



# LEARNING AS A GROWTH ENGINE

A GUIDE TO MAXIMIZING  
LINKEDIN LEARNING  
AT YOUR YMCA

*Presented by: Bobby Mandell*



# OBJECTIVES

**01**

Understand what  
LinkedIn Learning is  
and why it matters

**02**

Explore how Ys can  
use it to develop  
and retain talent

**03**

Learn how access,  
support, and strategy  
are shared and  
scalable across the  
network

**04**

Explore practical  
ways to activate  
staff engagement  
at all levels

**05**

Reflect with peers  
on how your Y  
might utilize  
LinkedIn Learning

**06**

Leave with clear next  
steps, resources, and  
inspiration to  
champion learning—  
without heavy lifting



*Which of these is most important for you right now?*

# WHY?

## The World of Work Is Changing – Fast

- 25% of skills have changed since 2015
- 70% expected to change by 2030
- 4 in 5 professionals want to learn how AI will affect their roles
- 94% of business leaders expect employees to pick up new skills on the job (World Economic Forum)

# WHY?

## Learning Drives Talent Engagement & Retention

- 88% of organizations are concerned about retention
- Learning is the #1 retention strategy
- Organizations that excel at internal mobility retain employees nearly 2x longer

# WHY?

## Learning Drives Talent Engagement & Retention

- 76% of employees say they'd stay longer at a company that invests in their learning
- 64% of employees say access to learning opportunities is a key reason to join or stay with an organization
- 7 in 10 say learning boosts sense of connection
- 8 in 10 say learning adds purpose to work

# WHY?

## Leaders Need Support, Too

- 83% of frontline managers feel unprepared for their role (Deloitte Human Capital Trends)
- 50% of managers lack support for upskilling
- 91% of L&D professionals say continuous learning is critical
- 75% of employees say their manager influences their learning experience more than L&D or HR

# WHY?

In a time when staff development, retention, and engagement are make-or-break priorities, LinkedIn Learning gives your YMCA an immediate, scalable way to invest in your people. With thousands of expert-led courses—ranging from leadership and communication to business and tech skills—this platform helps Ys meet the evolving expectations of today's workforce. Whether you're building future leaders, equipping front-line staff, or supporting board learning, LinkedIn Learning is a strategic lever to strengthen culture, agility, and impact.

**LinkedIn**  Learning

# LinkedIn Learning

## WHAT'S THAT?

**24,800+ Courses**  
across 25 languages

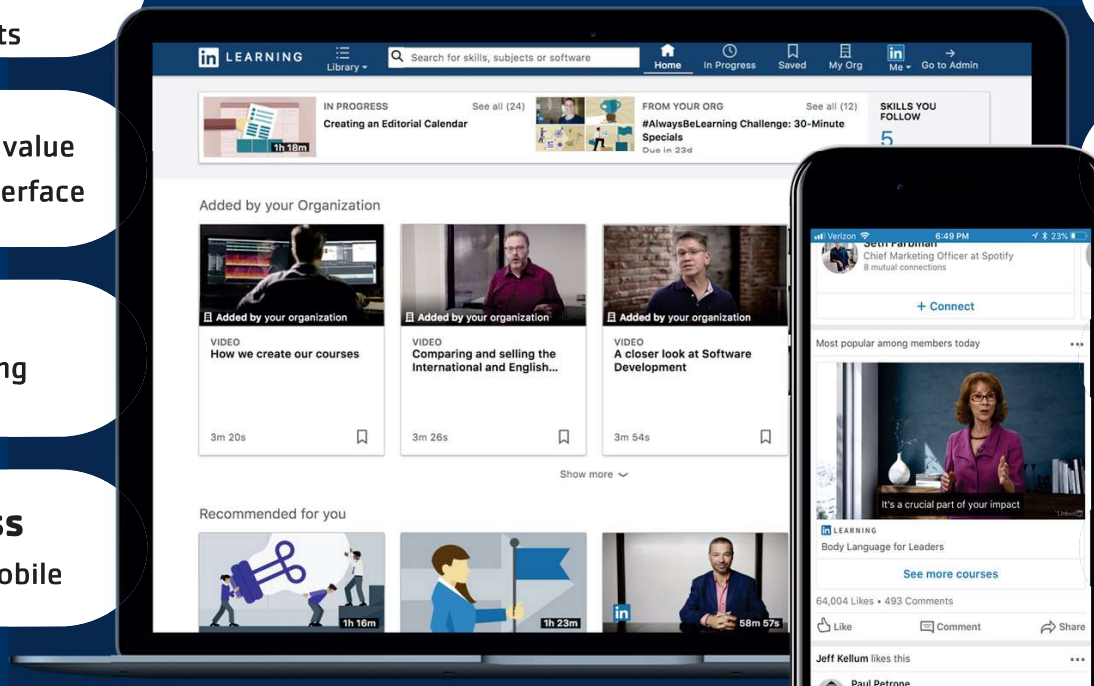
Designed & delivered by  
**3,900+**  
industry experts

