in 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 5,000 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

Table of contents

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.

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.

in LEARNING   Search for skills, subjects or software

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
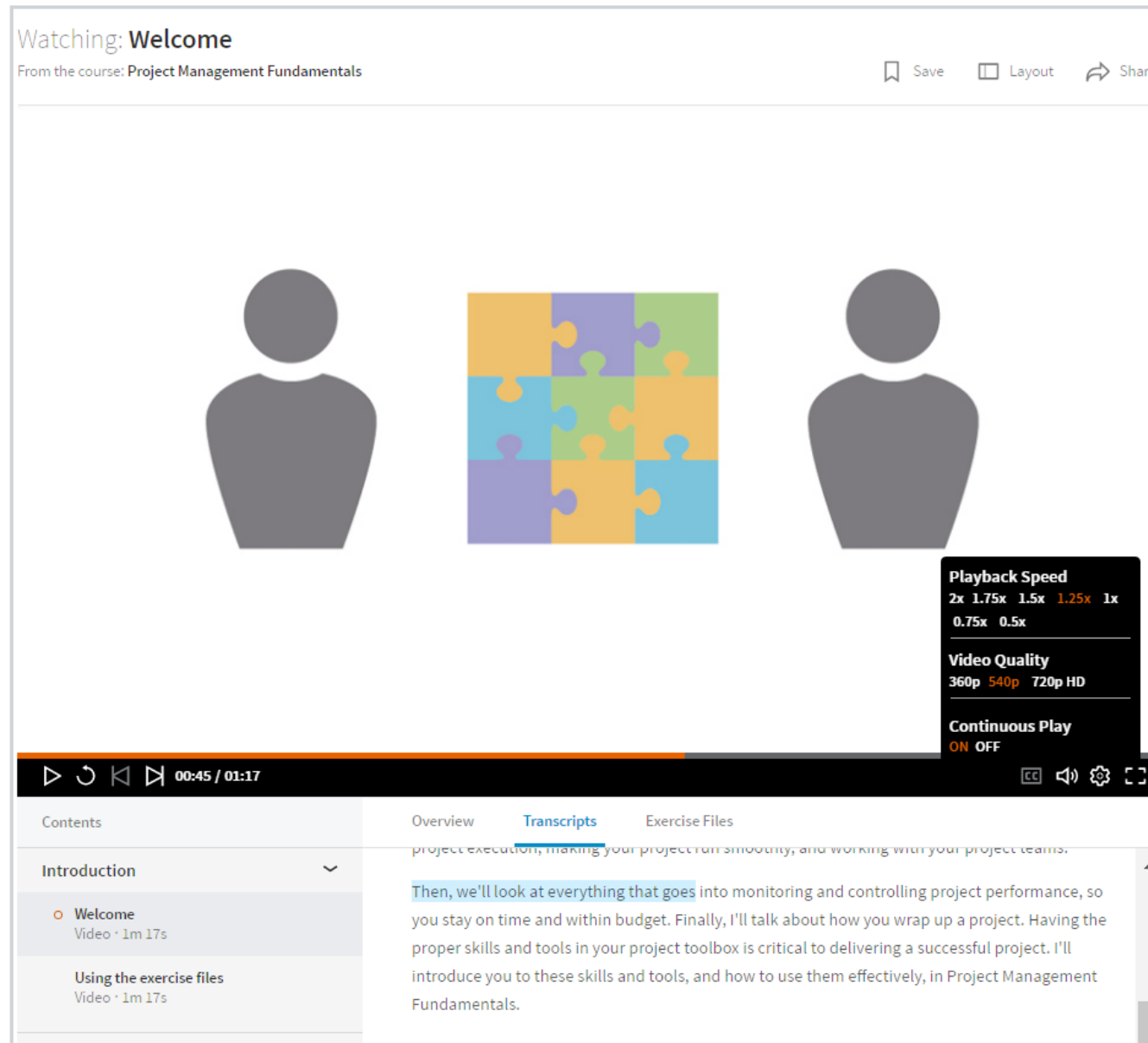By: Mike Figliuolo

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

Overview   **Transcripts**   Exercise Files

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

Introduction

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.

○ Welcome
   Video · 1m 17s

Using the exercise files
Video · 1m 17s

Taking courses

Watching a course

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, quizzes and coding practice windows.
- 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.

Watching: **Welcome**

From the course: **Project Management Fundamentals**

🔖 Save   ☐ Layout

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

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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 suc... It's a profession, but it's also a set of techniques that anyone can apply to achieve goals and manage pr... work more effectively. Project management can be used to guide small, simple projects as well as com... enterprise-wide initiatives.

