

Employee wellbeing

Master goal setting

Learn strategies that can help you
set and prioritize goals.



Implementing this Learner Challenge

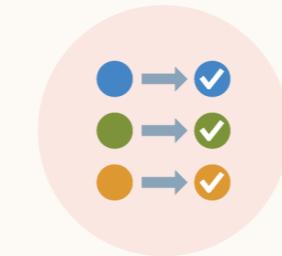


Learner Challenges are a great way to get your whole organization involved in learning.

With the resources in this toolkit, you can get started in a few simple steps:



Familiarize yourself with the learning calendar on [page 3](#)



Follow our recommended comms plan for your challenge on [page 4](#)



Learn how to get your whole organization involved on [page 8](#)

Learner calendar

The calendar in your download pack maps out a detailed learning journey for your team. It includes bite-sized courses that take between 5 and 10 minutes to complete, helping your team find the time for learning.

Include this in your kickoff email to your learners on the first day of your challenge, so they can track their journey as they go.

Download calendar

Master goal setting

Learn strategies that can help you set and prioritize goals. Don't worry if you miss a day — you can always catch up tomorrow.



LinkedIn Learning

Monday	Tuesday	Wednesday	Thursday	Friday
Day 1 Identify your personal goals (3m 22s)	Day 2 Identify your why (2m 32s)	Day 3 Identify what's most important to you (2m 41s)	Day 4 How many goals should you have? (3m 20s) Move 1: Master knowing yourself (6m 24s)	Day 5 Pop quiz: Why are personal goals important?
Day 6 Give yourself permission to dream (3m 42s) Life Planning 101 (4m 20s)	Day 7 Setting your RBGs (1m 58s)	Day 8 Challenge: Set aside some time to "dream big" and write down your personal goals.	Day 9 The three components of healthy ambition (2m 04s)	Day 10 Express aspirations through goal setting (2m 46s)
Day 11 Pop quiz: What are the three components of healthy ambition?	Day 12 Value creation (3m 30s)	Day 13 Your biggest obstacle (2m 13s)	Day 14 Transform your obstacles (3m 33s)	Day 15 Identify where you'll need to stretch (2m 37s)
Day 16 Nurture your ability to self-manage (3m 42s)	Day 17 Challenge: Spend some time actively thinking about areas where you'll need to stretch to meet your goals.	Day 18 Form habits that help you succeed (3m 11s)	Day 19 Visualization as an ally (2m 43s)	Day 20 Challenge: Choose one LinkedIn Learning course on well-being to explore next month.



Recommended comms plan for your challenge

Following this straightforward comms plan will help you keep your team informed at every step of your Learner Challenge.

With suggested messaging, and some practical tips and advice for creating engagement, this is all you need to launch a successful challenge.

You'll also find themed images and banners in your download pack to help promote your emails.



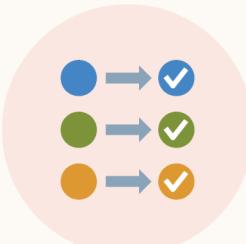
Choose a start date and send a launch email to your team.

Use the email template on [page 6](#) of this toolkit to help you get started.

Send a reminder.

Do this a few days into the challenge to catch anyone who missed the first email.

For example: Have you joined our “Master goal setting” Learner Challenge yet? There’s still plenty of time to get involved.

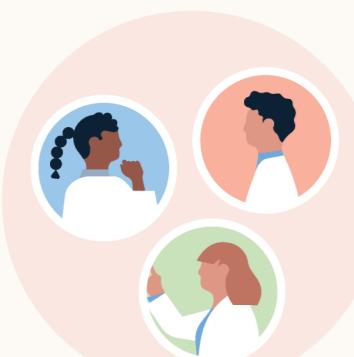


Recommended comms plan for your challenge



Promote your campaign on the learner homepage.

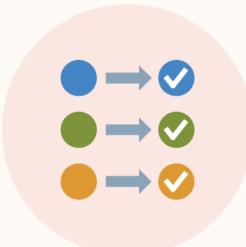
Learn how to do this on [page 7](#)



Get your whole organization involved.

Learn how to do this on [page 8](#)

Download promotional banners



Prep for the final stretch.

Send a second reminder close to the end of the challenge, so you can help spur your learners on.

