

We're loving LinkedIn Learning!

One of the huge benefits of LinkedIn Premium is the access you get to their elearning content. Over the coming months, we will be reviewing and recommending titles which we think are engaging and helpful.

As a reminder, LinkedIn premium is often free for the first month as a trial, and then around £25 a month on a subscription basis which you can cancel at any point. We are in no way connected with LinkedIn, we are just helping you get to grips with the most useful features.

The content is mainly video based with chapter quizzes to check understanding as you go along. They vary in length from a couple of minutes to a several hours. It's also very varied content, including setting up YouTube channels, identifying your strengths, graphic design, mentoring as well as courses which help you get professional certifications such as Project Management Professional (PMP).

It should be noted that the content is American. You can obviously watch the videos, but there is also the option of just reading the transcript if that's your preference. There are also exercise files you can download and complete and an area for you to make notes. These notes are saved on your account so you can refer back to them at a later point. You can also use the Q&A function to be more interactive, in this area you can ask a question and tag someone you think could help you. You have a few options on how you can share this, whether it stays within LinkedIn Learning or goes onto your timeline.

Each course has a preview option so you can have a quick look to see if you want to continue, and you can read through the outline of the course to get an idea of what's covered. Once you've completed a course you get allocated an online badge so you can keep track visually of what you've learnt.

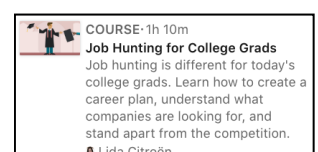
As well as individual topics, there are grouped courses that form a Learning Path. For instance, there is a career development section and within that a learning path entitled "Become a Successful Job Hunter".

This seems an obvious choice for our first recommendation of content to watch.

Becoming a successful job hunter has 11 topics within it, and in total runs for 12 hours 51 minutes. If you engage with it and complete the exercises etc then clearly this will take longer. However, if you are currently looking for a new role it's worth considering spending an hour or so a day completing a chunk. Maybe go sit in a coffee shop with your headphones and a note pad and give it a go.

The topics may not all be directly relevant for you, but may help you when you are supporting others:

1. Job Hunting for College Grads - this is 1 hour 10 minutes. If you have a relative doing A Levels or a degree then this may well be good for you to watch and share. It covers finding your first job, personal brand, identifying your ideal employer and making yourself employable




2. Creating a Career Plan - also an hour and 10 minutes. This covers turning your passion into a career, creating actionable goals, how to interview, verbal presentation skills, networking, managing your job search and negotiating salary




COURSE- 1h 10m
Creating a Career Plan
Learn how to use strategic career planning to identify your dream job, determine your career goals, and then define and market your personal brand.
● Dr. Chaz Austin

3. Turning an internship into a job - 54 minutes, and again may be useful for someone you know rather than yourself. It's got some really good information about paid v unpaid placements and how to develop your network for future opportunities




COURSE- 54m 16s
Turning an Internship into a Job
Turn an internship into a stepping stone for your career. Learn how to find the right internship, network at your new job, and negotiate a full-time position.
● Valerie Sutton

4. Writing a CV - a longer one at 2 hours 39 minutes. This one really is USA focused, so unless you are relocating over there it's probably not really worth spending too much time on this one. Your consultant can help with your CV




COURSE- 2h 39m
Writing a Resume
Learn how to write a resume that impresses hiring managers and speaks to your personal and professional strengths. This resume writing course deals with the nuts and bolts of resume formatting, layout, and word choice.
● Stacey Gordon

5. Managing the search process - a shorter one at 37 minutes. This one has a couple of good exercises to work through, and also a template spreadsheet to help you keep track of your applications




COURSE- 37m 53s
Job Search Strategies
Teaches the latest techniques for finding the right position for your interests, skills, and experience.
● Valerie Sutton

6. Learning LinkedIn - 1 hour 46 minutes and **definitely worth a watch**. Written by one of LinkedIn's own instructors it covers creating your profile, building your network, using LinkedIn day to day and managing your account




COURSE- 1h 46m
Learning LinkedIn
Discover how to get the most out of using LinkedIn. Learn how to construct a stellar profile, find and add connections, share content, and more.
● Oliver Schinkten

7. Mastering common interview questions - 56 minutes long and focuses on common questions such as strengths, weaknesses, why you left your last company, why are you interested in this company, what's your focus for the first 90 days, dealing with difficult situations and travel questions.




COURSE- 56m 14s
Mastering Common Interview Questions
Learn how to master the top 10 most common interview questions you'll encounter when looking for a new job.
● Valerie Sutton

8. Giving Your Elevator Pitch - a short one at 13 minutes, but it focuses on how you create a memorable impression for people when you are talking about the type of work you are looking for. Really good tips for how to ensure people don't switch off after 15 seconds of you talking! Remember an elevator pitch is not meant to be long, it's something you have prepared that's short and succinct which you can reel off when the moment is right




COURSE- 13m 1s
Giving Your Elevator Pitch
● Todd Dewett

9. Negotiating Your Job Offer - 1 hour and 19 minutes long. This is an area we know lots of clients find tough. You're delighted to receive an offer, but before you accept think about what the benefits package you may be able to achieve. This module helps you to think about the market conditions and your worth. It's really holding your nerve and having the confidence to present your case. It also covers how to resign gracefully




COURSE- 1h 19m
Negotiating Your Job Offer
● Christine DiDonato

10. Developing Business Acumen - 1 hour and 7 minutes. It's focused on your own business and how to develop it, so a good one to have a look at if you're going to set up on your own



COURSE- 1h 7m
Developing Business Acumen
Develop business acumen. Understand your business model, strategy, competition, and operations, so you can make better decisions and become a better leader.
● Mike Figliuolo

11. Succeeding in a New Job - 56 minutes long and great for helping you plan how to settle in quickly and easily



COURSE- 56m 18s
Succeeding in a New Job
Starting a new job? Learn what you need to succeed. Get actionable tips for making the most of your role at a new company.
● Dr. Chaz Austin

We'd love to know what you think about LinkedIn Learning - please email sarah.burgess@10eighty.co.uk