Strong production value  
& engaging user interface

**1,300+**  
Curated Learning  
Pathways

**24/7 Access**  
via Desktop or Mobile

LinkedIn Learning is an online educational platform that helps you discover and develop business, technology-related, and creative skills through expert-led course videos.



Professional certificates with  
leading brands like  
Microsoft, Adobe, & more

Prep courses, practice  
exams, CEUs toward  
Certifications & Credentials

Personalized  
recommendations

Utilized by  
**1 Billion+**  
Professionals

Trusted by 78% of  
Fortune 100 Companies



# LEARNER EXPERIENCE

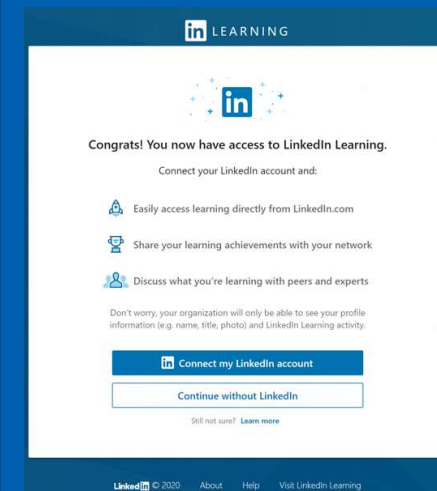
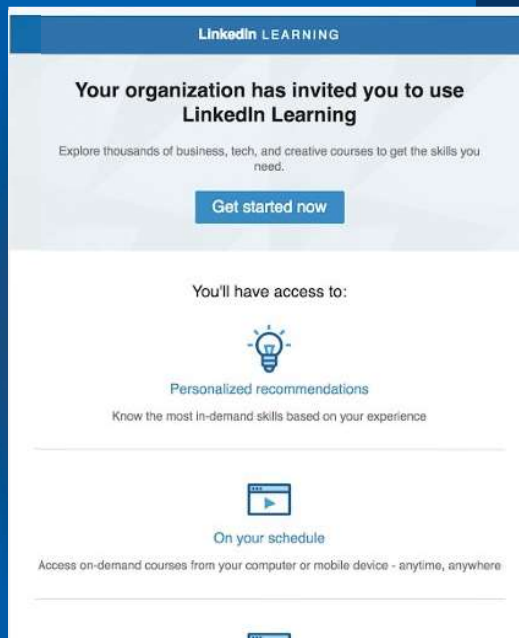
## Upon Invitation, Activate Your Account

- From: [messages-noreply@linkedin.com](mailto:messages-noreply@linkedin.com)
- Invites must be accepted within 30 days

## Optional: Connect your LinkedIn Profile

- More personalized learning experience
- No LinkedIn Profile data is shared with employer
- Share learning accomplishments seamlessly

[Data](#)  
[privacy](#)  
[details](#)



# LEARNER EXPERIENCE: A SNAPSHOT

From the moment an invitation is accepted, LinkedIn Learning offers a seamless and personalized experience. Learners can explore career-aligned skills, set goals, and begin discovering content that fits their interests and roles—all on their own terms. Whether they engage for five minutes or fifty, the platform meets them where they are, helping them grow at their own pace.

## Get Access

*Easy activation guided by local admins.*

- Invite sent by your Y's Learning Admin
- Activate via email link—no special login needed
- Option to connect LinkedIn profile (or not)

## Get Started

*Learners set their own direction from Day 1.*

- Follow skills, set career goals, explore job paths
- Try the 5-day "Own Your Development" Challenge
- Complete skill evaluations to personalize learning

## Get Learning

*Bite-sized, personalized, and ready when they are.*

- Explore courses aligned to goals and interests
- Use AI role-plays, coaching, and skill practice
- Earn certifications or prep for exams (e.g., SHRM, PMP)

# Own Your Development

## 5-Day Learner Challenge



### [Map Your Career Goal](#)

(4m 12s)

Your Career Goal can remain private to you, or you can bring this information into your 1:1 to co-create with your manager.



