

Agenda

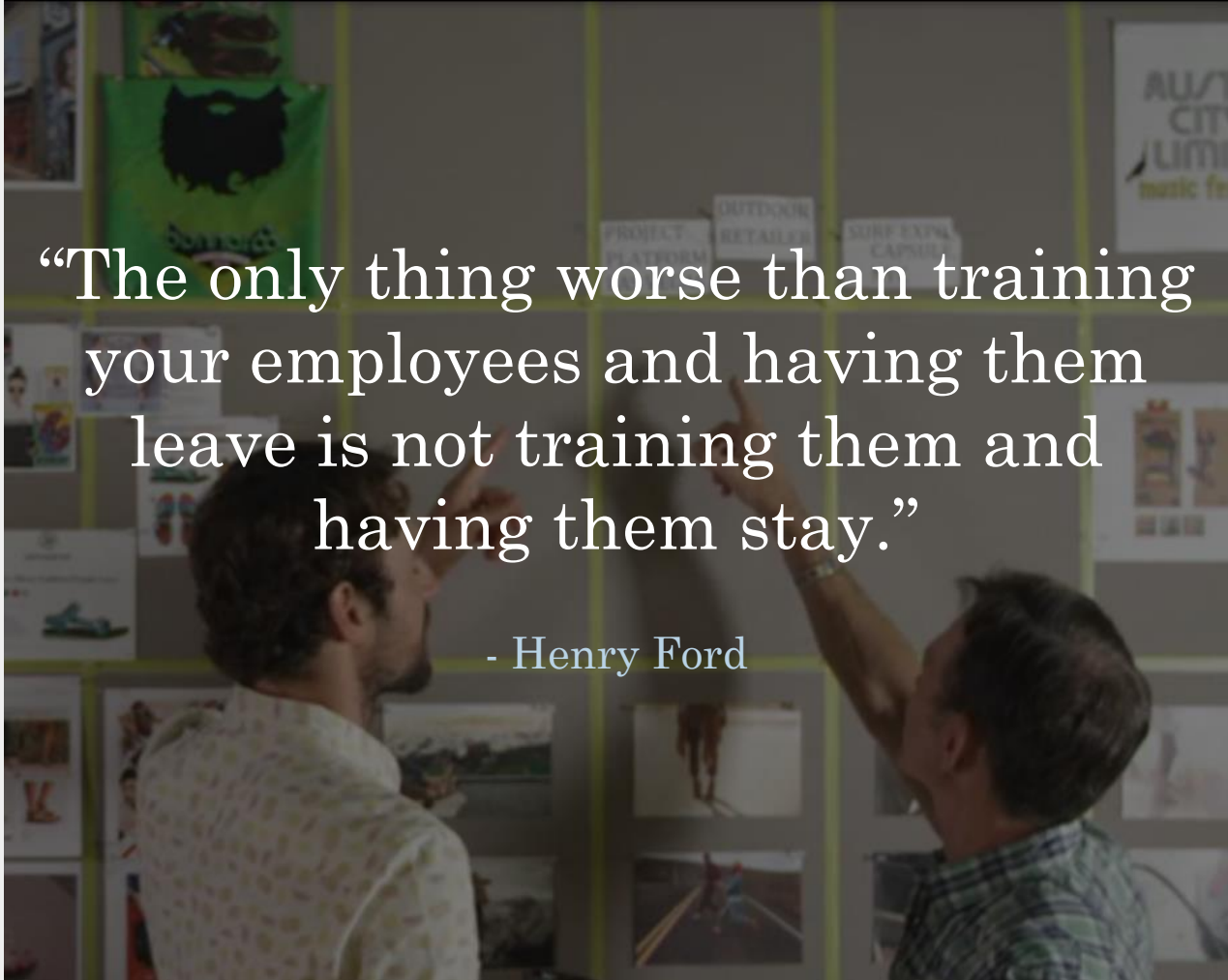
What is Lynda.com?

LinkedIn + Lynda.com

Training Insights

Lynda.com + SMB

Questions?



“The only thing worse than training your employees and having them leave is not training them and having them stay.”

- Henry Ford

What is Lynda.com?

