LinkedIn Talent Solutions

Partnership Overview

LinkedIn Learning

Agenda

1 Partnership History and Current State

2 Value of LinkedIn Learning

Meg Callahan

Customer Success Manager

State and Local Government

Steve Slenk

Account Director

State and Local Government

Linked in Learning

800M
Members

18M
Companies

14M
Open Jobs

50K
Skills

29K
Schools

109B
Updates viewed

in
THE ECONOMIC GRAPH

Current Workforce Challenges

Engaging the modern learner

Employee Engagement

Create a culture that employees love.

Adapt to Modern Learner Expectations

- Immediately applicable
- Flexible
- Collaborative

Transforming the learning organization

Build Competencies

Keep your employees' competencies current at scale.

Workforce Planning

Set up your organization for long-term success.

Scaled Learning

Do more with less, in terms of both money and time.

Skills are changing faster than ever.

50%
of all employees will need reskilling and upskilling by 2025.

- 50% of all government employees will have out-of-date skills and would require upskilling by 2025 according to the World Economic Forum.

- An example of this fluidity in motion – the fastest-growing skill among developers today didn't exist three years ago.
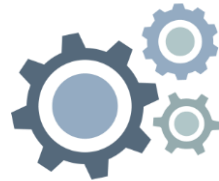
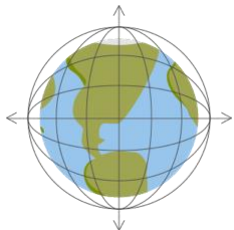# LinkedIn Learning

Micro and macro learning

Personalized and Self-Directed

Data Driven Recommendations

In-House Production World Class Authors

9k Courses in the English library 17k Courses total

Opportunities to interact with other learners

Certification Exam Prep & Continuing Education Courses

- Adobe
- Amazon Web Services
- Autodesk
- AVID
- AXELOS
- Certified Analytics Professional (CAP)
- Cisco
- CompTIA
- Docker
- EC-Council
- FAA
- Google
- IIBA
- (ISC)2
- ISACA
- Juniper
- Linux Professional Inst.
- Microsoft MOS

- Microsoft MCSA
- Microsoft MCSE
- Microsoft MTA
- Microsoft Role-based certifications (Azure)
- NASBA
- Project Management Institute
- Red Hat
- Salesforce
- Six Sigma
- SOLIDWORKS
- Unity 3D
- VMWare
- Storage Networking Industry Association (SNIA)
- HR Certification Institute (HRCI)
- Society for Human Resources Management (SHRM)

LinkedIn Learning

Leadership Topics at a Glance

New Manager Topics

- Building business relationships
- Collaboration
- Conflict resolution fundamentals
- Connecting with peers and executives
- Decision-making
- Delegating
- Coaching and developing employees
- Emotional Intelligence
- Growth mindset
- Having difficult conversations
- Hiring your team
- Influencing others
- Leadership foundations
- and more

Senior Leader Topics

- Body language
- Building trust
- Business ethics
- Communicating across cultures
- Conflict competence
- Cross cultural intelligence
- Cultivating high potentials
- Decision-making
- Employee performance
- Judgment
- Leading with emotional intelligence
- Leading with stories
- Leading and working in teams
- And more

Executive Team Topics

- Courageous leadership
- Crisis communication
- Culture of accountability
- Culture of compassion
- Digital transformation
- Diverse workforce
- Executive decision-making
- Executive leadership
- Executive presence
- Finding and retaining high potentials
- Global strategy
- and more