### [Use the AI Powered Coaching Page to Find Content](#)

(4m 37s)

Easily find the content you need with the AI Coach



### [Customize your Learning with Skill Evaluations](#)

(3m 17s)

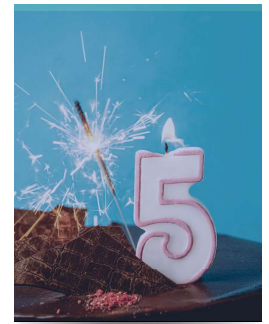
Take a private Skill Evaluation to understand your proficiency on key skills (ex: Excel).



### [Practice Conversations with AI Role Playing](#)

(4m 49s)

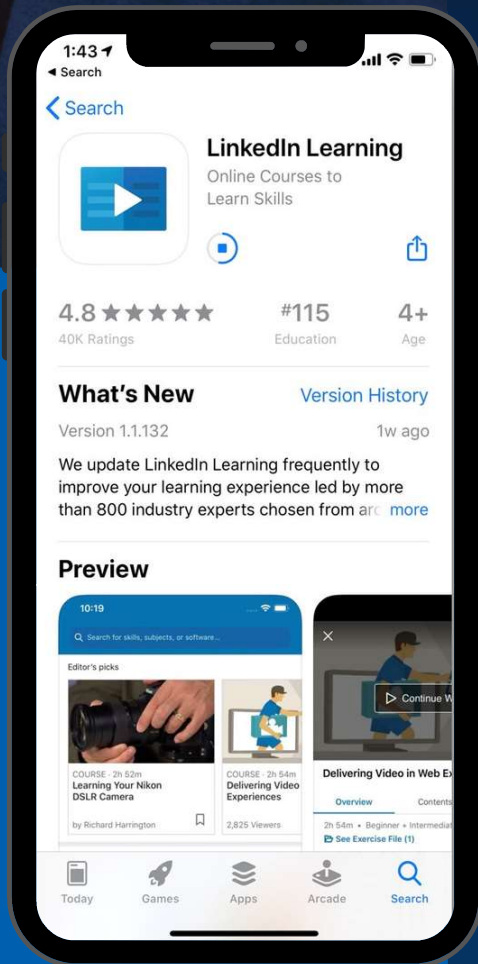
The opportunity to practice difficult conversations or providing feedback in advance.



### [Earning Certifications for Upskilling in 2025](#)

(3m 09s)

Included with your LinkedIn Learning license, and the option to add skills to your LinkedIn Profile.



# LEARNER EXPERIENCE

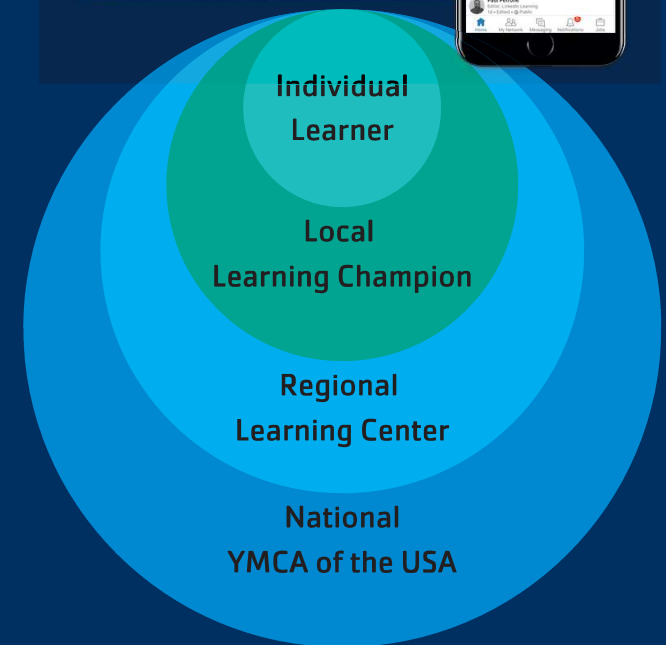
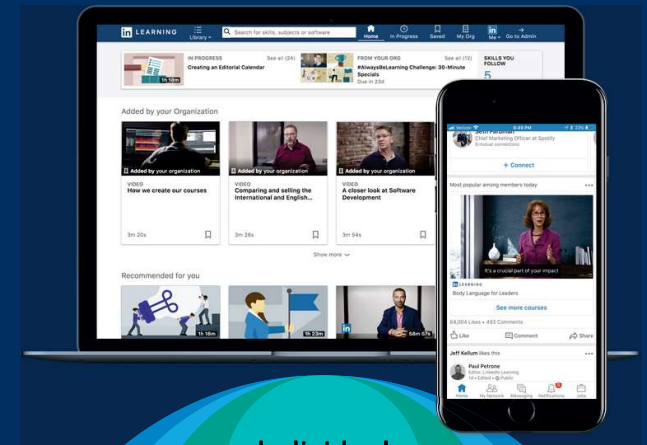
## Download the App

