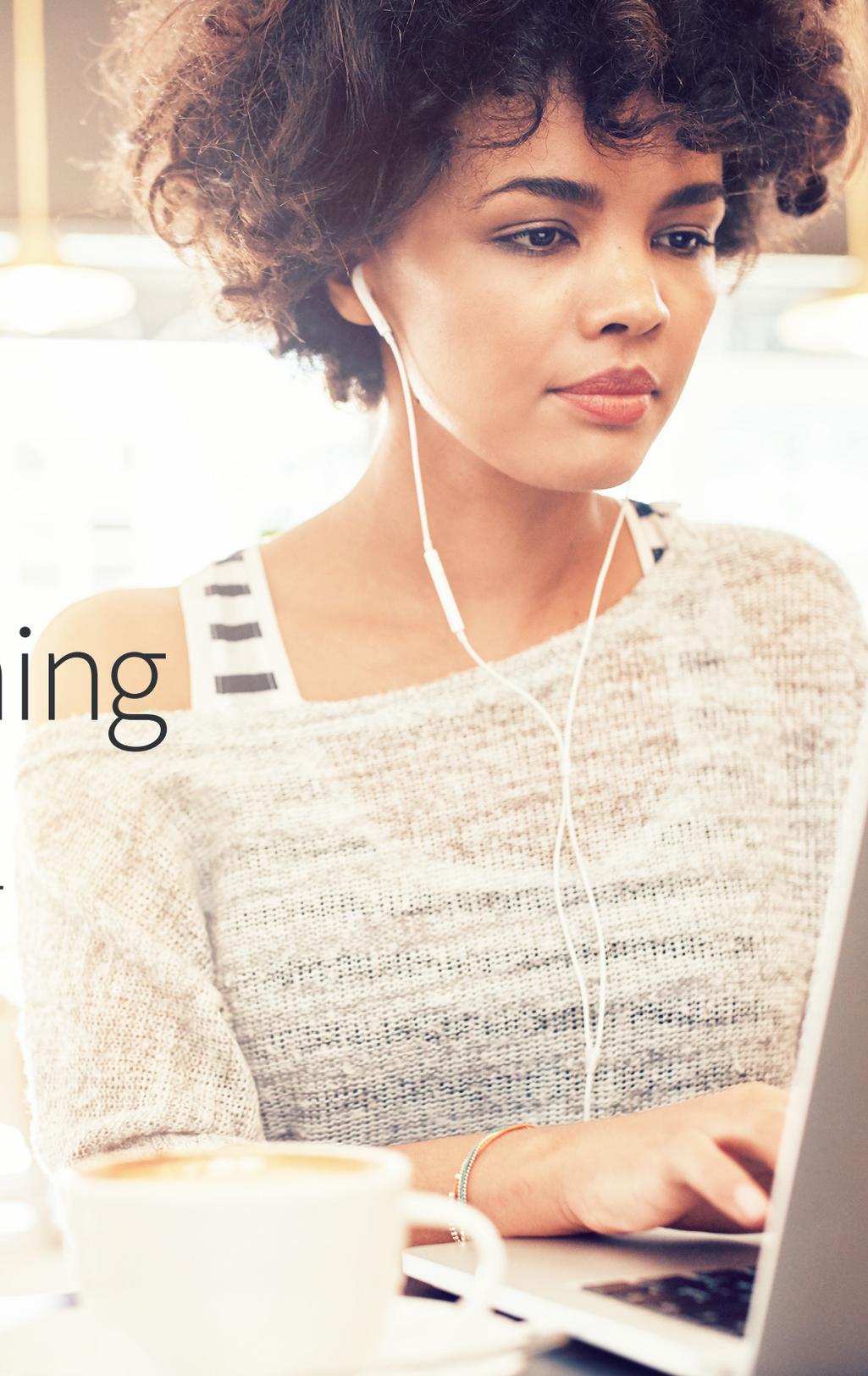




LEARNING
WITH **Lynda.com** CONTENT

How to Use LinkedIn Learning

Quick tips for getting the most from your
on-demand learning resource



Welcome to LinkedIn Learning

You're one step closer to developing the most in-demand skills and taking your career in valuable new directions—whether you're building computer programming knowledge, want to become a better project manager, need to brush up on design software or have other goals.

