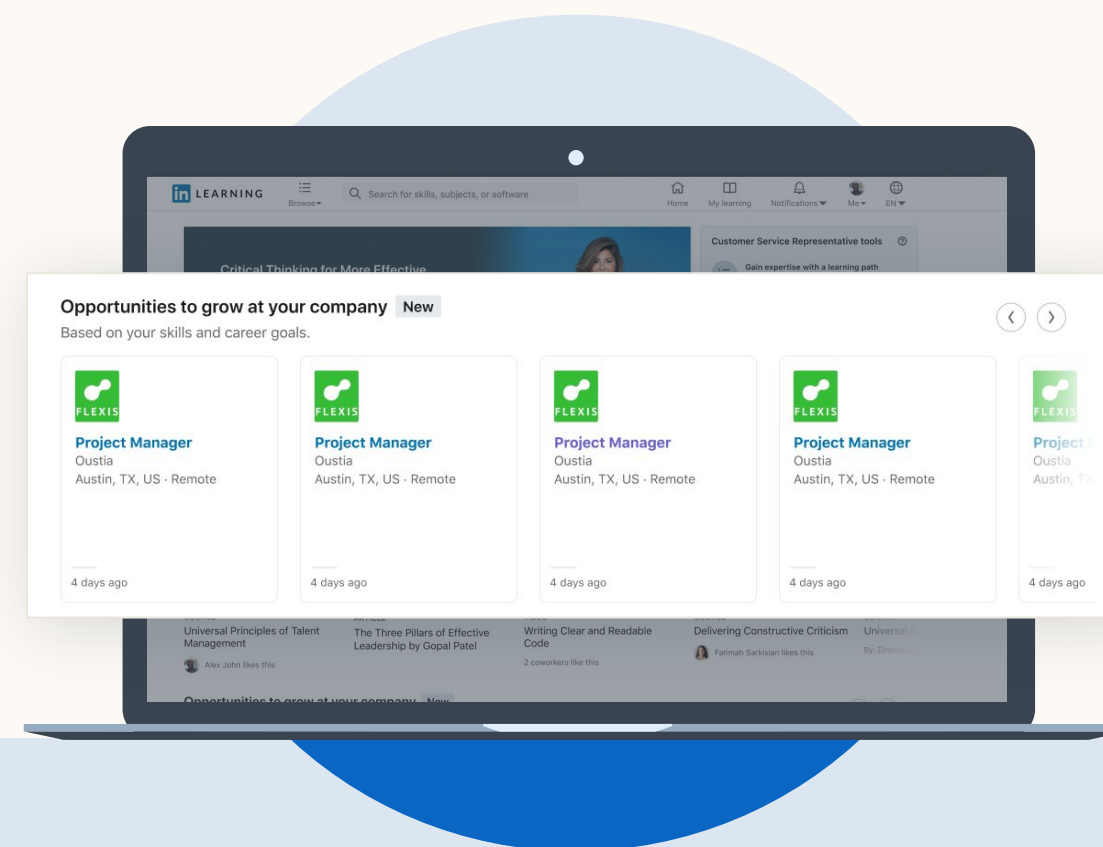
3 Enabling Skill Building via LiL Hub

Enable employees to build skills for available roles



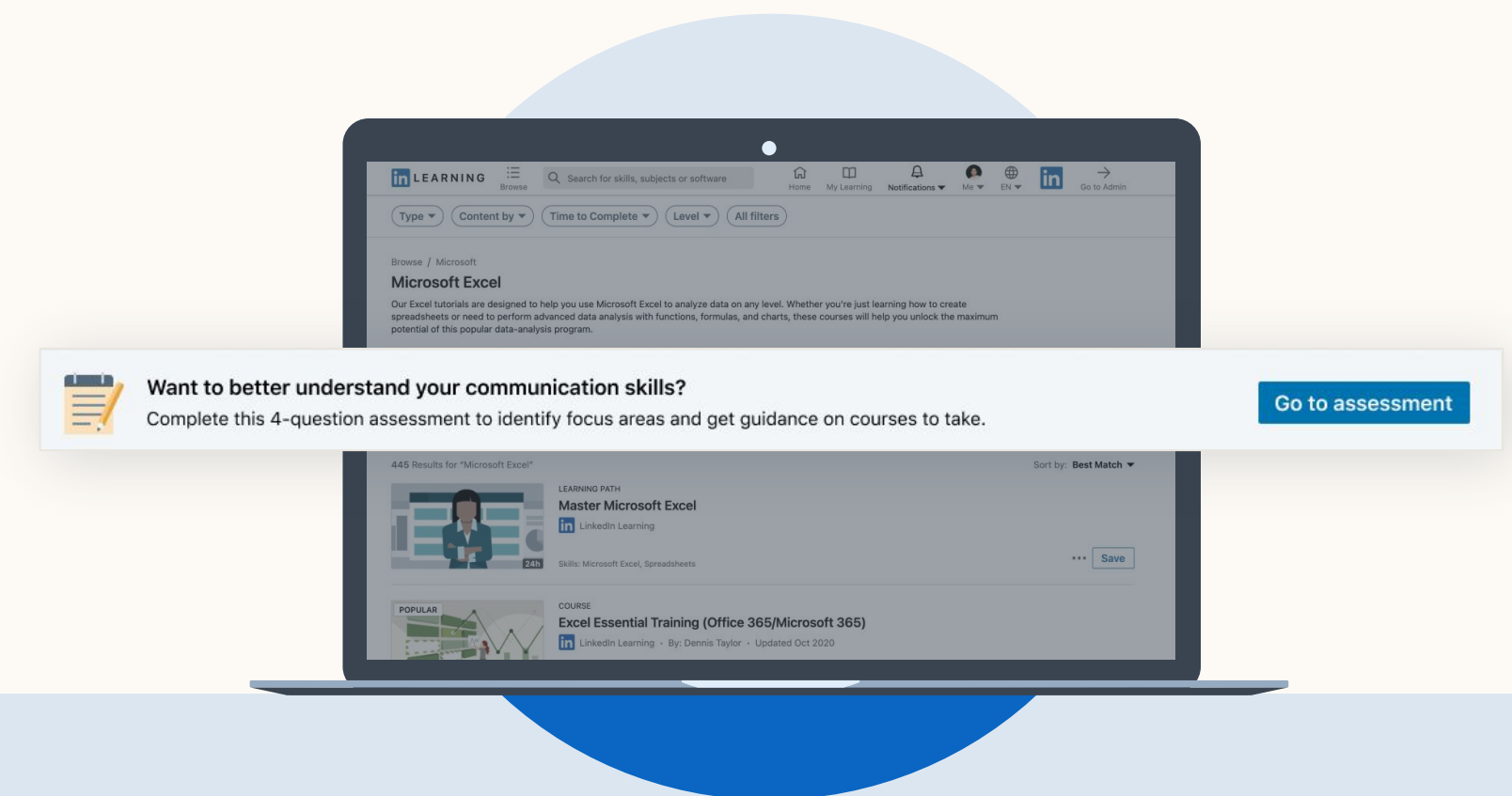
Role Guides

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

1

They begin their path with **LinkedIn Learning Hub** to see if they need to up-skill.

2

Once logged on, they **set their career goal** to pivot into an Account Executive role.

3

Next, they see a **Role Guide** to build the skills and knowledge they need for the new role.

4

They see 'Communication' as a required skill, so they take a **Skill Evaluation** to understand any gaps.

5

They identify 'presentation skills' as a focus area and easily find **relevant learning content** at their level.

6

They see an opening for an Account Executive at their company on **LinkedIn Learning Hub**, and apply.

7

They interview, and as the most qualified candidate, **they get hired!**





The shift to Skills-First is working for many employers

40
%

are using skills data to fill their roles

60
%

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

300M

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

RSVP

We look forward to seeing you soon!

LinkedIn

Instructor

Reunion Tour

March 30th
Seattle

May 11th
Atlanta

Stay tuned!