- Learn on-the-go
- Download content & view offline
- Try audio-only mode



# Access & Support

 <b>Learner</b>	<b>Accept Invitation / Activate License &amp; Start Learning at their Own Pace</b>
 <b>Learning Champion (Local Sub Administrator)</b>	<b>Add/Remove Users, Resend Invitations, Support Staff, Engagement According to Local Strategies</b>
 <b>Learning Center</b>	<b>Provide guidance and support to regional Learning Champions and Learners</b>
 <b>Y-USA</b>	<b>Oversee Contract, Policy, Resources, &amp; Strategic Support</b>



## Let's Tour



### My Career Journey

- Set Career Goal
- Explore Career Paths
- Start My Learning Plan

### My Library

- Set Weekly Goal
- Follow Skills
- Complete Skill Evaluations

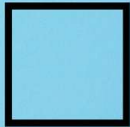
### Content Library

- Business, Technology, Creative & Y-Curated

### Certifications

- Professional Certs
- Cert Prep & Practice Exams
- Continuing Education

### AI Coaching & Role Play



## Pause & Pulse Check

- What surprised or intrigued you during the demo?
- Where do you see immediate opportunities at your Y?
- What questions or ideas are top of mind right now?
- What's one thing you're excited to try or share back home?
- What's something you'd like to explore with your leadership team?



## You May Be Wondering...



*"Okay, I see how this works... but how do I get it moving in my Y?"*

*"What does a successful implementation look like?"*

*"How do we make sure it sticks or scales?"*



## WHAT SUCCESS CAN LOOK LIKE IN 6-12 MONTHS

- Staff are actively engaging with learning tied to their roles
- Managers are recommending courses to their teams and discussing application
- Learning is embedded into onboarding, team meetings, and annual plans
- Supervisors include learning goals in check-ins and performance conversations
- Learning is a standing agenda item in team or leadership meetings
- Your local champion is tracking usage and celebrating progress
- Staff at all levels are building digital fluency and future-ready skills
- Executives model continuous learning by engaging with and sharing content
- Learning is no longer a “nice to have”—it’s a strategic advantage
- Leadership is hearing stories of growth, confidence, and breakthrough moments

*Which of these resonate most closely with your Y’s vision for learning?*

## PRACTICAL FIRST STEPS

- ✓ Identify a local learning champion or LinkedIn Learning sub admin
- ✓ Connect with your Learning Center
- ✓ Ensure leadership team is invited and activated
- ✓ Upload your staff roster and invite your team to activate their accounts
- ✓ Promote the “Own Your Development” 5-day learner challenge
- ✓ Highlight a “Course of the Month” to get started
- ✓ Encourage managers to explore the platform
- ✓ Track initial engagement and celebrate early adopters & achievements
- ✓ Add LinkedIn Learning to your internal newsletter, HRIS banner, or intranet
- ✓ Ask execs to mention their favorite course in an upcoming staff update
- ✓ Invite managers to recommend a course during their next team check-in
- ✓ Have a senior leader share their own learning progress

*Which two of these will you accomplish this month?*

# INSPIRING LEARNING AT YOUR Y

## LEARN TOGETHER

- Organize Course Clubs
- Create Chat Channels
- Share Course Recs at meetings or in org channels
- Connect peers with learning buddies

## INCREASE AWARENESS

- Host learning challenges
- Play a short video in your next staff meeting
- Highlight the mobile app
- Recommend content aligned with org priorities
- Check out the [LinkedIn Learning Blog](#) for skill trends

## INCORPORATE

- Leverage for new hire onboarding
- Include in Individual Development Plans
- Improve readiness for coaching conversations
- Acknowledge & encourage learning in 1:1s with staff
- Empower learners to access LIL for career development

## MAINTAIN MOMENTUM

- Highlight success stories to celebrate your colleagues and inspire others
- Create in-platform campaigns
- Help designate time for learning



## METRICS & THEIR STORIES

What story would you love to  
be able to tell six months from  
now based on usage data?