LinkedIn Learning provides access to more than 13,000 high-quality on-demand courses. And you'll get personalized course recommendations based on unique, data-driven insights from millions of professionals on the worldwide LinkedIn network.

This guide is designed to help you quickly get up and running. It also shares tips and best practices to make sure you're getting the most from your experience.

Happy learning,
The LinkedIn Learning team



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Getting started

Product overview

LinkedIn Learning is an on-demand library of instructional videos covering the latest business, technology and creative skills. It provides personalized course recommendations and is designed to help you achieve your full potential.



Personalized recommendations

- Learn skills trending in your profession
- Explore course suggestions based on your experience and LinkedIn profile



On your schedule

- Watch courses when it's convenient
- Access content from your computer or mobile device—anytime, anywhere



Industry experts

- Learn from passionate instructors
- Stream courses taught by experts with real-world experience

Finding the content you want

Your LinkedIn Learning homepage provides four easy ways to get started and discover new skills.



Pro tip: LinkedIn Learning releases 25 to 30 new courses each week. To find them, use the search bar and sort by newest.

Recommendations:

These populate and update as your interests change, driven by data from the LinkedIn network.

Skills:

Self-select and edit your skills and interests to discover relevant courses.

Topics:

Explore courses across a wide range of business, creative and technology skills.

Search:

Find courses based on skills, subjects, software and more.

You can also access your current courses by clicking **See all my courses** on your homepage.

Trying to decide if a course is right for you? Click the **Overview** tab on any course page then scroll down to see the job titles and employers of professionals who've watched that course.

The screenshot displays the LinkedIn Learning interface. At the top, there is a search bar with the text "Search for skills, subjects or software". Below the search bar, the page is divided into two main sections: "Popular for people with your job title" and "Recommended for you".

Popular for people with your job title

- COURSE Business Ethics** By: Bob McGannon, 6,110 viewers
- COURSE Managing Project Ethics** By: Bob McGannon, 4,348 viewers
- COURSE Executive Decision Ma** By: Mike Figliuolo, 6,850 viewers

Recommended for you

- COURSE Photoshop for Photographers: Lighting Effects** By: Chris Orwig
- COURSE Shooting with Wireless Flash: Studio Portraits** By: Jim Sugar
- COURSE Up and Running with A Reports and Analytics** By: David Booth

Using the player

With LinkedIn Learning, you can personalize how you view your learning experience.

Options include:

- **Adjustable playback speed:** 0.5x - 2x
- **Courses in full screen**
- **Closed captioning**
- **Optional video quality based on your internet connection:** 360p, 540p, 720HD
- **Transcripts to reinforce learning**
- **Zip forward:** Click text in the transcript to jump to an area of interest

Watching: **Welcome**
From the course: **Project Management Fundamentals**

Save Layout Share

Playback Speed
2x 1.75x 1.5x 1.25x 1x
0.75x 0.5x

Video Quality
360p 540p 720p HD

Continuous Play
ON OFF

00:45 / 01:17

Contents

Introduction

- Welcome
Video · 1m 17s
- Using the exercise files
Video · 1m 17s

Overview **Transcripts** Exercise Files

project execution, making your project run smoothly, and working with your project teams.

Then, we'll look at everything that goes into monitoring and controlling project performance, so you stay on time and within budget. Finally, I'll talk about how you wrap up a project. Having the proper skills and tools in your project toolbox is critical to delivering a successful project. I'll introduce you to these skills and tools, and how to use them effectively, in Project Management Fundamentals.