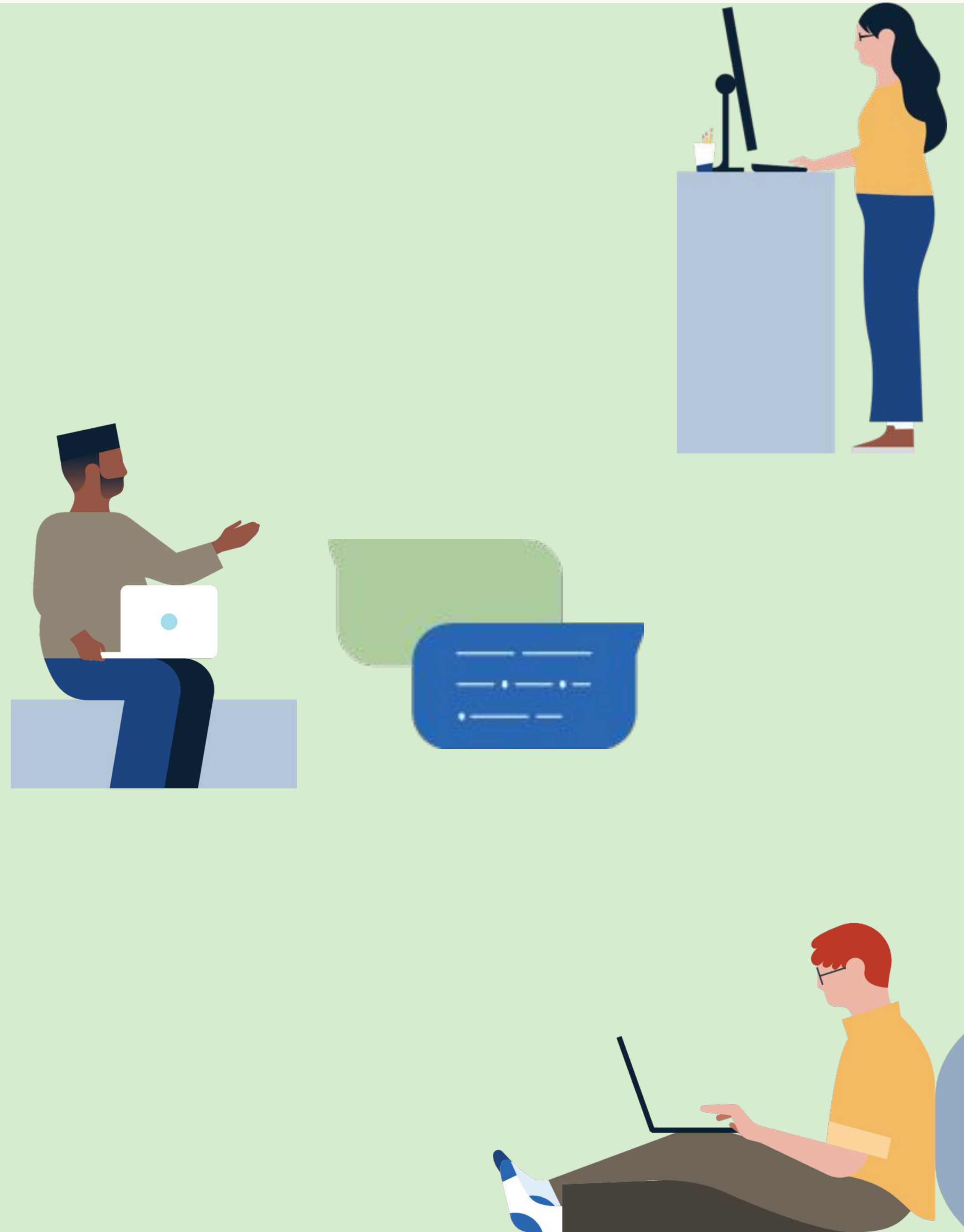
Break outs

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

Thank you!

Please take our survey:

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



LinkedIn



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

	Instructor Acquisition	Welcome and connect with Content Manager	Sign contract	CM x Producer handoff	Course Production	Course launches
Instructor Lifecycle	<ul style="list-style-type: none"> -Instructors are sourced for courses by Content Managers based on expertise -You would sign your NDA at this point 	<ul style="list-style-type: none"> -You and your Content Manager agree to work on a course -Receive a Welcome email to provide your personal details as a potential instructor 	<ul style="list-style-type: none"> -Be sure you check these details and notify your Content Manager of changes needed -Payment distribution for your course is described here 	<ul style="list-style-type: none"> -CM introduces you to producer via email -Kickoff call 	<ul style="list-style-type: none"> -Pre-production -Recording -Post-production 	<ul style="list-style-type: none"> -It's official. You're a LinkedIn Learning published instructor!
Ongoing touch points: Monthly all-hands and newsletters, instructor group						

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

LiLInstructors@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 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 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 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 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!](#)

Questions? Reach us at LiInstructors@linkedin.com

A light gray circle is positioned on the left side of the slide, partially overlapping a solid orange vertical bar that runs from the top to the bottom of the frame. The text "Q&A" is centered within the gray circle in a brown, cursive-style font.

Q&A