# METRICS & THEIR STORIES

What story would you love to be able to tell  
six months from now based on usage data?

"Our Y hit 1,000  
course completions  
this quarter  
— and counting!"

60%



"60% of our part-time &  
seasonal staff engaged  
with the platform  
at least once a month."

"40% of our staff took part in  
our AI learning challenge.  
Collectively, our team put in  
80+ hours learning about this  
impactful change to our work."

"We've tracked a 30% boost in  
course completions after integrating  
learning into team meetings."

"Over 1,200 learning hours  
logged across our  
association this quarter."

80%



"80% of full-time  
staff have activated  
their learning  
accounts."

"85% of managers have  
assigned or recommended at  
least one course for their  
team's shared growth goal."

# METRICS & THEIR STORIES

The LinkedIn Learning Insights area gives you powerful dashboard views and a library of pre-built reports making it easy to understand how your staff are engaging and where learning is gaining traction.

## Adoption

- **Activation Rate** – Percent of staff who've activated their accounts
- **Percent Learners Logging In** – See who's coming back
- **Days Logged In** – Frequency and habit-forming usage

## Engagement

- **Video Views per Learner** – Depth of individual usage
- **Hours Viewed** – Total time spent learning
- **Course Completions** – Follow-through and progress

## Impact

- **Professional CEUs Earned** – Compliance or licensure progress
- **Most Popular Courses** – What's trending across teams
- **Recommendations, Assignments, & Completions** – Team-directed learning follow-through

# RESOURCE PAGE



## How to Activate Your Account

<https://training.talent.linkedin.com/linkedin-learning-learner-login-non-sso-profile-optional/1553246>



## 2025 Workplace Learning Report

<https://learning.linkedin.com/resources/workplace-learning-report>



## User Privacy Information

<https://www.linkedin.com/help/learning/answer/a705823/>



## 2024 Workplace Learning Report

<https://learning.linkedin.com/resources/workplace-learning-report-2024>



## Skill Up for Success: Elevate Your Career with LinkedIn Learning

<https://training.talent.linkedin.com/skill-up-for-success-elevate-your-career-with-linkedin-learning>



## Skills Playbook

<https://learning.linkedin.com/resources/upskilling-and-reskilling/skills-playbook>

# AI-FOCUSED RESOURCE PAGE



## Leading Talent Development in the Era of AI

<https://www.linkedin.com/learning/leading-talent-development-in-the-era-of-ai>



## A New Framework for AI Upskilling Across Your Organization

<https://www.linkedin.com/business/talent/blog/learning-and-development/new-framework-for-ai-upskilling>



## AI-powered Coaching

<https://training.talent.linkedin.com/introduction-to-ai-powered-coach/2093681>



## Organizational Leadership in the Era of AI

<https://www.linkedin.com/learning/organizational-leadership-in-the-era-of-ai>



## LinkedIn's Most Popular AI Courses of 2025

<https://www.linkedin.com/business/talent/blog/learning-and-development/most-popular-ai-courses>



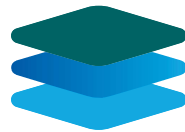
## AI-Powered Role Play Practice Guide

<https://training.talent.linkedin.com/introducing-role-play-with-ai-coach/2111696>



## Mentoring Employees in the Era of AI

<https://www.linkedin.com/learning/mentoring-employees-in-the-era-of-ai>



## Human Skills in the Era of AI

<https://www.linkedin.com/learning/paths/human-skills-in-the-age-of-ai-by-microsoft-and-linkedin>



## Prompt Basics for AI-powered Coaching

<https://training.talent.linkedin.com/prompt-basics-to-fuel-ai-powered-coaching-in-linkedin-learning/2052474>





## How much does it cost—and is it worth it?

There is no direct cost to your YMCA. Access is fully covered through Y-USA's national agreement. And yes — it's worth it. Hundreds of Ys are seeing increased engagement, skill development, and staff appreciation as a result.