The screenshot displays the Lynda.com interface. At the top, the Lynda.com logo is on the left, and a search bar is in the center. The user's name, 'Hi Nora Evt...', is on the right. Below the header, the course title 'Watching: Welcome' is shown, along with 'From Small Business Secrets'. A navigation menu on the left lists course sections: Introduction, 1. Finding Your Most Valuable Customers, 2. Setting Fees and Prices, 3. Solving Problems, 4. Working with Family and Friends, and 5. Creating a Business Plan. The 'Welcome' video is currently selected. The main content area features a video player with a thumbnail of Dave Crenshaw, the author and founder of Invaluable, Inc. The video player includes a play button, a progress bar at 00:04 / 00:48, and various control icons. Below the video player, there are tabs for 'Overview' and 'Transcript'. The transcript text reads: 'Being a small business owner, an entrepreneur, can be incredibly risky and dangerous. On the other side, it can be a very rewarding career choice. In this weekly series I'm going to share with you principles that I've taught to thousands of small business owners throughout the years. We'll be covering topics such as increasing profitability, working more effectively with employees, and improving productivity. My goal is to help you navigate those treacherous waters of entrepreneurship, so you can reach the treasure at the end. Now if you have any questions that you'd like me to cover in a future weekly video, please ask that where you see course feedback on this page. Now let's get started with this week's chapter.'

The Lynda.com Story

Global Leader in Online Skills Instruction

1995

Founded

...by Lynda and her
Husband

2015

Acquired

...by LinkedIn in largest
acquisition to date

10,000+

Enterprise Clients

...located across
52 countries

7,000+

Courses

...available in
5 languages



Mission

- Help you learn the skills you need to achieve your full potential



Courses

- In Business, Creative, IT, Technology, and Soft Skills
- Reach professional and personal dreams



Growth

- Adding 100+ new courses per month
- Future is exciting!