For example: There's still time to get involved with our latest Learner Challenge, "Master goal setting". Check out the calendar I emailed on [\[date\]](#), and [something related to the challenge topic].



Celebrate.

Send a positive wrap-up message to celebrate your team's effort.

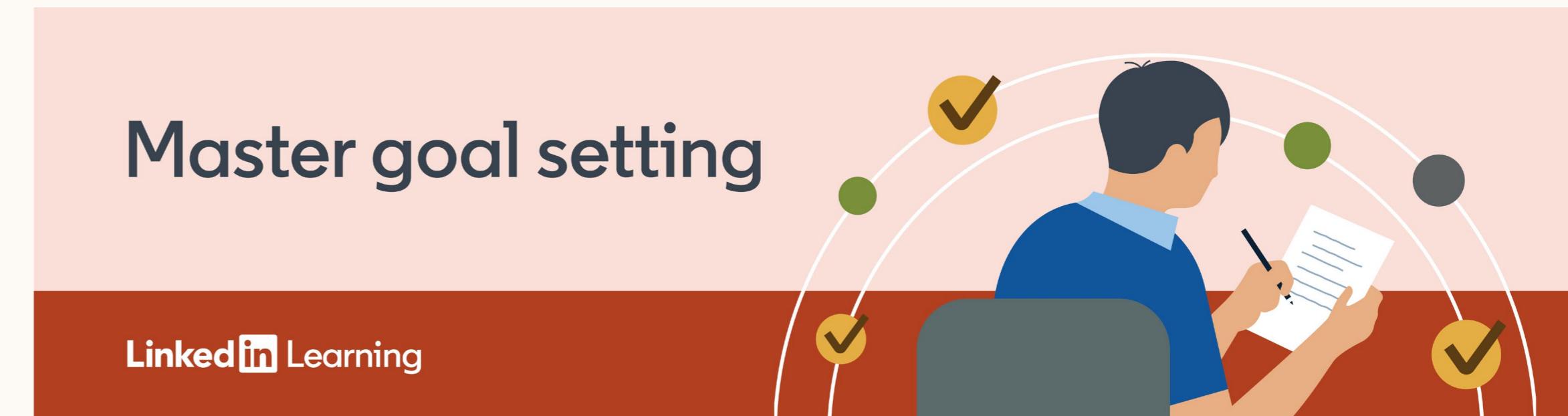
For example: Thank you for taking part in the "Master goal setting" Learner Challenge. We hope you've picked up tips that can help you learn how to better set and achieve goals important to you.

Launch email template

Use this email template to kick off your campaign and share the learning calendar with your team.

Download email banners

Subject line: Create goals around what matters most



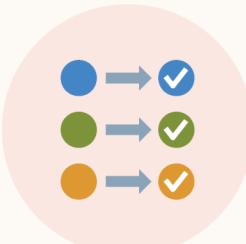
Hi team,

Setting goals allows you to create a roadmap for success, one that's personalized to the things most important to you. To help you reflect on both your personal and professional goals, I'm sharing an exciting new Learner Challenge that will run from **[start date]** to **[end date]**.

Attached you'll find a calendar of selected LinkedIn Learning videos that'll take about 5–10 minutes a day. I'll also send a reminder later in the month. If you have any questions in the meantime, feel free to reach out.

Happy learning!

[Name]