Taking courses

Watching a course



Pro tip: When choosing a course, watch the Welcome video to confirm the course content matches your needs.

To watch a course and get the most from the experience:

- Click on the course title or thumbnail.
- Consider the three buttons located across from title.
 - **Save.** Choose this to save the course and resume later.
 - **Layout.** Choose this to change from condensed to theatre mode.
 - **Share.** Choose whether to share your favorite courses on LinkedIn, Twitter or Facebook.
- Browse the chapters to track your progress.
- Read the course overview and transcript located below the player.
- Check out any exercise files and quizzes.
- Learn more about instructors from their LinkedIn profiles.
- Check out the skills covered as well as any related courses.
- Find out how many people have viewed the course, their roles and where they work.

The screenshot shows a course player interface. At the top, it says "Watching: Welcome" and "From the course: Project Management Fundamentals". There are buttons for "Save" and "Layout". On the left is a "Contents" sidebar with a scrollable list of video chapters and their durations. The main area shows a video player with a progress bar at 00:45 / 01:17. Below the player are tabs for "Overview", "Transcripts", and "Exercise Files". The "Overview" tab is active, showing "Course Details" with a 3h 20m duration, beginner level, and release date of March 31, 2016. It includes a description of project management and a bio for the instructor, Bonnie Biafore.

Contents

- Introduction
 - Welcome Video · 1m 17s
 - Using the exercise files Video · 1m 17s
- 1. Getting to Know Project Management
 - Learn the components of a project Video · 3m 35s
 - Learn what project management is Video · 3m 22s
 - What it takes to be a project manager Video · 2m 8s
 - Understand the project life cycle Video · 2m 2s
 - Traditional vs. iterative project management Video · 3m 14s
 - How organizational structure affects project management Video · 2m 26s
 - How organizational culture affects projects Video · 4m 6s
 - Project management software options Video · 2m 50s
 - Chapter Quiz 4 Questions

Overview Transcripts Exercise Files

Course Details

3h 20m · Beginner · Released: March 31, 2016 · 9 chapter quizzes

Project management is a start-to-finish approach to getting things done and making projects more successful. It's a profession, but it's also a set of techniques that anyone can apply to achieve goals and manage projects more effectively. Project management can be used to guide small, simple projects as well as complex, enterprise-wide initiatives.

Bonnie Biafore has always been fascinated by how things work and how to make things work better. In this course, she explains the fundamentals of project management, from defining the problem, establishing goals and objectives, and building a project plan to managing team resources, meeting deadlines, and completing the project. Along the way, she provides tips for reporting on project performance, keeping a project on track, and gaining customer acceptance.

Instructor

Bonnie Biafore
Project manager, Award-winning technical and marketing writer, Trainer
[Learn more](#) | [View on LinkedIn](#)

Taking a course on mobile

LinkedIn Learning is available on [iOS](#) and [Android](#) devices so you can learn on the go—anytime and anywhere.

