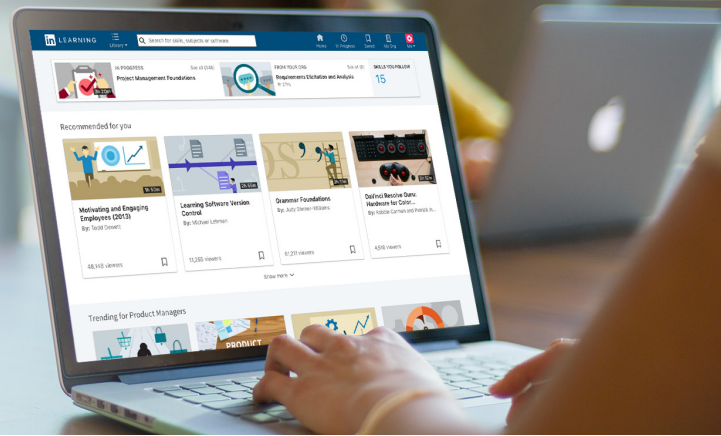# in LEARNING
WITH Lynda.com CONTENT

Online learning your organization will use, love, and apply

Drive engagement with the learning platform that delivers the right content at the right time

Introducing LinkedIn Learning

We help organizations implement learning that delivers results. You can:

- Upskill your employees and close job-related skill gaps
- Develop new and experienced managers and leaders
- Engage and retain employees by investing in their development
- Keep employees current on the latest productivity tools
- Deliver cost-effective, standardized training on a global scale

Solution Highlights

- **High-quality interactive and social content:** A continuously refreshed library of 13,000+ courses taught by industry experts. Available in English, Spanish, German, French, Japanese, Mandarin, and Portuguese.

- **Data-driven curation:** Insight-based course recommendations relevant to each of your employees, based on unique data from LinkedIn's network of more than 575M+ members.

- **Meets learners where they are:** In-depth and bite-sized courses accessed through LinkedIn or your learning management system (LMS.) View anytime, on any device, online or off.

- **Intuitive admin tools and customer support:** Easy-to-use admin interface lets you manage and track progress all in one place.

> The power of LinkedIn Learning is in the LinkedIn network. It does a great job of curating all of this content that's going to be meaningful to the learner. It's really engaging and different than any other offering I'm aware of.

Patti Barker
Senior Director of Learning & Development, Ellie Mae

AVAILABLE CONTENT

BUSINESS

Leadership and management
Professional development
Communication
Online marketing
Microsoft Office and other productivity software
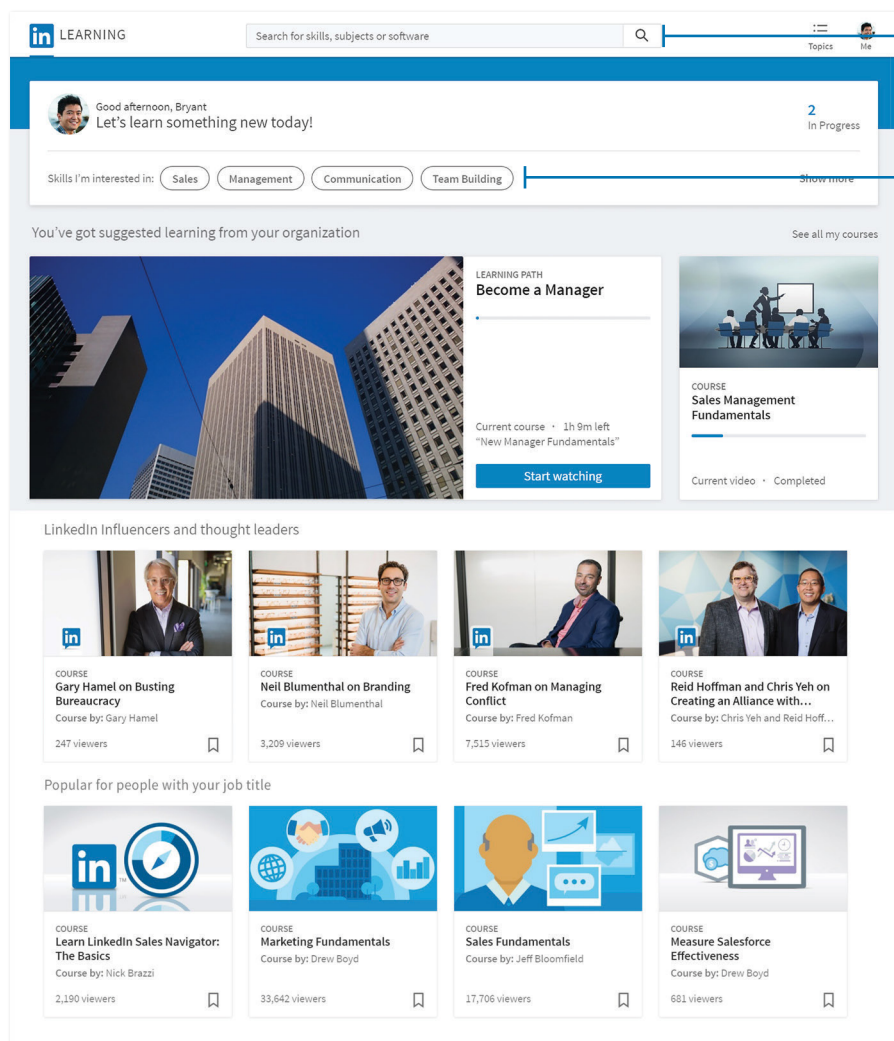Project management
...and more

TECHNOLOGY

Data science
Information management
IT infrastructure
Software development
Web design and development
...and more

CREATIVE

3D and animation
CAD
Creative software
Design
Video
Photography
...and more

Tap Into the Power of LinkedIn Learning

- Easily integrate with your LMS
- Log-in seamlessly with single sign-on (SSO) authentication
- Enjoy 50 new courses added weekly, on average, across all language libraries
- Leverage bite-size tutorials that support just-in-time learning
- Downloadable exercise files that reinforce retention

- Upload and host custom content videos from your organization
- Use assessments to measure learning impact
- Download certificates of completion, which can be added to your LinkedIn profile
- Customize and recommend Learning Paths that map courses to roles or competencies
- Partner with your dedicated customer success manager who helps with goal setting, user adoption and more

Learners can quickly search for courses of interest.

Learners can indicate skills they are interested in developing to tailor the course recommendations to their needs.

Admins can easily curate and recommend relevant courses to their employees.

Learners get personalized course recommendations based on unique insights from the world's largest professional network.

LinkedIn Learning is an online learning platform that combines Lynda.com's unmatched library of more than 13,000 courses taught by real-world experts, with LinkedIn data and insights drawn from 575M+ member profiles and billions of interactions. These insights give you a unique and real-time view of how jobs, industries, organizations, and skills are evolving, while helping you identify the skills that your organization needs to succeed. These insights also fuel course recommendations that connect learners to the most relevant, applicable learning that is easy to engage with on any device.

Find out more at www.learning.linkedin.com