

A photograph of two women laughing together, overlaid with a blue gradient. The woman on the left has short brown hair and is wearing a grey t-shirt. The woman on the right has short blonde hair, wears glasses, a grey cardigan, and a dark scarf. The background is a blurred indoor setting.

Learning Playbook for Growing Organizations

Linked in LEARNING

It may feel like the challenge is beyond
your resources as a growing organization.
Don't limit your ambitions.

You're closer than you think.

Introduction

As a growing organization, you may struggle to match the opportunities that larger competitors can offer their employees for personal development. However, you have the advantage of closer relationships, so you can focus better on each employee's needs.

LinkedIn Learning is an opportunity for growing organizations to level the playing field – while delivering strong ROI for you and your employees. It helps your employees stay motivated. It helps them become more productive. Crucially, it closes skill gaps, streamlines onboarding, and gives just-in-time answers that support daily workflows.

Online learning helps employees to perform better on the job, successfully assume leadership roles, support organizational goals, and more. It boosts engagement within your organization, which indirectly leads to higher employee retention.

In this playbook

- 04** Establish a game plan
- 06** Grow your talent
- 08** Engage your workforce
- 10** Build a learning culture
- 13** Encourage learning anytime, anywhere
- 16** BONUS

Establish **a game plan**

Plan eLearning effectively

Establish a game plan

IDENTIFY YOUR NEEDS

Consider your skill gaps and document your learning needs. Understanding the most critical pain points that help to build a business case for learning. For example, Human Resources may need to improve new hire onboarding, while IT may need to keep engineers up to speed with the latest software.

DEFINE YOUR GOALS

It's important to define the right eLearning goals for your organization. Once they are identified, you can start creating a plan that exposes the value of eLearning and set goals for future deployment. These goals could be as short or long-term as you like – such as a 75% reduction in software-related IT help requests within a year, or 100% of employees trained in new software within 3 months.

MEASURE YOUR IMPACT

Measuring the effectiveness of eLearning, and tracking the return on investment (ROI), are critical to confirming that goals have been met. To ensure success, plan on tracking three key metrics – employee engagement, knowledge acquisition, and behavior change. LinkedIn Learning lets you run reports to measure adoption, achievement, and time that users spend on learning.

UNDERSTAND YOUR INVESTMENT

To fully understand the benefits of eLearning, analyze the costs. These include your LinkedIn Learning account, staff and 'hidden' costs associated with transitioning to a new learning program, as well as staff disruptions, resource reallocations, existing project deferrals, and team realignments.

Grow your **talent**

Learning and development
with LinkedIn Learning

Grow your talent

CLOSE SKILL GAPS AND PERSONALIZE LEARNING FOR EVERY EMPLOYEE

LinkedIn Learning leverages unique data from our global network to deliver a personalized learning experience. We'll recommend content based on your employees' profiles – their skills, role, industry, etc. – so they can quickly find the most relevant content for them.

HELP EMPLOYEES ACHIEVE PROFESSIONAL GOALS

We provide additional guidance with Learning Paths. These are role and competency-based collections of learning content, which help employees learn skills they may need to further their careers. These Learning Paths can also be edited and customized by your company's learning administrator.

DEVELOP YOUR NEXT GENERATION OF LEADERS

The most successful companies don't recruit leaders. They grow their own. Online learning is a great way to build leaders at all levels and to encourage internal mobility. You can provide an on-demand learning resource to develop key leadership skills, including motivating and engaging employees, working in teams, resolving conflicts, and more.



Organizations with high levels of leadership quality and engagement/retention are **9X more likely** to financially outperform their peers.

Engage **your workforce**

Boosting job satisfaction
with LinkedIn Learning

Engage your workforce

ATTRACT NEW EMPLOYEES

To attract top talent, your organization needs to be a place where people advance their career. It needs to be somewhere where people are given opportunities to learn new skills and take on new challenges.

Tip: Attract qualified applicants with compelling job descriptions that highlight how a new hire will grow, learn, and make an impact.

ONBOARD WITH CONFIDENCE

An effective onboarding experience can make or break employee engagement, productivity, and retention. It can play a critical role in how employees perceive an organization and its culture.

Tip: Create a handful of short, interactive, and fun guided learning paths. Each should focus on tools and skills for a specific role. In no time, you'll have a library of paths you can easily deploy for the next round of new hires.

RETAIN EXISTING EMPLOYEES

The #1 reason a person leaves their organization is due to lack of career opportunities. Empowering employees with career growth opportunities, and an inspiring company culture that fosters learning, can keep them happy and engaged. Engaged employees help build your talent brand and are a great resource for attracting more top talent to your organization.



33% of employees know whether they want to stay long-term at a company within one week on the job.



Employees who don't believe they can achieve their career goals with a current employer are **12x more likely** to consider leaving. For new employees, that number skyrockets to **30x more likely**.

Build a **learning culture**

Transform employees with
LinkedIn Learning

Build a learning culture

PERSONALIZED LEARNING EXPERIENCE

Your team will have 24/7 access to content curated and taught by a team of industry experts.

TRAINING IS TRANSACTIONAL

Business-centric
Transactional
Conformity
Control

VS

LEARNING IS TRANSFORMATIONAL

Learner-centric
Experiential
Individuality
Freedom

5 ways to cultivate a transformative learning culture



LUNCH AND LEARN SESSIONS

Facilitate 30- to 45-minute sessions that deep dive into a range of subjects like embracing change, working in teams, and managing people. These sessions bring a social element to learning.