Support your Diversity & Inclusion Goals

LinkedIn Learning has over:
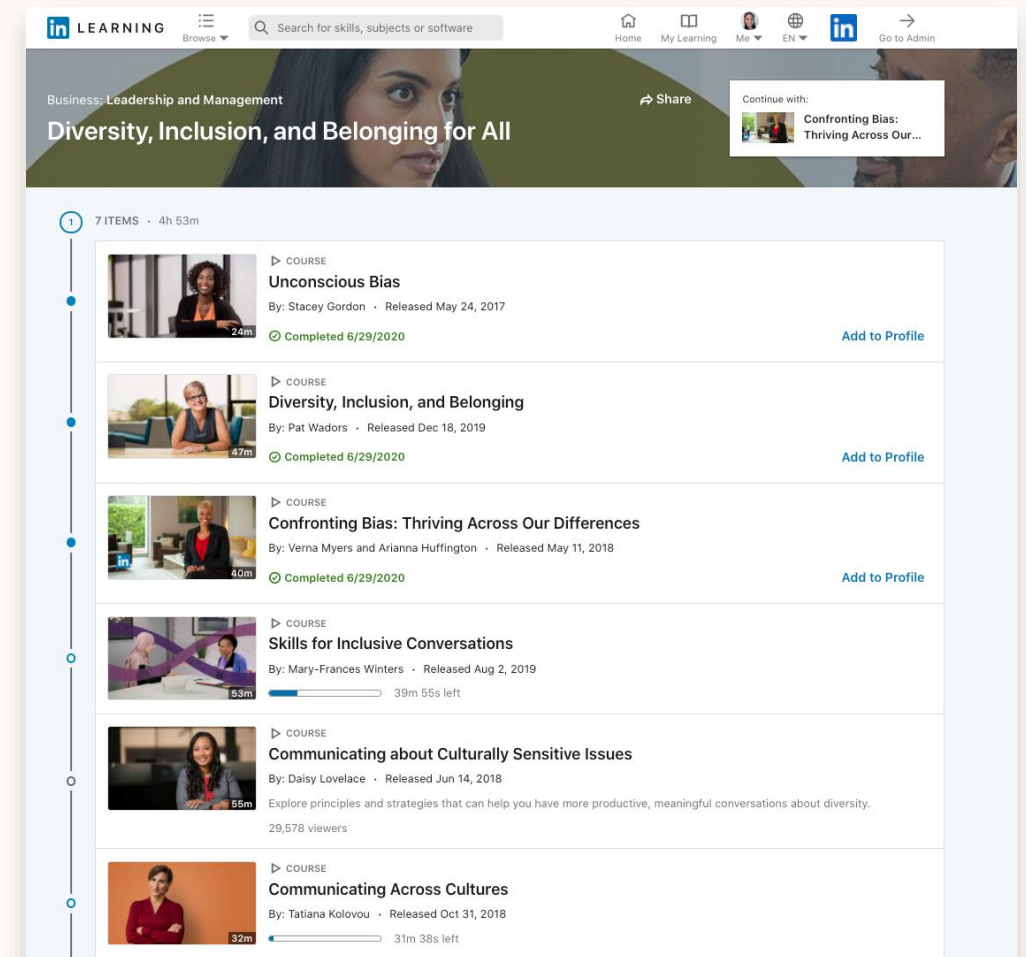
325+ Existing DEI Courses
On DE&I topics and supporting skills across all seven language libraries

110+ New Courses this year alone
On topics that include Inclusive Tech, Anti-racism & Work, Microaggressions, Fostering Equity, Allyship, and Speaking Up

17 Competencies
Learners can develop through LinkedIn Learning content such as Connecting to Strategy, and Inclusive Accommodations

in LEARNING
Browse
Search for skills, subjects or software
Home My Learning Me EN in Go to Admin

Business: Leadership and Management
Diversity, Inclusion, and Belonging for All
Share
Continue with: Confronting Bias: Thriving Across Our...

1   7 ITEMS · 4h 53m

COURSE
Unconscious Bias
By: Stacey Gordon · Released May 24, 2017
Completed 6/29/2020
24m
Add to Profile

COURSE
Diversity, Inclusion, and Belonging
By: Pat Wadors · Released Dec 18, 2019
Completed 6/29/2020
47m
Add to Profile

COURSE
Confronting Bias: Thriving Across Our Differences
By: Verna Myers and Arianna Huffington · Released May 11, 2018
Completed 6/29/2020
40m
Add to Profile

COURSE
Skills for Inclusive Conversations
By: Mary-Frances Winters · Released Aug 2, 2019
39m 55s left
53m

COURSE
Communicating about Culturally Sensitive Issues
By: Daisy Lovelace · Released Jun 14, 2018
Explore principles and strategies that can help you have more productive, meaningful conversations about diversity.
29,578 viewers
55m

COURSE
Communicating Across Cultures
By: Tatiana Kolovou · Released Oct 31, 2018
31m 38s left
32m

LinkedIn Learning

Hybrid/Blended Work Environment

A flexible work environment has become a top priority for employees – and it will continue to be critical, even as offices reopen.

Top Recommended Courses

- Accelerating Digital Transformation as Offices Reopen
- Building Connection and Engagement in Virtual Teams
- Building Your Visibility Online as a Remote Leader
- Creating the Environment for Productive Virtual Teams
- Cultivating Presence and Impact in a Live and Virtual World
- How to be an Effective Remote Manager
- How to Build Virtual Accountability
- Hybrid Project Management: Do What Works
- Leading Remote Projects and Virtual Teams
- Leading Virtually: Vulnerability and Presence when Working from Home
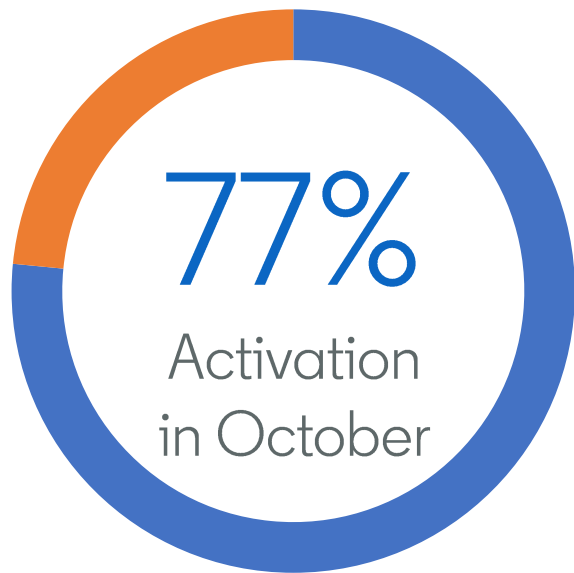- Level Up Your Remote Team Experience

