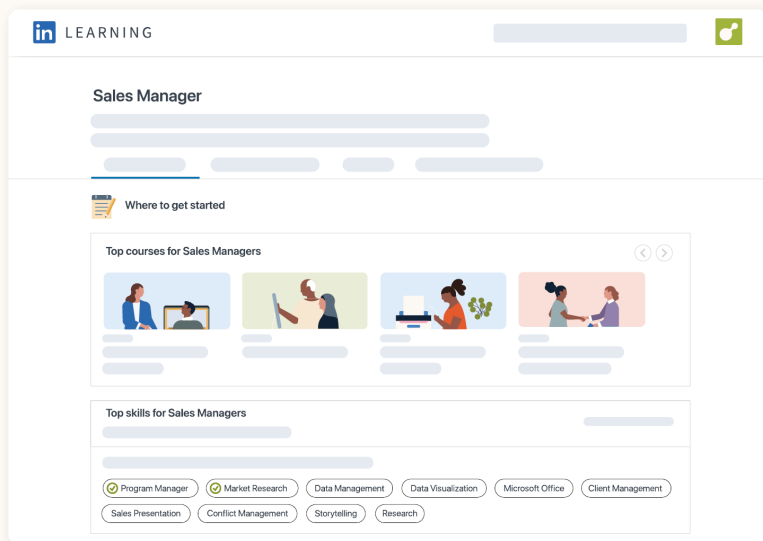
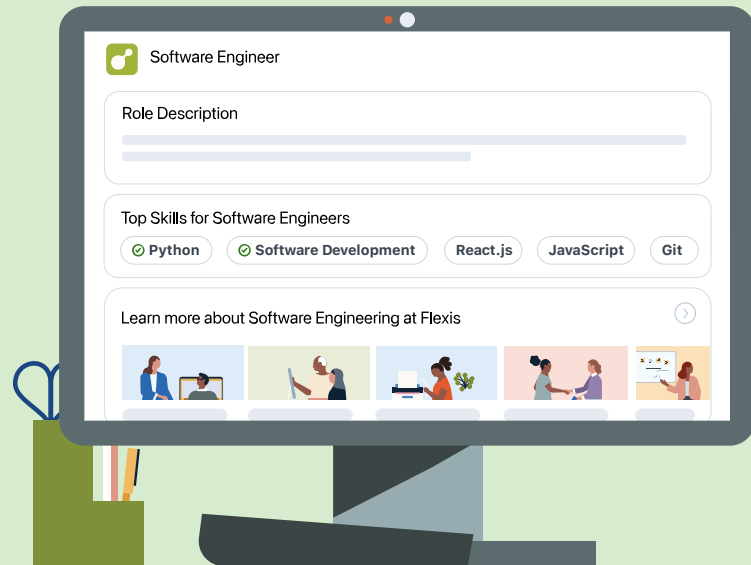




Create Role Guides customized to roles at your organization.

Help employees explore and navigate career paths at your company.



Role-based resources, all in one place

Role Guides bring together the best of LinkedIn and Learning to serve as a one-stop shop for role-based learning. Curated based on our expert knowledge and always up to date, learners can stay informed on the latest trends and skills needed for their role through:

- Courses and learning paths
- Communities
- Pre-certifications
- Top skills

Customized to your organization's unique needs

Tailor Role Guides to your company by adding a new role description, skills, and custom content.

Actionable skill insights

By visualizing their top skills for the role, as well as skill gaps, learners can easily identify which skills they need to build for their role and get started.



Coming soon! Admins can start using Role Guides in Campaigns early next year.



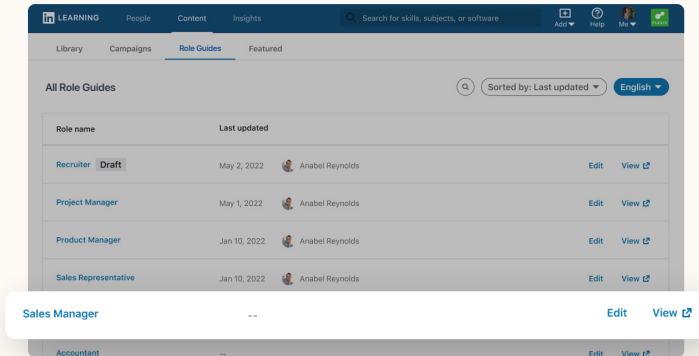
Role Guides: How it works

Tips and tricks to get the most out of Role Guides.



Step 1: Locate Role Guides in Account Center

You can find Role Guides under the Content tab within My Learning, where you'll see a list of all available Role Guides.



Step 2: Customize

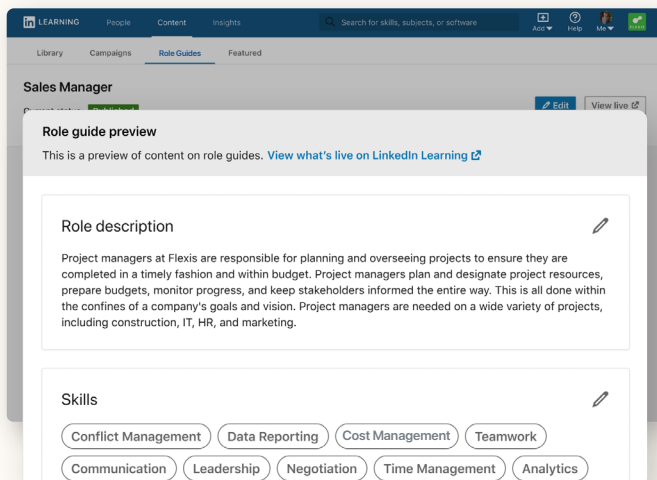
After selecting a Role Guide, you can add a role description, more skills, or custom content from your organization. To feature custom content, you'll need to upload it to your library first.

Tip: Always start with content that describes what the role is like at your company, and try to include content that shows how your organization promotes internal mobility.

Step 3: Preview and publish

Before hitting publish, preview the way learners will view the page. An entire section of the Role Guide is dedicated to your company — including relevant internal jobs.

Did you know? Lack of career progress is the #1 reason causing workers to seek new employment. [Deloitte Talent 2020]



For more information, please contact your LinkedIn Learning account team.