## How many licenses is every Y allowed?

We're not currently limiting the number of users per YMCA. However, if licenses are assigned but unused, we reserve the right to reassign them to ensure equitable access across the network.



## Can we use this with part-time staff or seasonal teams?

Absolutely. In fact, it's a great fit for onboarding, compliance, and skill-building for summer staff, lifeguards, camp counselors, and other part-time roles.



## What does it mean that LinkedIn Learning is an added employee benefit?

Providing access to training and development through LinkedIn Learning is an added employee benefit that can increase staff retention and make our organization attractive to potential candidates. These learning opportunities are intended to be voluntary and completed on the employee's personal time. Therefore, the time does not require compensation. However, if your association chooses to assign staff training in LinkedIn Learning, or if you make a training mandatory, under the Fair Labor Standards Act (FLSA), employers must pay staff for time spent in meetings, training, lectures, and other similar activities.





## Can LinkedIn Learning be customized to align with our Y's priorities?

Absolutely. The platform includes thousands of ready-to-use courses, but it also allows for deep customization. Your local admin can curate content, recommend or assign courses, or even assemble collections and pathways that reflect your Y's strategic priorities. Once your organization's goals are clear, the platform becomes a powerful partner in delivering targeted, relevant learning at scale.



## How much staff time will this take to manage?

It depends on your goals. Many Ys designate a local admin or Learning Champion and start small — such as assigning one course a month or highlighting a resource in team meetings. Management can be light-touch and still high-impact.



## Can my Y have multiple LinkedIn Learning sub admins?

Yes. Local admins can assign sub-admin permissions to others at their YMCA. This allows teams to share the workload, support coverage during leaves, and build local capacity.



## What are other Ys doing that's working?

Great ideas are already emerging from across the Y Movement. If you're wondering what others are doing, ask them — in CEO Calls, HR peer groups, Alliance meetings, or even informal neighborhood networks. The [LinkedIn Learning Admins workspace](#) on Link is another great space to pose questions, explore resources, and share what's working. And if you're looking for an easy way to get in on the conversation, there's a new opportunity kicking off that brings this all together...



# "8 KEYS TO BOOST LINKEDIN LEARNING ENGAGEMENT"



*Unlock the full potential of LinkedIn Learning for your organization. This course provides actionable strategies to seamlessly integrate LinkedIn Learning into key organizational programs such as performance reviews, employee onboarding, and leadership development. Instructors Jocelyn Slevin and Kiira Dosdall show you how to leverage executive sponsorship to enhance the visibility and impact of learning initiatives and develop effective marketing campaigns to boost learner engagement. You'll also gain insights into upskilling and reskilling your workforce at scale and initiating organization-wide learning initiatives. By the end of this course, you'll be equipped to foster a culture of continuous development and drive strategic business goals through LinkedIn Learning.*

# LEARNING CHAMPION COURSE CLUB CHALLENGE

## Join the Challenge!

Boost your LinkedIn Learning engagement and enhance your impact as a Learning Champion! This challenge is an opportunity to explore best practices, connect with peers, and implement new strategies—all while having fun and earning a chance to win a seat at an upcoming *Principles & Practices* experience!

## How to Participate & Earn Raffle Entries:

- 🎯 Complete the Course: “[8 Keys to Boost LinkedIn Learning Engagement](#)” (1 Entry)
- 🗣️ Join the [Mid-Challenge Discussion](#) on May 28, 2025: (1 Entry)
- 🗣️ Join the [Final Discussion](#) on June 12, 2025: (1 Entry)
- 💬 Engage in the Link Workspace Post: Share insights & reflections (1 Entry)
- 📢 Post on LinkedIn using #LinkedInLearningwiththeY: Reflect on your learning (1 Entry)

*Maximum Entries Per Person: 5*

## Prizes

Two winners will each receive a complimentary seat to an upcoming *Principles & Practices* experience, which may be used for any learner at their respective YMCA. Three additional winners will each receive both a Big Picture Deck and Y Chat Story Cards. Winners will be randomly drawn from all eligible entries at the end of the challenge.



# What Questions do you have?

Want to keep chatting?


Please reach out!

**Bobby Mandell**

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Senior Manager, Learning Centers

Y-USA Learning & Leadership Development



thank  
you