



# Establish Yourself as a LinkedIn Learning Champion on Your Campus

While taking ownership  
of your skills development



# Leadership Opportunities

LinkedIn Learning Champions are a diverse group of approachable, on-campus leaders who take charge of their learning journey & inspire others to do the same.

- Leverage your passions to drive campus initiatives
- Expand your network both on & off campus
- Learn through project-based experiences
- Create a portfolio that sets you up for academic success & career-readiness



Project  
South Sudan Health Pooled Fund  
Humanitarian Response / Fund Management  
Design, Delivery and Evaluation /







# Skills Development & Career Readiness

- Take charge of your own learning
- Empower others to learn & do
- Gain skills that prepare you for your career



# Benefits

What are the projects?



## Professional Brand

- Build online presence connected to your academic & career goals
- Share what you're learning in LinkedIn Learning's Library
- Cultivate new skills around branding, marketing, & communication



## Writing

- Find your authentic voice
- Write about your experiences from newly acquired skills to meaningful connections with others
- Publishing articles on LinkedIn, personal blogs & in the campus newspaper



## Public Speaking

- Prepare a speech or presentation
- Gain practical experience in delivering a presentation to a targeted audience
- Create a training session or host a webinar
- Present virtually or face-to-face



## Team Building

- Focus on collaboration & leadership skills
- Communicate to a team or organization
- Building projects with fellow students like a [Learning Week Campaign](#), a [LinkedIn Learning Conference](#) or a [LinkedIn Learning Bootcamp](#)



## Reflection

- Reflect on what professional skills you've gained & put into practice
- Critically give feedback on how to improve the program for future cohorts
- Summarize a capstone project in either a 350-word essay or 3-minute video

## How it works

The LinkedIn Learning Champion program extends over the course of 6 months.

Students define initiative & execute projects while managing their academic workload.



Get started in 3  
easy steps

01	02	03
<b>Join the group.</b>	<b>Complete 2 courses.</b>	<b>Attend a live training.</b>
<ul style="list-style-type: none"><li>• Build your network on the LinkedIn Group for Students Champions.</li><li>• Share ideas &amp; your projects.</li><li>• Help crowd-source answers to all your questions.</li></ul>	<ul style="list-style-type: none"><li>• Complete 2 pre-training LinkedIn Learning courses before you attend your virtual training session.</li><li>• Add your Skills &amp; Certificates to your LinkedIn Profile.</li></ul>	<ul style="list-style-type: none"><li>• Complete the orientation by attending one of the virtual training sessions, where you will receive information on project requirements and best practices for success.</li></ul>



# A Success Story

“ I wanted to share the good news that I will be a summer intern in May!

The LinkedIn Learning Champions Program helped me get great in the application process because my portfolio of events served as a great storytelling tool to show how I was creating community on campus around professional development.

Cesar Lozano Hernandez  
University of Toronto, Mississauga



# Champions share their stories

Confidence, Connections, Career-Readiness



**Gabriela Castro**

Resource Manager (PMP)  
Napkyn Analytics  
Graduated 2018

“ My first three jobs, I got through LinkedIn. There’s no better place to build your network, learn new skills and land a job.



**J.J. Nix**

Program Specialist  
US Dept of Veterans Affairs  
Graduated 2016

“ LinkedIn is so much more than getting a job. It’s valuable for connecting, learning and finding out what’s going on in the world.

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Cesar Lozano Hernandez  
University of Toronto,  
Mississauga

# What Champions do

## Three take-aways



### Be a LinkedIn Insider

- Build a professional brand with your LinkedIn profile.
- Get inside knowledge on data insights.
- Leverage all the insider tools & resources



### Grow your skills

- Identify your interests & potential career options.
- Use data to pinpoint the exact skills you need.



### Inspire others

- Elevate your skills by helping others discover their learning goals.
- Share the benefits of LinkedIn & LinkedIn Learning.
- Become an inspirational leader on your campus.





# Applications Open for FALL 2020-2021

[Apply now](#)



# Learning Mentors

- ✓ A mentorship program open to Champions who've completed the program
- ✓ Support the next cohort of LinkedIn Learning Champions at your school
- ✓ Paired with a maximum of 10 champions
- ✓ Host monthly office hours or check-in sessions with the Champions to offer feedback and advice on how to expand their network, and how to execute their projects
- ✓ Learning Mentors receive additional benefits—a LinkedIn job seeker license, networking with partner organizations, & connecting to LinkedIn employees





# Continue the journey

To learn more about Learning Mentors, apply [HERE](#).





# Thank you

Customer Success Team Member Name: email

**LinkedIn** LEARNING