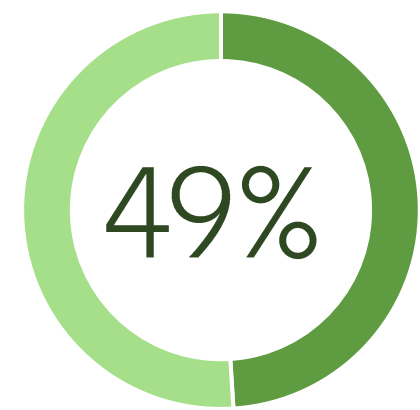# Getting Started with Talent Architecture and Skills Intelligence

Your guide to scaling career pathing and boosting workforce agility through skills intelligence.
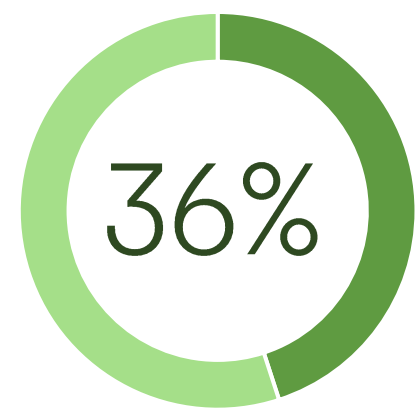
Linkedin **Learning Career Hub**

Build a workforce that's ready for what's next.

49% of learning and talent development professionals see a skills crisis.

36% Only 36% of organizations are career development champions.

LinkedIn Workplace Learning Report 2025

Skills agility, the ability to quickly assess, build, and redeploy skills, is the foundation of organizational agility. **Yet many talent leaders face the same challenges:**

- Skills are evolving faster than ever, employees lack clear career pathways, and AI-driven change is widening skill gaps.

- Without real-time data, scalable development, and integrated learning, workforce readiness stalls, and businesses risk falling behind.

- Most organizations are still operating in silos. L&D, Talent Acquisition, and Talent Management often work separately, leaving employees without clear pathways, hiring strategies that overlook internal talent, and widening skills gaps.

Future-ready organizations stand apart by connecting career development with learning, leveraging AI, and building agile workforces that adapt and thrive in a rapidly changing world. This toolkit aims to break down silos by leveraging skills intelligence to enable scalable career pathing across your organization.

How to use this toolkit:

- Learn the fundamentals of **Talent Architecture** and how it connects learning to career growth.

- Follow the **4 steps** to plan a **pilot with one job family** — uncover key stakeholders, workflows, and what's needed to scale.

- Use the **email templates and resources** to **build buy-in and engage learners** throughout your pilot.