OFFICE HOURS

Set aside 45 minutes to allow employees to stop by your office for a quick overview on how to set and manage learning goals and get the most from a learning program. Ask employees to bring their own devices for a hands-on experience.



EXECUTIVE SPONSORS

Let your internal learning champions become your ambassadors. Have an executive sponsor send an email to employees to let them know how your learning program benefits the organization.



INTERNAL MARKETING

After work one day, place printed materials on every desk explaining how employees can engage with your learning program. This will generate excitement and increase engagement.



REMINDERS

Keep learning top-of-mind by displaying posters around the office, sharing content on your intranet or internal LinkedIn groups, and providing employees with monthly reports on learning impacts across your organization.

Encourage learning
anytime, anywhere

Going mobile with LinkedIn Learning

Encourage your talent to learn anytime, anywhere

LEARN AT THEIR OWN PACE

Offering an on-demand resource that allows employees to learn at their own pace, and on their own time, offers flexibility, increases engagement, and supports continuous learning.

BOOST PRODUCTIVITY

Mobile learning fits into busy schedules and requires less time than instructor-led training, minimizing productivity losses. In addition, it's been shown to provide the same knowledge transfer and assessment results as classroom or traditional online learning, but in a shorter timeframe.



Take advantage of commuting time

OFFLINE VIEWING FOR ANYWHERE LEARNING

Download full courses to learn on the go. Once downloaded, no internet connection is required.



TAP INTO AUDITORY LEARNING

Explore courses led by industry experts. Develop skills without having to be in front of a computer.



PICK-UP WHERE YOU LEFT OFF

Sync an account across all devices. Use a personalized dashboard to stay on track.



Bonus

Bonus

LINKEDIN LEARNING

A revolution in learning. For the evolution of business.

[Learn more](#)

PATAGONIA CASE STUDY

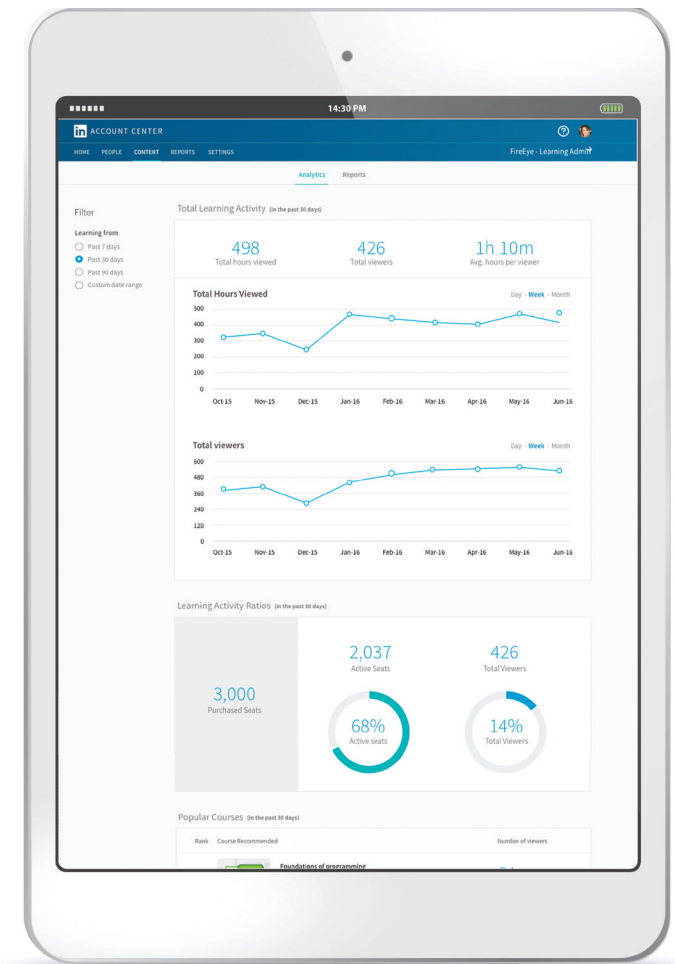
Discover how Patagonia scales on-demand learning to employees of all skill levels, across the globe, providing a valuable benefit while blending in-person instruction with expert-led video-based instruction.

[Get the case study](#)

6 STEPS FOR CREATING A CULTURE OF LEARNING

Find out how to build a transformative culture of learning, and understand the benefits. Discover how make to instruction accessible, teach managers to coach and evaluate performance based on learning and more.

[Get the guide](#)



About LinkedIn Learning

LinkedIn Learning is a transformative learning solution that enables individuals and companies to achieve more. Our goal is twofold: to identify the precise skills you and your organization need to excel, and to efficiently deliver relevant, expert-led courses.

The combination of our digital content library of 9,000+ courses and data-driven personalization delivers a powerful learning experience that transforms how learners acquire and hone in-demand skills.

Contact us for LinkedIn Learning
Enterprise Learning Solutions pricing.



US: 1 (888) 335-9632

International: +1 (805) 477-3900

EMEA: +44 (0) 1252 416554

APAC: +61 2 9779 1582



learning.linkedin.com