LinkedIn + Lynda.com

LinkedIn™

World's Largest Professional Network

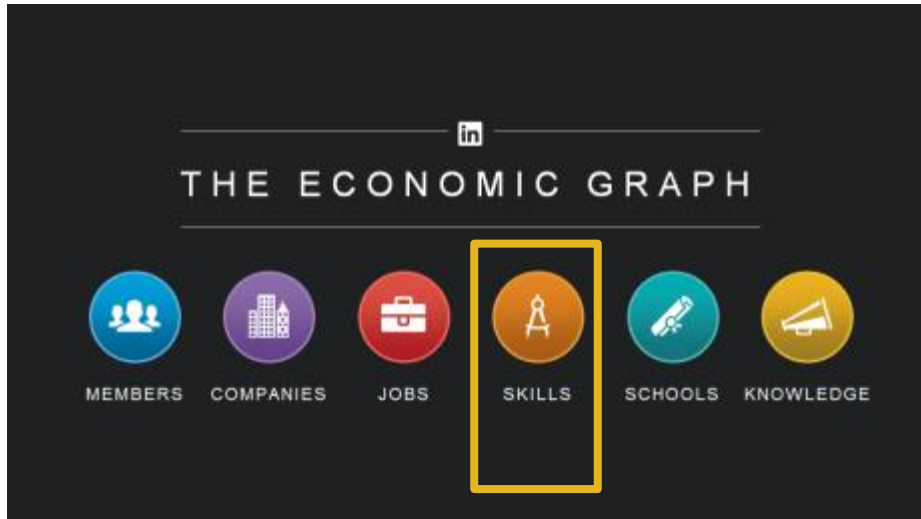


400+ million members globally

7200 new members per hour – 2 new members per second

50%+ mobile in the US

LinkedIn + Lynda.com



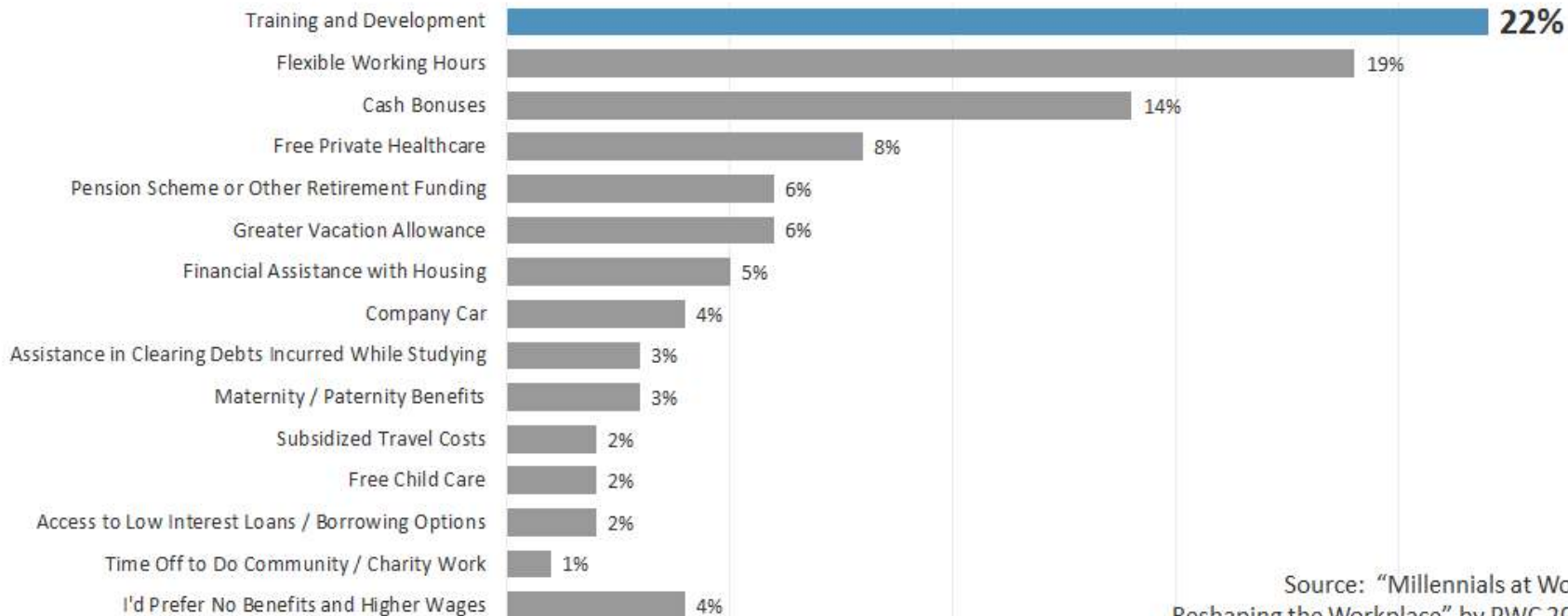
- LinkedIn's mission is to **connect** the global workforce to **economic opportunity**
- Lynda.com supports this mission by connecting the world's professionals to opportunities through **skills development**

Small Business Insights:

Learning & Development Trends

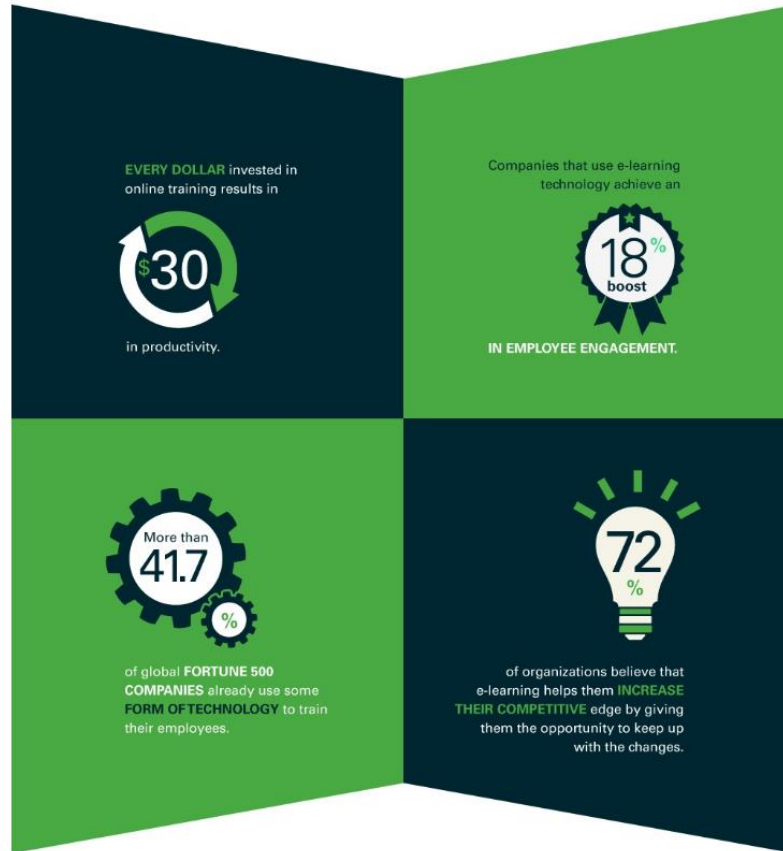
Millennials are Requesting Training and Development

“Which three benefits would you most value from an employer?” % Ranking each 1st place, global



Source: “Millennials at Work: Reshaping the Workplace” by PWC 2011.