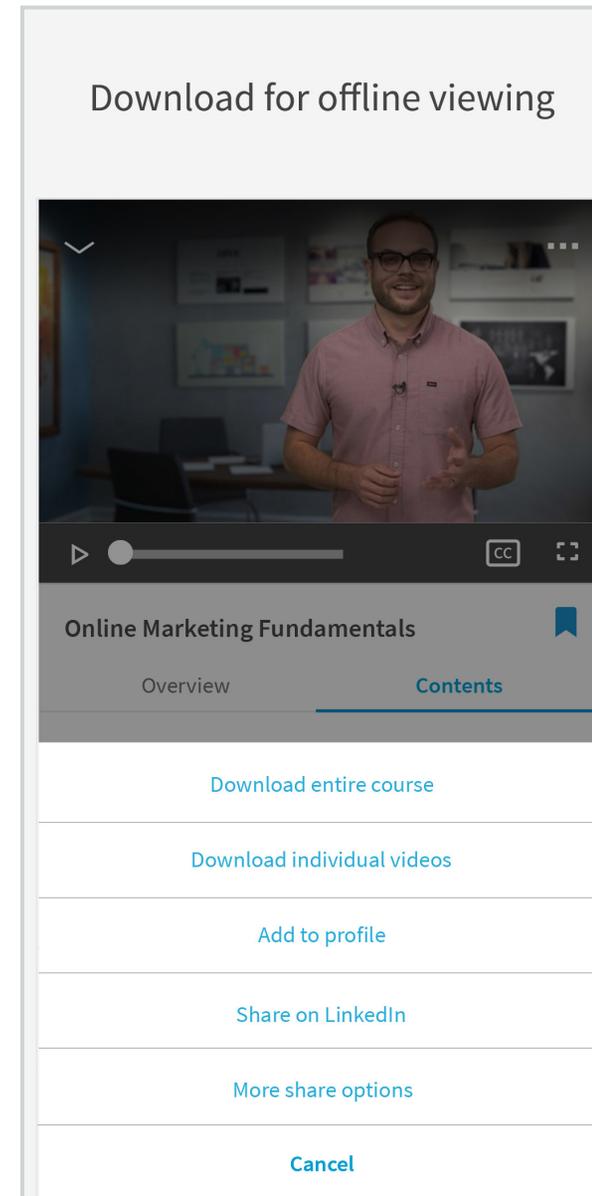
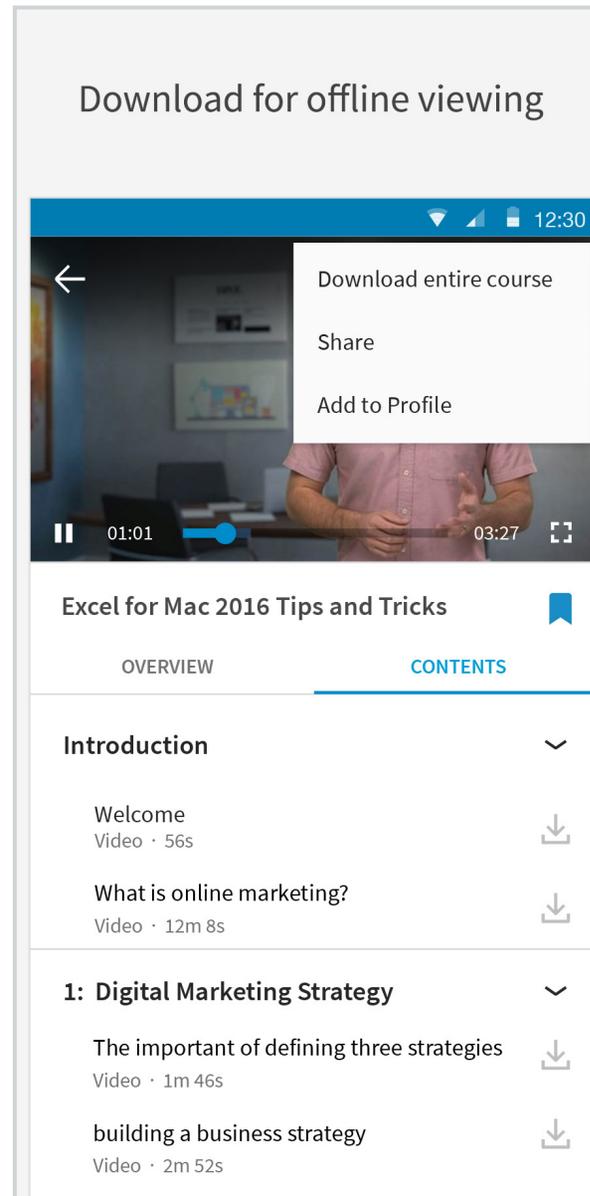
The LinkedIn Learning mobile app is synced with the desktop experience so you can:

- Start watching on one device then finish on another.
- Explore courses and videos during your commute and save them for viewing later.
- Download a course for offline viewing.
- Save on data by listening to course audio only, like a podcast.