Bonnie Biafore has always been fascinated by how things work and how to make things work better. In... 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 ... the project. Along the way, she provides tips for reporting on project performance, keeping a project on... 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.
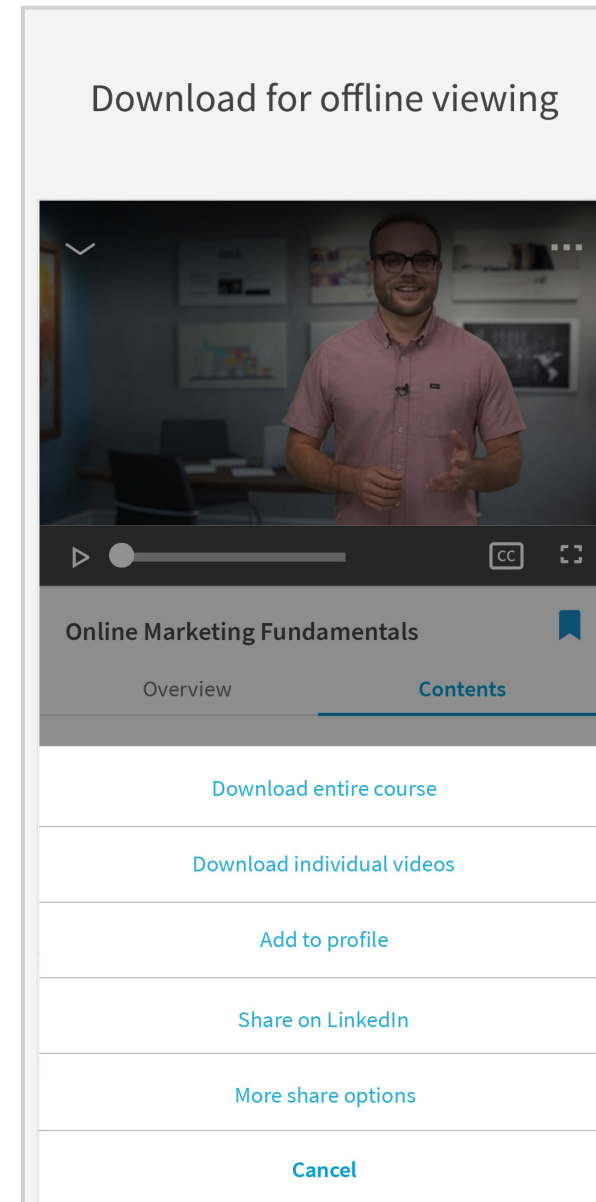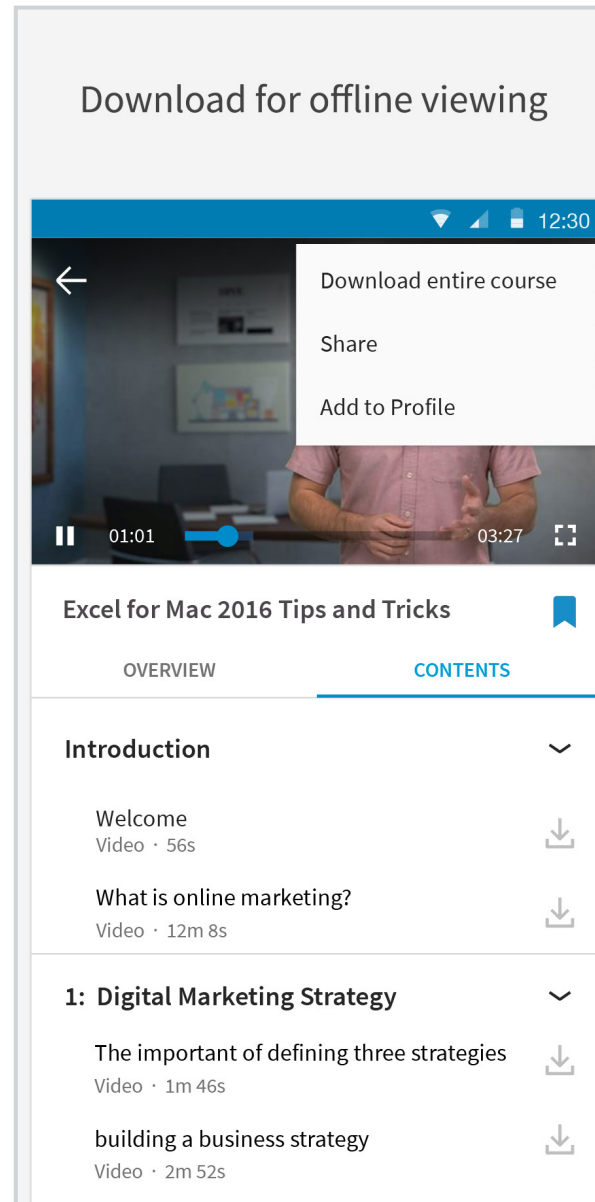
The LinkedIn Learning mobile app is synced with the desktop experience so you can:

- 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.