Created for: Learning and Development and Talent Management Leaders

Featured products: LinkedIn Learning Career Hub

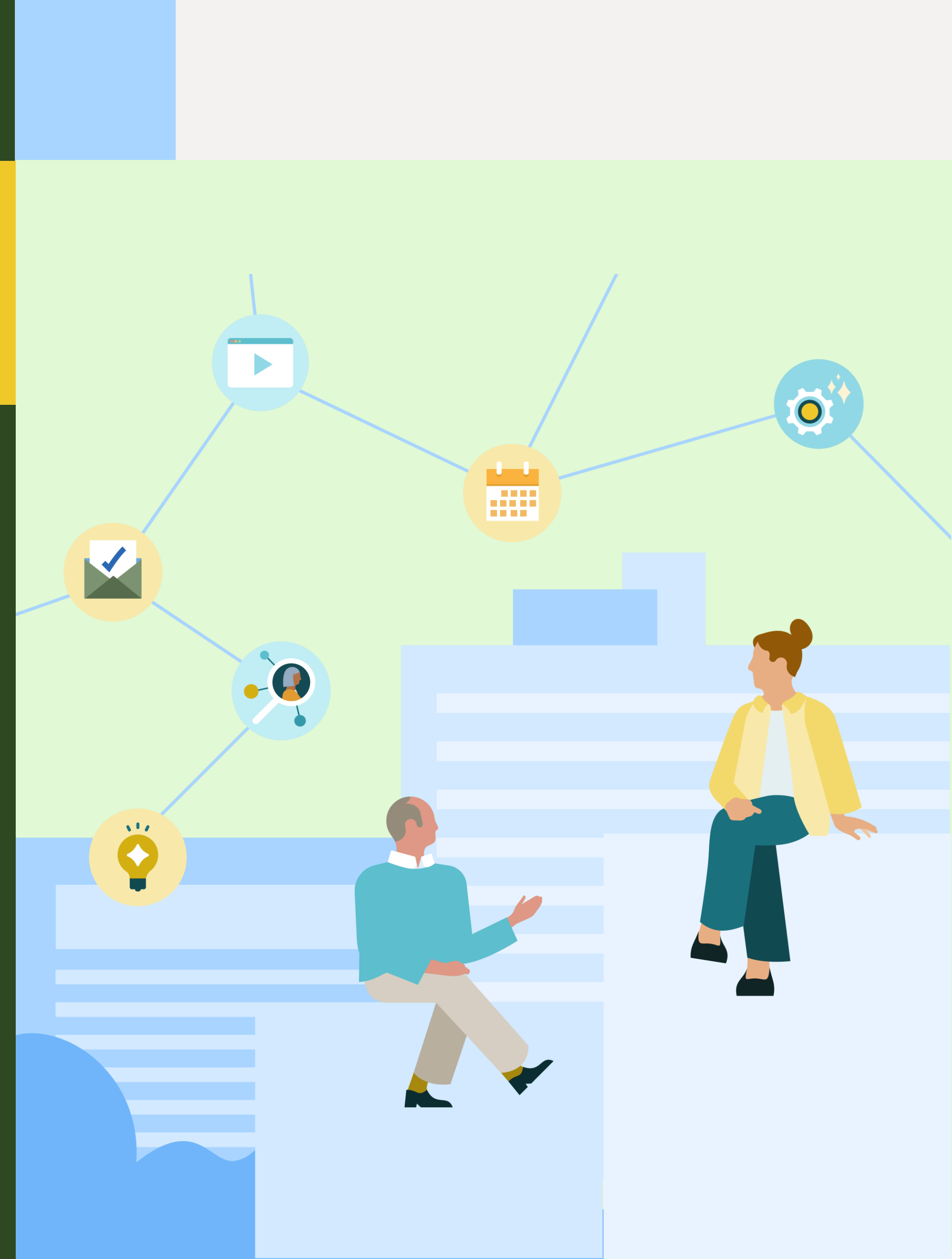# Table of Contents

Talent Architecture 101

*The unlock for personalized career pathing at scale*

What is Talent Architecture?

Talent Architecture *(noun)*: A strategic framework that maps skills, roles, and career pathways to business objectives, enabling organizations to translate workforce data into action.

Talent architecture solves unique challenges across your organization.

Role	Common Challenges	How Talent Architecture Helps
HR & L&D Teams	Difficulty defining critical skills, creating career pathways, and designing impactful learning programs	Empowers teams to assess & prioritize skills, define role hierarchies and competencies, and plan learning programs that drive career growth
Talent Management & People Analytics	Struggling to align workforce capabilities with business priorities and measure impact	Enables alignment of talent to business outcomes, continuous measurement of workforce impact, and data-driven strategy for future workforce needs
Business Leaders & Hiring Managers	Making decisions on roles, mobility, succession without clear data	Supports data-driven decisions on roles, mobility, and succession; links skills and career paths to performance and organizational outcomes
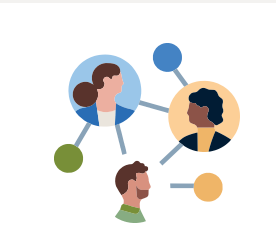
A maintained **talent architecture** lets your organization **prioritize** critical skills, define clear role hierarchies, and align talent to business outcomes.

Without a clear talent architecture, organizations face fragmented career paths, inconsistent skill expectations, and disconnected learning efforts.

This leads to:

- **Employees:** No clear visibility into career paths or skill expectations.

- **Managers:** Inconsistent coaching and unclear development priorities.

- **Business:** No single source of truth for workforce planning or employee growth, leading to duplicated work, missed mobility opportunities, and ineffective training investments.

How does talent architecture shape the employee experience in Career Hub?

LinkedIn Learning Career Hub is **powered by your talent architecture.**

By defining the skills that matter for each role, your **talent architecture** makes learning in **Career Hub** truly personalized. It ingests role data (via Workday integration or CSV), keeps it updated with market insights, and powers tailored experiences helping employees focus on the skills they need today and for their next role.
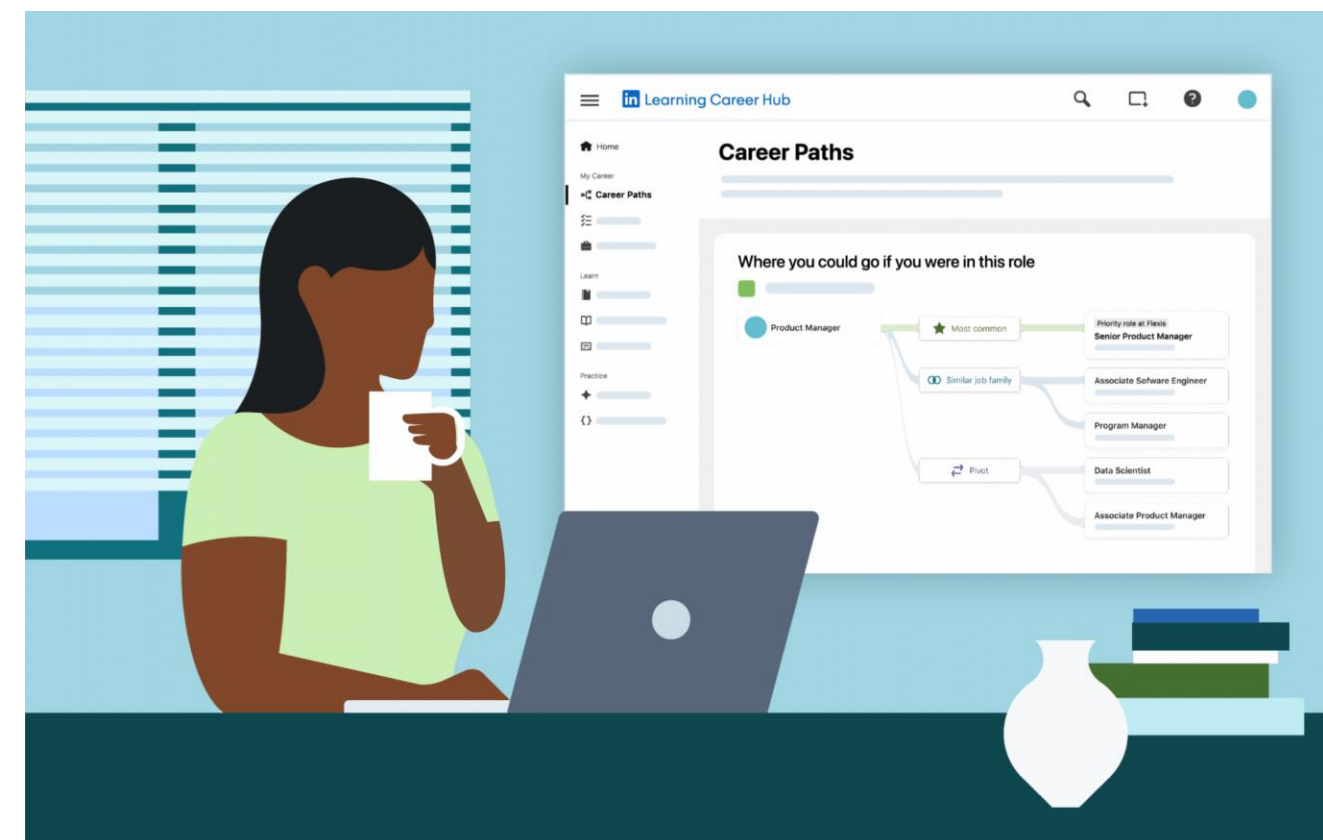
For employees, that means clarity