To download a course on Android or iOS:

- Go to the course page.
- Click the three-dot menu in the upper right corner, then click **Download entire course**.

Find your downloads at the **My Courses** tab in the **Downloaded** section.



Keeping track of your courses



Pro tip: To check out your courses at a glance, look to the upper right corner of your homepage.

Click **See all my courses** to:

- View your course status: **In Progress**, **Saved**, **From Your Organization*** and **Learning History** tabs.
- Add skills you're interested in developing.
- Share a course with your network or individuals.
- Add a completed course and its skills to your profile.

To save a course or a chapter within a course to view at a later time, choose the bookmark icon. To view your saved list you can either:

- Click your profile photo and select **Saved** from the dropdown menu.
- Click see all my courses and select the **Saved** tab.

* **From Your Organization** tab shows if your company has recommended courses to you.

The screenshot shows the LinkedIn Learning interface for user Alexandra Clarke, Lead Engagement Manager at ACME Corporation. The top navigation bar includes the LinkedIn Learning logo and a search bar for skills, subjects, or software. Below the user profile, there are five tabs: In Progress (7), From Your Organization (3), Saved (2), Learning History (8), and Skills (4). The main content area displays a list of courses and learning paths:

- SEO Fundamentals** (COURSE): Current video - 4m 1s, "What is search engine optimization (SEO)?"
- Marketing Fundamentals** (COURSE): Current video - 4m 46s, "Positioning your message"
- Content Marketing: Staying Relevant** (COURSE): Current video - 2m 34s, "Staying relevant based on demographics and firmographics"
- Become a Project Manager** (LEARNING PATH): Current course - 3h 19m left, "Project Management Fundamentals"

Each item includes a thumbnail image, a progress bar, and options to Share or Mark as done.

Pursuing a Learning Path

Whether you're transforming your career or sharpening skills in your current role, Learning Paths can guide your success.

A Learning Path is a curated collection of sequenced courses that guide you through an in-depth topic. This is supported by quizzes and learning reminders.

To get started with Learning Paths:

- Search under **Topics** and filter courses by **Learning Paths**.

Click a Learning Path to:

- Find out what subjects are covered.
- Learn how long it will take to complete.
- Discover the skills it covers.

The screenshot displays the LinkedIn Learning interface. At the top, there is a search bar with the text "Search for skills, subjects or software" and a magnifying glass icon. The LinkedIn logo and the word "LEARNING" are on the left. On the right, there are icons for "Topics" and "Me". Below the search bar, the page is titled "Business: Marketing" and "Become a Digital Marketer". A description reads: "Use your analytical and tactical skills to help grow and develop new opportunities for businesses as a digital marketer. From marketing plans and content strategy to lead generation and SEO, this path guides you through the best practices and principles of digital marketing." To the right of the description, there are statistics: "23 Hours", "64 Quizzes", and "8 Courses". Below the description, there are three bullet points: "Learn the fundamentals of online, mobile, and content marketing.", "Develop effective, integrated online marketing plans.", and "Practice with hands on, essential training in Google Analytics." At the bottom of this section, there are two buttons: "Preview first video" and "Start Learning Path". Below this, there is a list of four courses, each with a thumbnail, a title, a description, and the instructor's name:

- Online Marketing Fundamentals** (3h 45m): Learn today's online marketing techniques and find out how to build a successful online marketing campaign for all digital channels: search, video, social, email, and display. Instructor: Brad Batesole.
- SEO Fundamentals** (3h 23m remaining): Master the foundational concepts of search engine optimization. Learn the strategy behind great SEO, including keyword planning, content optimization, link building, and SEO for ecommerce, local search, and mobile audiences. Instructor: David Booth.
- Google Analytics Essential Training** (3h 48m remaining): Find out how your website is performing. Learn how to use Google Analytics to measure site traffic, SEO, engagement, ad revenue, and even activity on social media. Instructor: Brad Batesole.
- Content Marketing Fundamentals** (1h 31m remaining): Learn how to develop, implement, and measure a successful content marketing strategy.