Download for offline viewing

▼ ◢ ▮ 12:30

← Download entire course

Share

Add to Profile

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Excel for Mac 2016 Tips and Tricks 🔖

OVERVIEW | **CONTENTS**

Introduction ⌄

Welcome
Video · 56s ⤓

What is online marketing?
Video · 12m 8s ⤓

1: Digital Marketing Strategy ⌄

The important of defining three strategies
Video · 1m 46s ⤓

building a business strategy
Video · 2m 52s ⤓

Download for offline viewing

⌄ •••

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Online Marketing Fundamentals 🔖

Overview | **Contents**

Download entire course

Download individual videos

Add to profile

Share on LinkedIn

More share options

Cancel

Keeping track of your courses

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.

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Search for skills, subjects or software

Alexandra Clarke
Lead Engagement Manager at ACME Corporation

In Progress (7) From Your Organization (3) Saved (2) Learning History (8) Skills (4)

COURSE
SEO Fundamentals

Current video · 4m 1s
"What is search engine optimization (SEO)?"

Share | Mark as done

COURSE
Marketing Fundamentals

Current video · 4m 46s
"Positioning your message"

Share | Mark as done

COURSE
Content Marketing: Staying Relevant

Current video · 2m 34s
"Staying relevant based on demographics and firmographics"

Share | Mark as done

LEARNING PATH
Become a Project Manager

Current course · 3h 19m left
"Project Management Fundamentals"

Share | 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, practice opportunities 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.

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in LEARNING Search for skills, subjects or software 🔍 ☰ Topics 👤 Me

Business: Marketing ↗ Share

Become a Digital Marketer

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.

Learn the fundamentals of online, mobile, and content marketing.

Develop effective, integrated online marketing plans.

Practice with hands on, essential training in Google Analytics.

23 Hours   **64** Quizzes   **8** Courses

[Preview first video] [Start Learning Path]

COURSE · 3h 45m
Online Marketing Fundamentals
Learn today's online marketing techniques and find out how how to build a successful online marketing campaign for all digital channels: search, video, social, email, and display.
👤 Brad Batesole

COURSE · 3h 23m remaining
SEO Fundamentals
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.
👤 David Booth

COURSE · 3h 48m remaining
Google Analytics Essential Training
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.
👤 Brad Batesole

COURSE · 1h 31m remaining
Content Marketing Fundamentals
Learn how to develop, implement, and measure a successful content marketing strategy.

Measuring success

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Testing your knowledge

Confirm your progress with chapter quizzes, exercise files and coding practice environments.

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.

And courses with coding practice, where available, allow you to follow along with a tutorial and apply your programming language skills in real time.

NG | Search for skills, subjects or software

: Hiring Your Content Marketing Team

: Content Marketing Fundamentals | Save | Layout

4m 15s

r Quiz
ress

Chapter Quiz in Progress
Creating a Foundation for Content Marketing

ur Content Plan

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ntent arcs
3m 49s

g your cont

3m 14s

g your cont
5m 40s

g your plan
ar
4m 37s

r Quiz
ions

ur Content

; and editing
4m 17s

4m 48s

Chapter Quiz ✕

Question 4 of 4
What is the benefit of project management and production platforms?

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

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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*.

Search for skills, subjects or software

ndra Clarke
gagement Manager at ACME Corporation

From Your Organization (3)   Saved (2)   **Learning History (8)**   Skills (4)

COURSE
HTML Essential Training

Marked done · Skills: HTML, Web Design   Share | Add to Profile

LEARNING PAT
Become a

Marked done

COURSE
Foundatic

Marked done

COURSE
Learn Pro

Completed o

Add Course and Skills to Profile   ✕

Below is the course that will appear on your profile

HTML Essential Training
LinkedIn Learning
October 2016 - October 2016

Skills that will be added to your profile

✓HTML   ✓Web Design   ✓Web Standards   ✓HTML5
✓Open Source Software

Cancel   **Add to Profile**

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, the tap the gear icon to navigate to **Settings**
  - Tap on the tile under **Notifications** to set up your learning reminders

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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.