Next Role Explorer and Role Guides help them visualize career paths, while and Career Goal recommendations give them tailored steps to grow with confidence.

For talent leaders, that means alignment

Trending Skills Insights show where your workforce is today and what's coming next, helping you optimize talent strategies, and continuously align career development with business priorities.

The result: employees of organizations that customize spend 20% more time learning

▶ Discover what a customized career hub can do for your employees—watch the demo.

Building a Talent Architecture with Career Hub

Building a talent architecture used to mean making a tough choice...
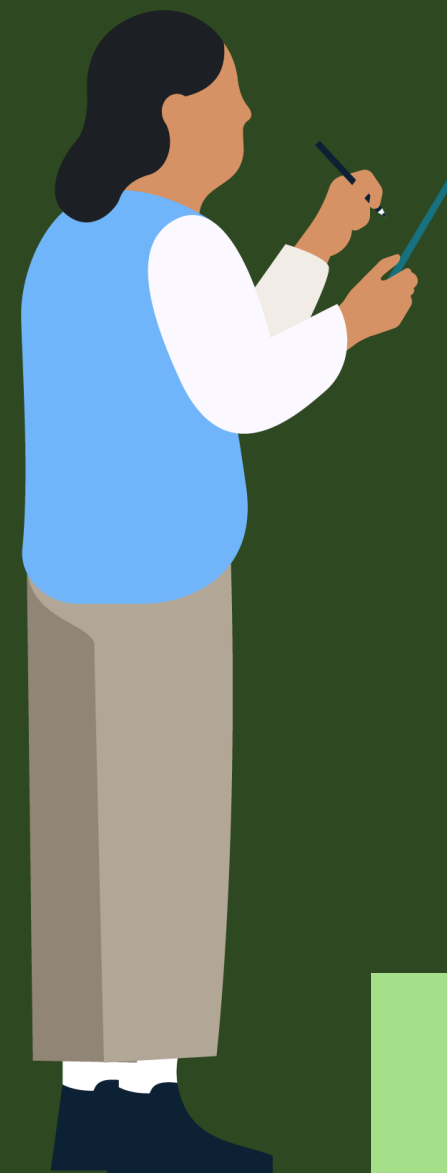
Burn time.
Spend months (or even years) manually building a jobs-to-skills mapping across your organization.

Burn budget.
Spend a sizable chunk of an already limited budget on external consultants.

"We've talked about building a job-to-skills map, but it felt insurmountable."

– Bree Sykes,
Sr. Learning and Organizational Development Business Partner, TripAdvisor

We talked to talent leaders about common challenges maintaining talent architectures for their organizations. Here's what they had to say.

Times have changed.

Now, you can create and maintain a dynamic, up-to-date Talent Architecture — in minutes, not months.

