

Establishing your team and goals

It's important to enlist strategic partners who can help make LinkedIn Learning a success, particularly if you have responsibilities other than on-demand learning. Likewise, setting goals helps keep learning on track. Use this guide while choosing partners and setting learning objectives for your organization.

Find strategic partners

To ensure successful adoption, identify colleagues to help you sponsor, implement and promote LinkedIn Learning.



Implementation team

- Include individuals who'll play major roles in the launch of LinkedIn Learning (for example, an executive sponsor, the directors of learning and development (L&D), HR or IT as well as communications team members).
- **Action item:** Meet with the implementation team to define roles and create your launch plan.



Executive sponsor

- Get a CXO to be a sponsor or program advisor to generate accountability, build credibility and encourage buy-in.
- **Action item:** Meet with executives and share your excitement about how LinkedIn Learning develops employee skills.



Functional leaders

- Engage managers from your organization's creative, technology and business functions.
- Create goals and learning plans for their teams.

Set goals

Rolling out LinkedIn Learning is easier when you establish a foundation that includes a needs assessment, goals and success metrics.

STEPS	TASKS	EXAMPLES
1 Identify needs	<ul style="list-style-type: none">• What are the skill gaps?• What teams and departments are affected?• How is the overall organization affected?	<ul style="list-style-type: none">• New leaders need training on managing people and assessing performance
2 Set goals	<ul style="list-style-type: none">• Consider short and long term objectives• Discuss how LinkedIn Learning supports achieving these goals	<ul style="list-style-type: none">• Team meets to discuss how LinkedIn Learning can improve employee reviews• Team determines that Learning Paths, group meetings and quarterly check-ins with direct supervisor can help maintain program initiatives
3 Measure success & track ROI	<ul style="list-style-type: none">• Track employee engagement• Monitor knowledge gains• Measure behavior changes• Analyze learning results and impact	<ul style="list-style-type: none">• Admins track course completions and positive feedback• Managers deliver effective performance reviews• Employees benefit from 360 feedback improvements• Employee retention increases

Set a launch date and craft a communications plan

A successful LinkedIn Learning rollout stretches across three key time frames: pre-launch, launch and post-launch. A schedule helps keep your team on track. Use these resources to build your communications calendar: our sample ["Marketing and communications plan,"](#) our ["Emails to learners"](#) and our ["Meetings and events" tip sheet.](#)