Measuring success

Testing your knowledge

Confirm your progress with chapter quizzes and exercise files.

Quizzes are designed to reinforce your comprehension and boost your confidence when applying new skills. You can opt to take the quiz directly after a chapter has concluded, or come back to it later.

Exercise files are supplemental project files or informational documents the instructor uses to teach LinkedIn Learning courses.

The screenshot displays a LinkedIn Learning course page for "Hiring Your Content Marketing Team" under the "Content Marketing Fundamentals" category. A search bar at the top right contains the text "Search for skills, subjects or software". The course title is prominently displayed. Below the title, there are navigation options for "Save" and "Layout". The main content area shows "Chapter Quiz in Progress" for the course "Creating a Foundation for Content Marketing". A quiz modal is open in the foreground, titled "Chapter Quiz" with a close button (X). It displays "Question 4 of 4" and asks: "What is the benefit of project management and production platforms?". There are four answer options in a 2x2 grid:

- They help you prioritize and assign tasks to project manage your different pieces of content.
- They help you collaborate with multiple stakeholders.
- They help you run the business of content marketing.
- all of these answers

Celebrating success

Post completed courses and new skills to your LinkedIn profile and share them with your network.

Once you've completed a course, you can add a certificate of completion and the skills associated with that course to your profile. Choose either of these approaches:

- Click your profile photo. Click **Learning History**. Click **Add to Profile**.
- Click on **History** in upper right corner of the homepage. Choose the course and click **Add to Profile**.

Need more help?

Check out LinkedIn Learning Help for content designed to answer frequently asked questions.

Or [view our course *How to Use LinkedIn Learning*](#).