▶ Ready for a closer look? <u>Watch this demo.</u>
Have Workday HCM? <u>What this demo.</u>
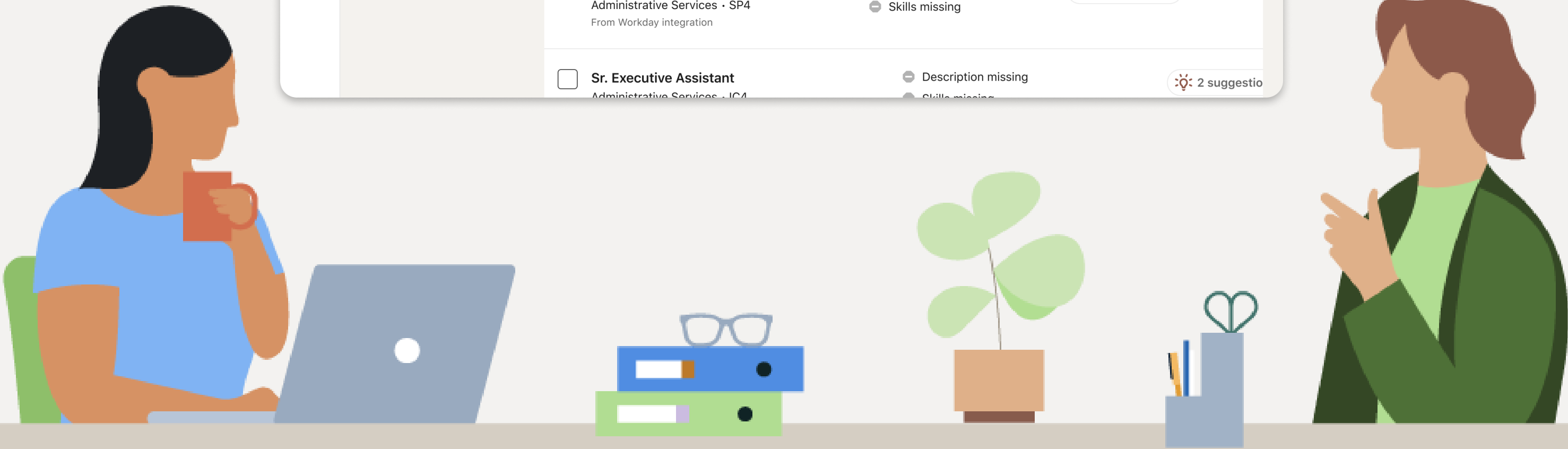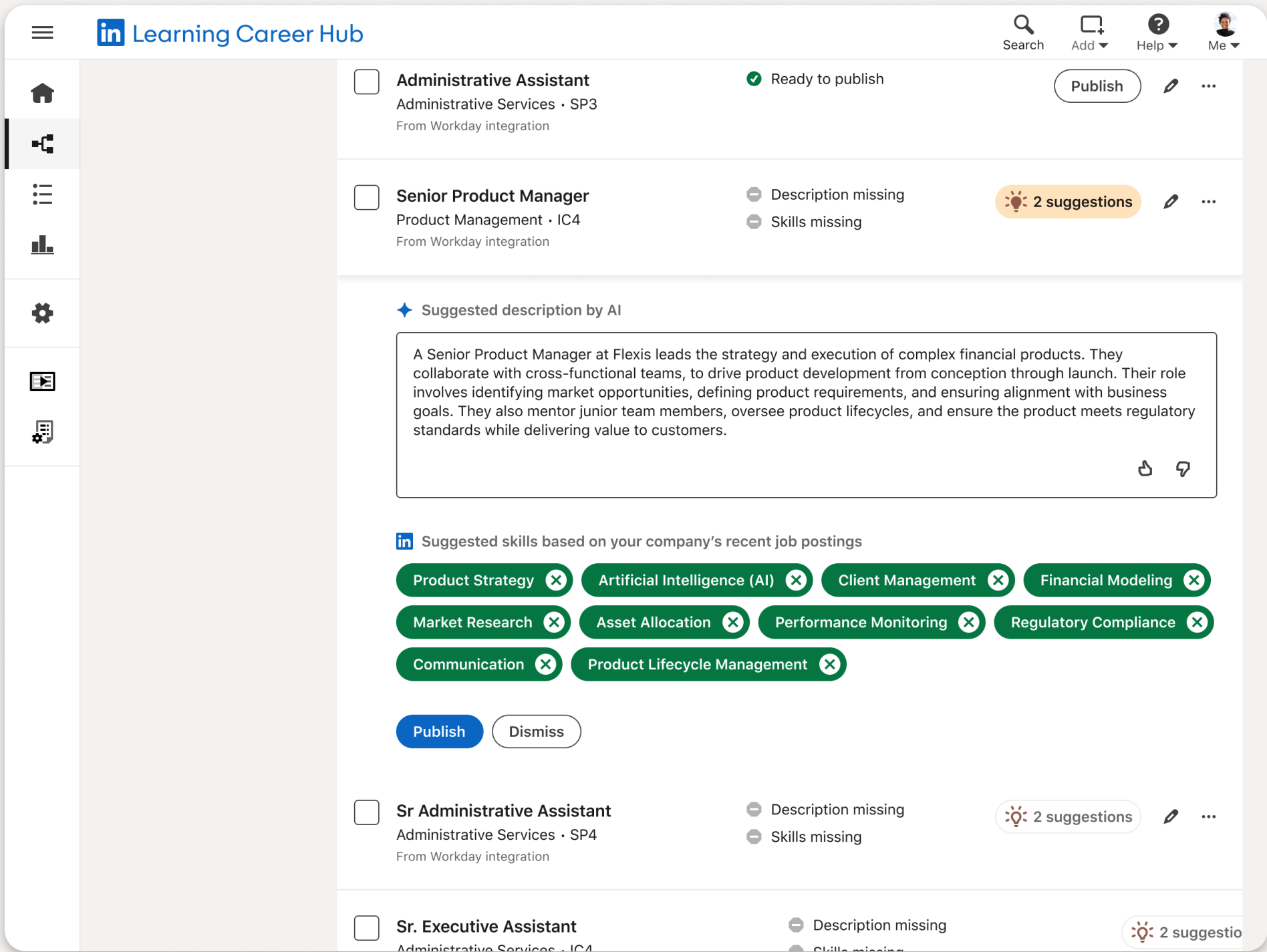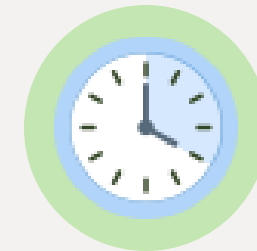
in Learning Career Hub

Search Add ▾ Help ▾ Me ▾

☐ **Administrative Assistant**
Administrative Services · SP3
From Workday integration
✓ Ready to publish
[Publish]

☐ **Senior Product Manager**
Product Management · IC4
From Workday integration
⊖ Description missing
⊖ Skills missing
[💡 2 suggestions]