Benchmark Data

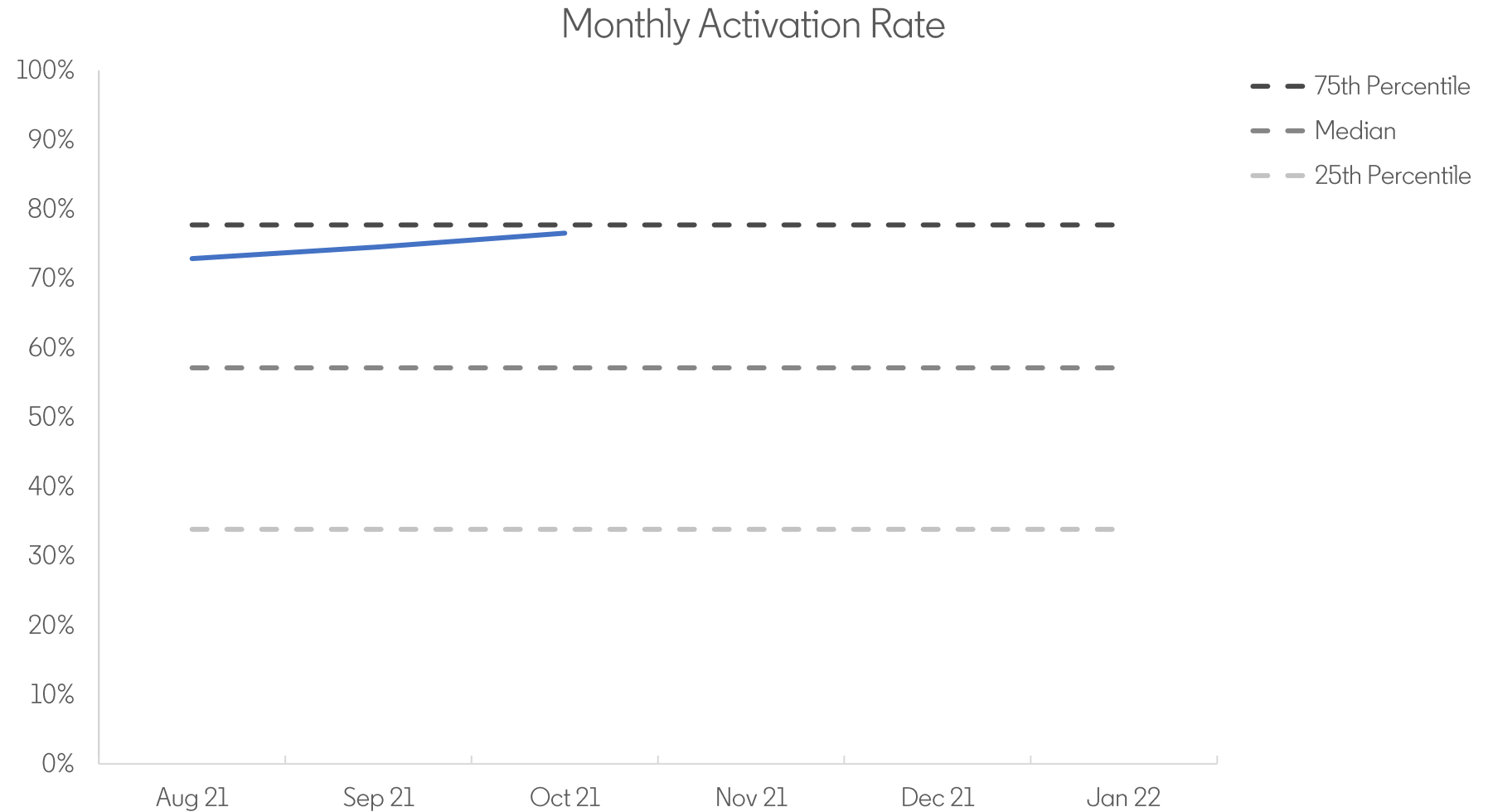| Metric	Average Monthly Value	Comparison to Benchmarks
October Activation rate	77%	
% Logging In	22%	
% Repeat Learners	54%	
Videos per User	34 videos	
Hours per User	1.9 hours	

Time Period: Past 3 Months (August 2021 –October 2021)

Green = above 50th percentile
Yellow = between 25th-50th percentile
Red = below 25th percentile

Are learners activating their seats?

77%

Activation
in October

6,890 Activated Seats
9,001 Purchased Seats

Monthly Activation Rate

- - - 75th Percentile
- - - Median
- - - 25th Percentile

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%

Aug 21   Sep 21   Oct 21   Nov 21   Dec 21   Jan 22

Monthly Activation Rate calculated by max activated seats for the month divided by max purchased seats for the month.

Thank you

Appendix: Data Details

Date Range: Past 3 Months
August 2021 –October 2021

Benchmarks are based on customers with the same attributes:

Segment: Non-Academic
Size of Buy: 1001-10000 Seats
Industry: Public Administration

Activation Benchmarks *also* match on the following attributes:

Month of Contract: 12+ Months
SSO-Status: Non-SSO