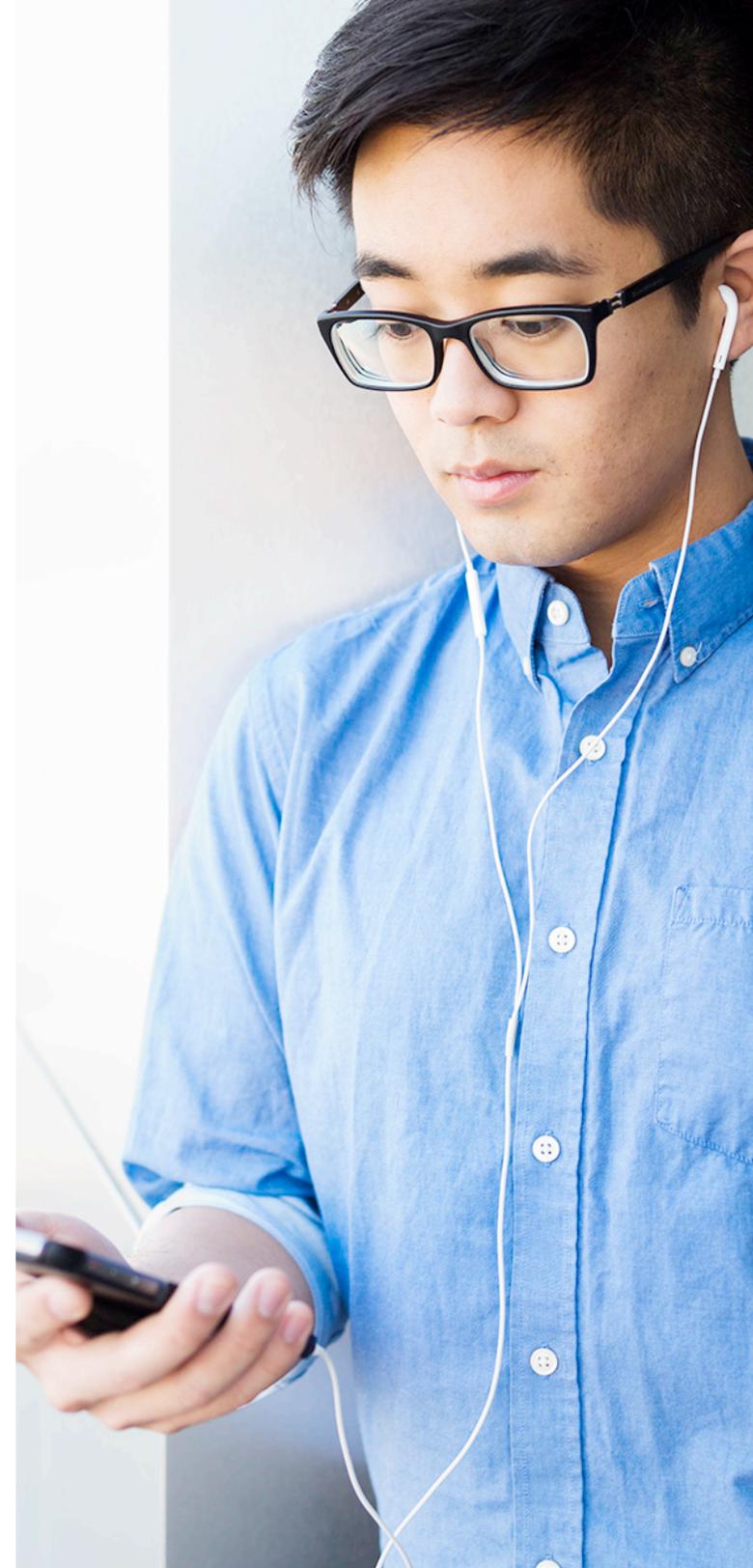
The screenshot displays the LinkedIn Learning interface. At the top, there is a search bar with the text "Search for skills, subjects or software" and a magnifying glass icon. Below this, the user's profile information is visible, including the name "ndra Clarke" and the title "agement Manager at ACME Corporation". The navigation tabs include "From Your Organization (3)", "Saved (2)", "Learning History (8)", and "Skills (4)". The "Learning History (8)" tab is selected, showing a list of courses. The first course is "HTML Essential Training", which is marked as "done" and has skills "HTML, Web Design" associated with it. A dialog box titled "Add Course and Skills to Profile" is overlaid on the screen. It contains the following information: "Below is the course that will appear on your profile", "HTML Essential Training" (with the LinkedIn Learning logo), "LinkedIn Learning", and "October 2016 - October 2016". Below this, it lists "Skills that will be added to your profile" with five skills: "HTML", "Web Design", "Web Standards", "HTML5", and "Open Source Software", each with a checkmark icon. At the bottom of the dialog box, there are "Cancel" and "Add to Profile" buttons.

Making time for learning

With a busy career and life outside of work, it can be challenging to find time to pursue learning.

To integrate learning into your life:

- Tie LinkedIn Learning courses to your goals and career development plans.
- Block out calendar time to take courses. You might find it helpful to leave your desk to view content on your laptop or phone.
- Find opportunities for ‘just in time’ learning using two- to three-minute videos. For example, quickly learn how to create a pivot table in Microsoft Excel or how to initiate a difficult conversation.
- Take a time management course. This may help you find more time to accomplish your goals, as well as more time for learning.
- Set up reminder notifications on iOS.
 - Navigate to **My Course**
 - Tap your profile image, then tap the gear icon to navigate to **Settings**
 - Tap on the tile under **Notifications** to set up your learning reminders





LEARNING
WITH Lynda.com® CONTENT

Thank you

Thank you for getting started with LinkedIn Learning. We wish you all the best as you work to meet your professional development goals.