✦ Suggested description by AI

A Senior Product Manager at Flexis leads the strategy and execution of complex financial products. They collaborate with cross-functional teams, to drive product development from conception through launch. Their role involves identifying market opportunities, defining product requirements, and ensuring alignment with business goals. They also mentor junior team members, oversee product lifecycles, and ensure the product meets regulatory standards while delivering value to customers.

in Suggested skills based on your company's recent job postings

Product Strategy ✕   Artificial Intelligence (AI) ✕   Client Management ✕   Financial Modeling ✕
Market Research ✕   Asset Allocation ✕   Performance Monitoring ✕   Regulatory Compliance ✕
Communication ✕   Product Lifecycle Management ✕

[Publish] [Dismiss]

☐ **Sr Administrative Assistant**
Administrative Services · SP4
From Workday integration
⊖ Description missing
⊖ Skills missing
💡 2 suggestions

☐ **Sr. Executive Assistant**
Administrative Services · IC4
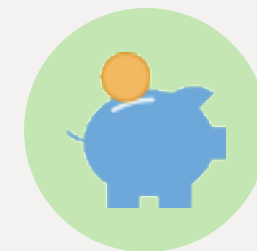⊖ Description missing
💡 2 suggestio

Career Hub
makes it easy,
fast, and cost-effective
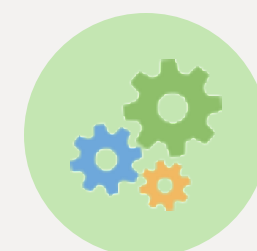to map skills to jobs.

Here's the new ROI:

Save time
Get started in minutes. Automate job-to-skill mapping with our .CSV upload feature or Workday integration.

Save costs
Use tools built into LinkedIn Learning — with no added implementation fees or consultants.

Stay ahead of skill shifts
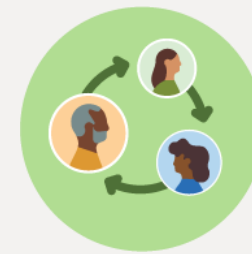Leverage LinkedIn's data and insights to keep your architecture current with real-time labor market trends.

"Building a talent architecture is a multiyear process, but you don't have to do it all right away." **-Julie Lyon, Talent Architecture Lead at LinkedIn**
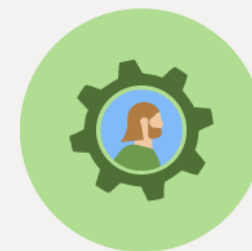
With Career Hub, you've got the solution.

The key now? Bringing your stakeholders along.

This guide will help you:

Shift cultural perceptions:
Show your org that internal mobility and growth are top priorities.

Demonstrate strategic value:
Position your team as a driver of workforce planning.

Find the right partners:
Select the right internal teams that will help you build the business case for more org-wide adoption.

Build momentum:
Lay the groundwork for org-wide adoption of skills-based talent development.

3 Steps to Launch with Your Pilot

Start with 1 Job Family

Piloting talent architecture customization lets you prove **value quickly, reduce risk, and build momentum** for broader adoption.

Instead of tackling your entire workforce at once, you begin with **a single job family or function**—where the impact is visible and measurable.

Starting small leads to

- **Faster wins** – A pilot helps you demonstrate immediate value, showing leaders and employees the benefits of clearer role expectations, skills insights, and career pathways.

- **Lower complexity** – Starting with one job family keeps the process manageable, allowing you to refine your approach before scaling.

- **Stronger buy-in** – Success stories from the pilot build trust with stakeholders and give you champions who can advocate for expansion.

- **Scalable model** – Once proven, your pilot becomes a repeatable framework—role templates, learning pathways, and measurement dashboards you can extend across the organization.

Launching a pilot is easy as 1, 2, 3.

1. Plan

Follow four key planning steps: **learn the essentials, choose the right job family, gain leadership buy-in,** and **select pilot champions.**

2. Develop

Build your talent architecture via **.CSV or Workday integration,** share with key stakeholders, and set a plan to monitor success

3. Launch

Activate employees, track engagement, collect feedback, and share results to scale your pilot across the organization.

in

STEP ONE

1. Learn the essentials

Join the <u>Career Hub Corner</u> to explore talent architecture customization and its impact on your organization.

Here you can:

✓ **Orient Yourself:** Understand talent architecture customization and its strategic impact on your organization.

✓ **Equip Your Team:** Access <u>guidance and best practices</u> to prepare your team for a talent architecture pilot.

✓ **Explore Employee Value:** See how talent architecture enhances <u>employee experiences</u> through personalized next role explorer, role guides, and career goals.

✓ **Prepare Data & Integrations:** Gather resources to upload <u>via CSV</u> or <u>Workday HCM integration</u>.

✓ **Review FAQs:** Review <u>Talent Architecture FAQs</u> to address common questions and ensure smooth implementation.

✓ **Collaborate & Learn:** Engage with <u>peers and thought leaders</u> to share insights and strategies for scaling a talent architecture across your organization.

STEP TWO

2. Choose the right job family

Most organizations already have custom roles created, which means you're not starting from scratch.

With this in mind start with one of two approaches:

- **A few custom roles and a limited skill set.** Add a few critical skills per role, test employee reactions, and use feedback to shape your framework before expanding. This approach is best used for learning and iteration, helping you understand what data and decisions you'll need for a full build-out later.

- **A full job family.** This allows you to test the complete experience and get the clearest picture of how employees engage and the value Career Hub delivers.

Other factors to consider:

Sizeable: 20–70 employees — enough to show value at scale. You can even think about partnering with ~5-10 employees to provide feedback on overall career development to gather employee insights before expanding.