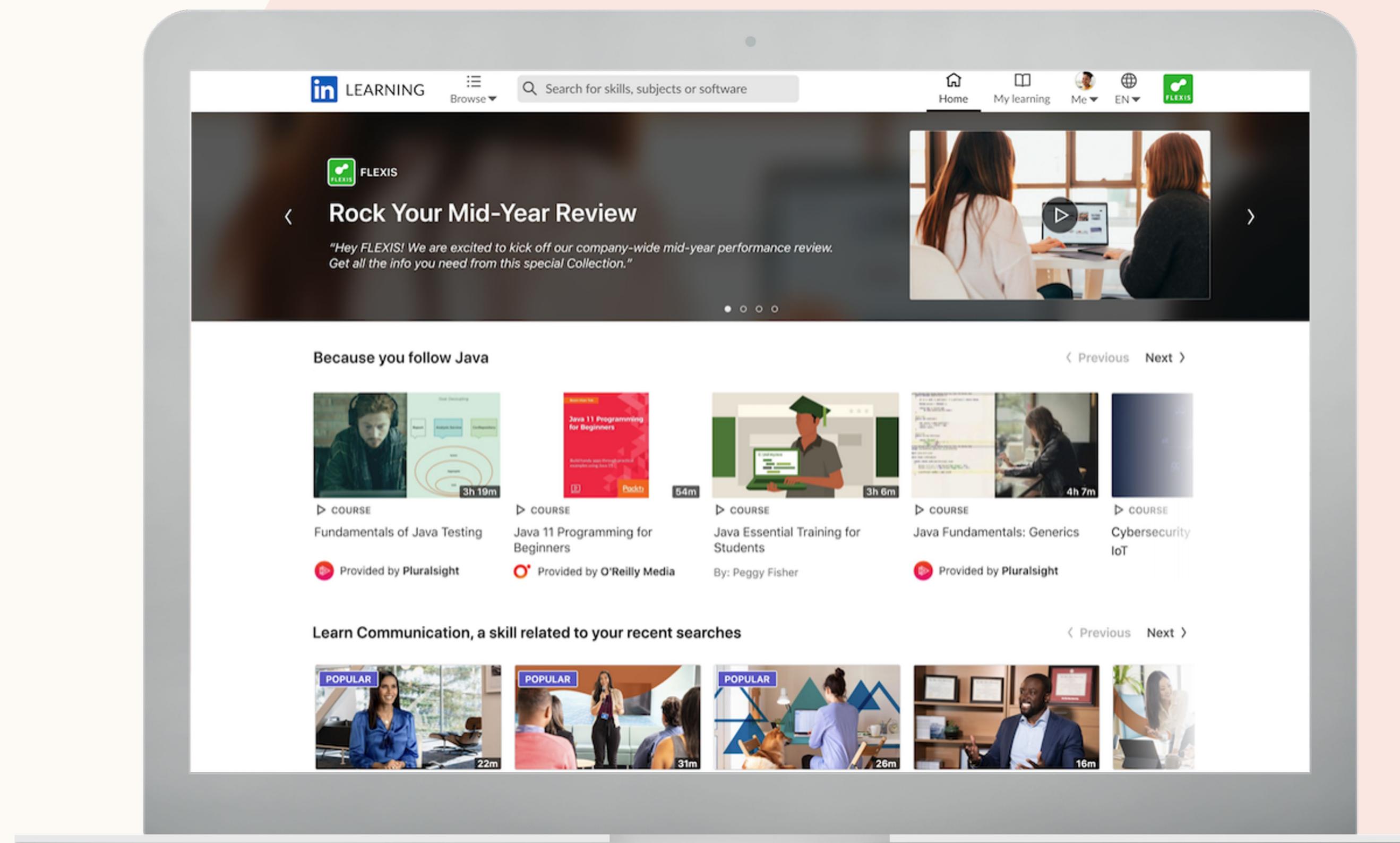


Promoting your campaign on the homepage

With a [LinkedIn Learning Hub](#) account, you can promote Learner Challenges within your organization by creating a campaign that displays on the learner homepage.

The learner homepage banner is customizable, and you can add your company logo to ensure your campaign stands out to your learners.

Click below to watch a short video on setting up your own homepage campaign.



Watch now

Tips and tricks to get more people involved in your L&D goals

LinkedIn data has shown that most team leads and executives are eager to support learning programs.

Here are a few ways to leverage executive influence to inspire employees to learn.

1. Have executives record a video or provide a one-sentence quote.

Be motivational and inspirational to get your team excited about learning, rather than feeling pressured to participate.

2. Include reminders in organizational communications.

Gentle reminders go a long way. Especially if you acknowledge your appreciation that your team is using their free time for learning.

3. Cultivate friendly competition.

Make things competitive with goals and rewards for your top learners in order to motivate more people to get involved.

4. Encourage your learners and team leads to share their favorite courses.

With so many courses available, it can be hard to know where to begin. Asking participants to share and discuss their favorite lessons is a great way to encourage conversation around the challenge and increase uptake.



Thank you.

We hope you found this toolkit useful.

Don't forget to check out other Learner Challenges available on our website.

[View more Learner Challenges](#)