Broad: Functions like Marketing, Finance, and Customer Support often benefit from clearer job/skill clarity and are closely tied to internal mobility efforts.

Change-ready: Teams with a high proportion of entry level roles or evolving roles (like those impacted by AI or automation) are often most in need.

Friendly: Start where you already have buy-in — start within HR itself, functions with high learning engagement, or teams that already have structured career development programs.

STEP THREE

3. Get leadership buy-in

You don't need to be the expert on every function. Help your partners see the value of building a talent architecture by matching the below use cases to business objectives.

Highlighting these use cases shows this isn't "just" an HR initiative, because it's not!

Use case	How talent architecture helps
Career Pathing	Creates clear, consistent career frameworks that map roles to skills and expectations to help guide employee career growth.
Onboarding	Sets clear role expectations and skills from day one.
Performance Management	Supplements performance management with clear role descriptions and skill mappings.
Internal Mobility	Gives employees visibility into growth paths based on skills and readiness.
L&D Engagement	Customizes LinkedIn Learning content to support targeted upskilling.
Workforce Planning + Skills Intelligence	Keeps your company competitive with market-aligned skill insights from LinkedIn data to identify skills gaps in your org.

✏️ **Learn from experts.** Hear from Julie Lyon, Talent Architecture Lead at LinkedIn, on how to get stakeholder buy-in and overcome other talent architecture roadblocks.

STEP FOUR

4. Select pilot champions

Every successful rollout starts with a dedicated pilot champion—someone who drives alignment, momentum, and learning across teams.

A pilot champion serves as the bridge between strategy and execution. They help coordinate stakeholders, communicate progress, and surface insights that ensure your pilot is not only successful but scalable.

By identifying a clear owner early, you:

- Build accountability and maintain focus throughout the pilot.
- Accelerate decision-making and remove roadblocks quickly.
- Capture meaningful feedback to refine your approach before scaling.

Pro Tip: Choose someone with strong cross-functional influence—often an L&D leader or program manager who understands both business priorities and employee experience.

Build and finalize

Use Career Hub's talent architecture tools to build, maintain, and publish your talent architecture for each role in the job family. Choose how you want to build your talent architecture.
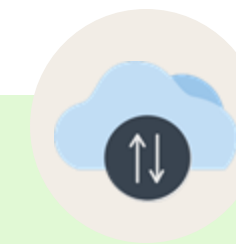
Don't have a talent architecture built out? Upload a list of role titles via CSV or Workday integration to get recommended descriptions and skills based on LI Economic Graph data.

Use this guide to upload your .CSV
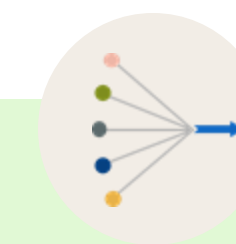
Have Workday HCM? With the Workday integration, you can sync job architecture and employee-level data from Workday to LinkedIn Learning

Use this guide to integrate with Workday

Finalize: Easily download your talent architecture to review, edit, or use offline. Review it with key stakeholders to confirm accuracy and alignment.

Pro tip: Already have a jobs-to-skills mapping? upload it via .CSV or Workday to see recommended updates as skills change in the marketplace.

Set plan to measure success

Defining how you'll measure success is critical to ensure your pilot delivers meaningful impact and drives organizational alignment. By setting shared success metrics with your stakeholders, you can track progress, surface early wins, and identify areas for improvement.

Consider measuring:

- % of roles with clearly defined skills
- Engagement with skill-specific learning content
- Increases in role clarity via employee surveys
- Early signs of skill mobility or development planning
- Increased employee confidence in making progress towards career goals
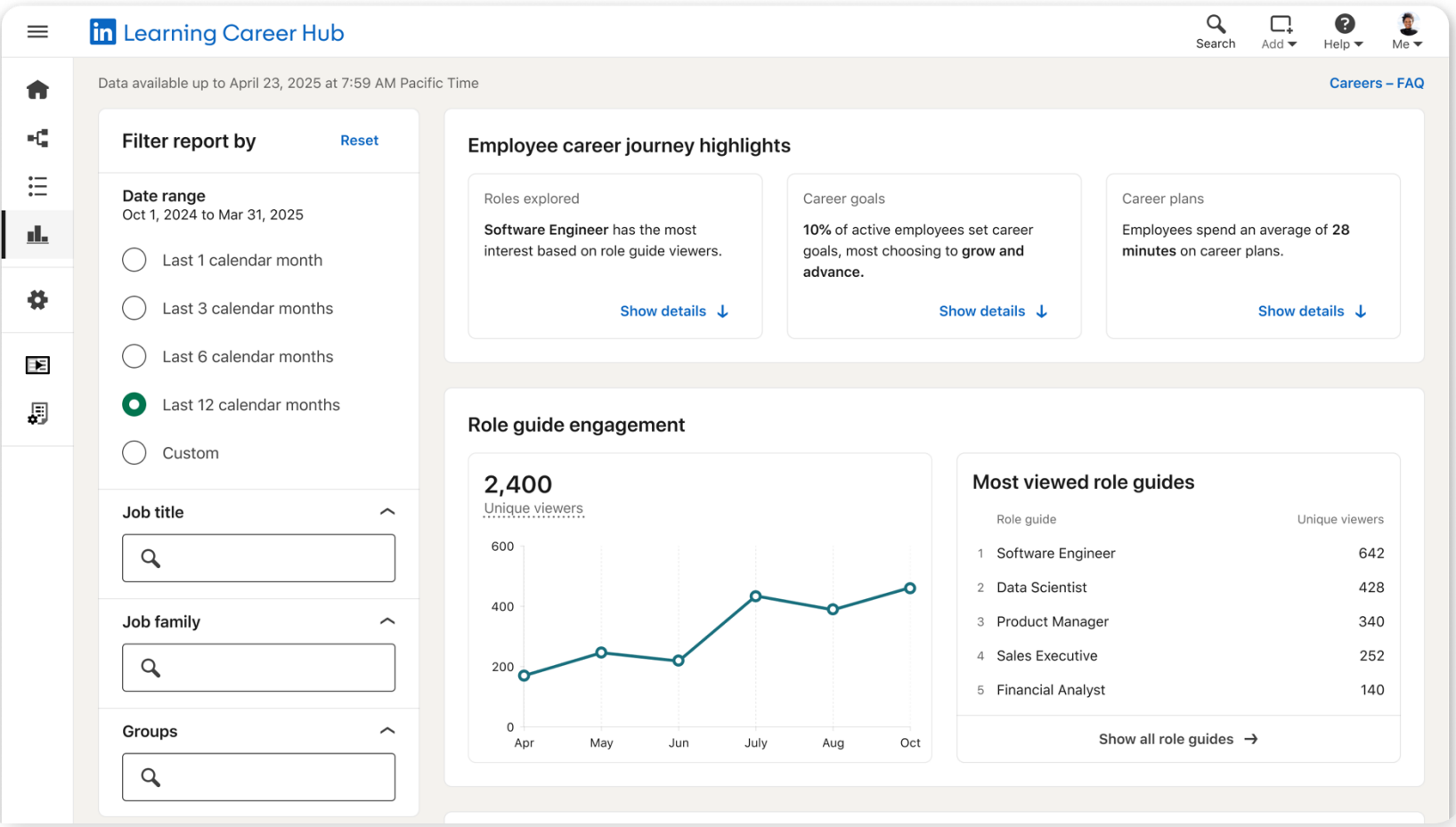
Pro tip: Career Hub's <u>Career Insights</u> reporting uses LinkedIn's inventory of engagement, skills, and career data to help learning admins inform their career development strategy.

<u>Explore all Career Hub reporting with this guide</u>

Launch your pilot

Launching your talent architecture pilot turns planning into action: publish, engage employees, and capture insights to refine and scale your approach.

Launch your pilot in 3 steps!

1 **Publish your talent architecture:** Make your talent architecture in Career Hub so it's reflected in Role Guides, Next Role Explorer, and Career Goals. Tip: Ask pilot champions to review Role Guides to ensure relevance and refine as needed.

2 **Communicate with learners:** Use the provided email templates to introduce Career Hub as a personalized tool where employees can explore skills, set goals, gain clarity on internal roles, and connect to the best growth opportunities.

3 **Measure and maintain:** Collect feedback from pilot champions and track key metrics to evaluate success and guide future expansion. Continuously maintain your Talent Architecture to ensure it stays current and aligned with organizational priorities

Scale what works and let the story sell itself

Pilots don't just validate ideas — they build momentum.

How to do it:

- **Socialize the story.** Share what worked (and how) with other business leaders. Highlight results that matter to them. Use your pilot stakeholder as a champion. Their endorsement carries more weight than HR alone.

Pick the next job family strategically.

- Consider job families with visible pain points or high employee movement.
- Look for teams that were curious but cautious. Now you can show them what "good" looks like.

Create repeatable assets.

- Reuse your role/skill templates, learning pathways, and measurement dashboards to speed up future rollouts.
- The more scalable your process, the easier it is to embed across HR, L&D, and business teams.

Pro tip:
Keep positioning this as a business accelerator — not just an HR tool. The more you tie outcomes to strategy, performance, and workforce readiness, the easier it is to get buy-in at scale.

Email Templates

Equip your stakeholders with ready-to-use email templates to get buy-in on Career Hub and talent architecture customization. These letters are designed to help you connect the value of Career Hub to different audiences ensuring alignment, engagement, and action across your organization.

Templates and resources by audience

- <u>To Talent Management</u> – Position Career Hub as a strategic solution for future-proofing the workforce and call to action to co-create a Talent Architecture.

- <u>To IT Stakeholders</u> – Highlight how Career Hub aligns with IT goals for scalability, integration, agility, and security.

- <u>To Managers</u> – Show how Career Hub helps managers guide employee development, career conversations, and retention.

- <u>To Learners</u> – Introduce Career Hub as a personalized tool to explore skills, set goals, and unlock career pathways.

Letter Template:
From L&D to Talent Management

Resources to include with your email:

▶ Career Hub Overview Video

☰ Talent Architecture Overview Sheet

▶ Talent Architecture CSV Upload Demo

▶ Workday Integration Demo

☰ Career Hub Overview Sheet for Learners

Subject: Partnering to Build Skills Agility and Career Pathing with Career Hub

Hi [First Name],
The world of work is shifting fast. AI and automation are accelerating change, widening skill gaps, and putting more pressure on talent teams to keep our workforce future-ready.

To respond, we need to strengthen not just our learning programs, but our entire talent strategy. That's why I'd like us to partner on **building a talent architecture** with **LinkedIn Learning Career Hub.** Career Hub brings together **skills intelligence, career development, and learning** in one place—helping us give employees the clarity and growth opportunities they're asking for, while supporting business needs.

What Career Hub enables us to do:

- **Use skills intelligence to stay ahead of change** – Access real-time insights from over a billion careers to identify critical skills and emerging trends.

- **Build data-driven career pathways** – Provide employees with visibility into roles, skills, and opportunities, so they feel confident planning their next step.

- **Strengthen retention and mobility** – Organizations using Career Hub see *26% higher tenure, 18% more internal mobility, and 13% lower attrition.*

- **Save time and resources on talent architecture** – Upload roles via CSV or Workday, get AI-powered job/skill recommendations, and continuously update based on market trends—without lengthy consultant projects.

This is our opportunity to move beyond siloed efforts in L&D, TA, and TM, and instead **co-create a Talent Architecture** that connects skills to roles, learning, and career growth at scale.

Proposed next step:
Let's start small and prove impact quickly. I recommend we pilot by uploading one job family into Career Hub and then expand from there.

Would you be open to a working session next week to align on the pilot job family and success measures?
I'm confident this collaboration will help us close skill gaps faster, empower employees with clear pathways, and future-proof our workforce.

Best,
[Your Name]
[Your Title]

Letter Template:
From Talent Leaders to IT Stakeholders

Resources to include with your email:

▶ Career Hub Overview Video

☑ Talent Architecture CSV Upload Guide

▶ Talent Architecture CSV Upload Demo

▶ Workday Integration Demo

☑ Workday Integration Set Up Guide

Subject: Partnering with IT to Scale Career Hub and Talent Architecture

Hi [First Name],
As we look for ways to future-proof our workforce, LinkedIn Learning Career Hub gives us an opportunity to align career development, learning, and skills intelligence in a scalable way. To make this successful, IT is a critical partner.

Here's why this aligns with IT's priorities:

• **Seamless integration** – Career Hub's talent architecture builder connects easily with Workday and supports CSV uploads, minimizing lift and ensuring employee data stays consistent across systems.

• **Scalability without added cost** – Instead of lengthy consultant projects or custom builds, we can launch and maintain a dynamic Talent Architecture in minutes, not months.

• **Agility and efficiency** – AI-powered skill and role recommendations keep data current automatically, reducing manual upkeep and ensuring we're always aligned to market trends.

• **Security and reliability** – Built within LinkedIn's enterprise-grade platform, Career Hub provides the trusted infrastructure our teams need.

By working together, we can co-create a Talent Architecture that connects skills to roles and learning pathways across the organization—while ensuring it's scalable, integrated, and cost-effective from a systems perspective.

Proposed next step:
Let's meet to review integration points (Workday + CSV upload) and identify what IT support is needed for a pilot. From there, we can scale Career Hub across additional job families with minimal technical overhead.

Your partnership will be key to making this a smooth, scalable solution for the business.

Best,
[Your Name]
[Your Title]

Letter Template:
From Talent Leaders to Managers

Resources to include with your email:

▶ Career Hub Overview Video

▶ Career Hub Learner Journey Video

▤ Career Hub Overview Sheet for Learners (See page 32)

Subject: Help Your Team Grow with Career Hub

Hi [First Name],
As a manager, you play a critical role in helping your team grow their skills and careers. To support you, we're customizing <u>LinkedIn Learning Career Hub</u>, with our talent architecture to empower you and your team to:

- **Build in-demand skills** with expert knowledge your team can trust.

- **Grow the right skills faster with personalization at scale** leveraging AI-powered Coaching, Role Play, Skill assessments , AI-powered learning plans

- **Identify skill gaps** and connect team members to targeted LinkedIn Learning content that accelerates their growth.

- **Help your team explore clear career pathways** aligned to our Talent Architecture, so they understand what skills and experiences prepare them for the next step.

- **Support career conversations** with role guides and skill insights that make development planning easier and more actionable.

- **Boost retention and mobility** by giving employees visibility into the opportunities available right here in our organization.

<u>Click here</u> to learn how LinkedIn Learning Career Hub can empower your team.

This is more than a new tool—it's part of how we're building a future-ready workforce together. When your employees have clarity and confidence about their career paths, they're more engaged, more productive, and more likely to stay.

👉 **Action for you:** Encourage your team to explore Career Hub, and use it as a resource in your next development conversations.

Thank you for supporting your team's growth and helping us strengthen our culture of learning and development.

Best,
 [Your L&D Team / Signature]

Letter Template:
From Talent Leaders to Learners

Resources to include with your email:

▶ How to Use LinkedIn Learning Course

▶ Career Hub Learner Journey Video

☑ Career Hub Overview Sheet for Learners (See page 32)

Subject: Discover Your Next Career Step with Career Hub

Hi [First Name],

Your career growth matters—and we're excited to introduce a new tool to help you take the next step: <u>LinkedIn Learning Career Hub.</u>

Career Hub gives you a clearer view of the skills and opportunities that matter most, so you can grow with confidence.

With Career Hub, you can:
- **Build in-demand skills** with expert knowledge you can trust.
- **Grow the right skills faster** leveraging AI-powered Coaching, Role Play, Skill assessments , AI-powered learning plans
- **See career pathways** mapped to roles across our organization
- **Set career goals** and track your progress over time. *Employees who set a Career Goal spend 7x more time learning*

We're building this experience on top of our new **Talent Architecture**—a framework that ensures role expectations and career paths are clear, consistent, and future-focused.

This means the pathways you see in Career Hub reflect both what's important to you and what's critical to our business.

Get started today: Check out this <u>course on leveraging LinkedIn Learning Career Hub</u> for career growth.

Your career journey is unique, and Career Hub is here to help you navigate it with confidence.

Best,
 [Your L&D Team / Signature]