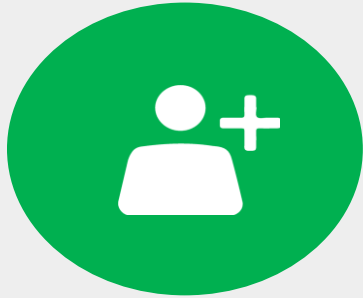
Only 1 in 10 Companies has all the skills they need to be successful



IBM Trends, 2012;
SHIFT “Disruptive
eLearning,” 2016

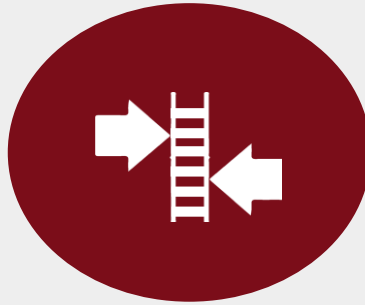
Lynda.com Solution

Lynda.com develops employee skills & careers to drive increase in retention & engagement



Develop Skills

Enable your employees to **gain the skills** they need while closing skills gaps across the organization



Career Development

Develop employees to master their role today & prepare for their role tomorrow



Retain & Engage

Retain & Engage your talent by setting clearly defined career paths for all employees

High Quality Training...



Taught by top experts

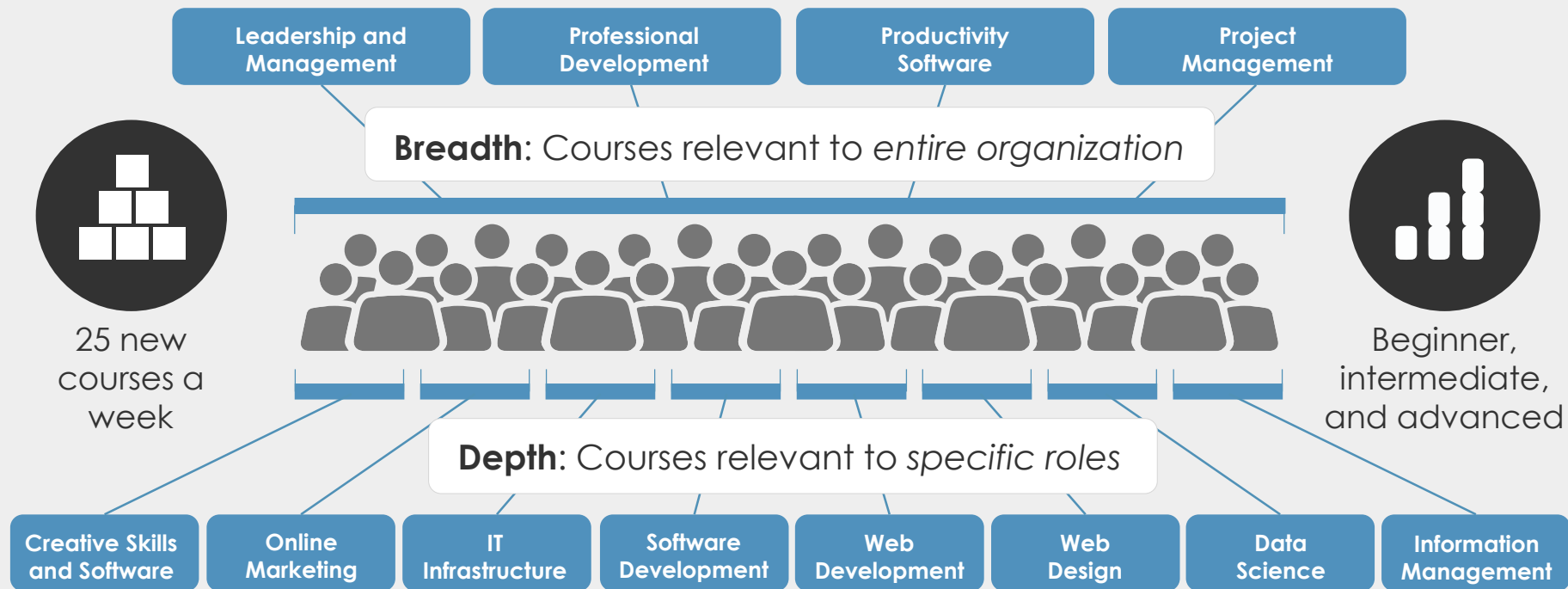
Subject matter experts, published authors and industry-recognized professionals



Studio-quality videos

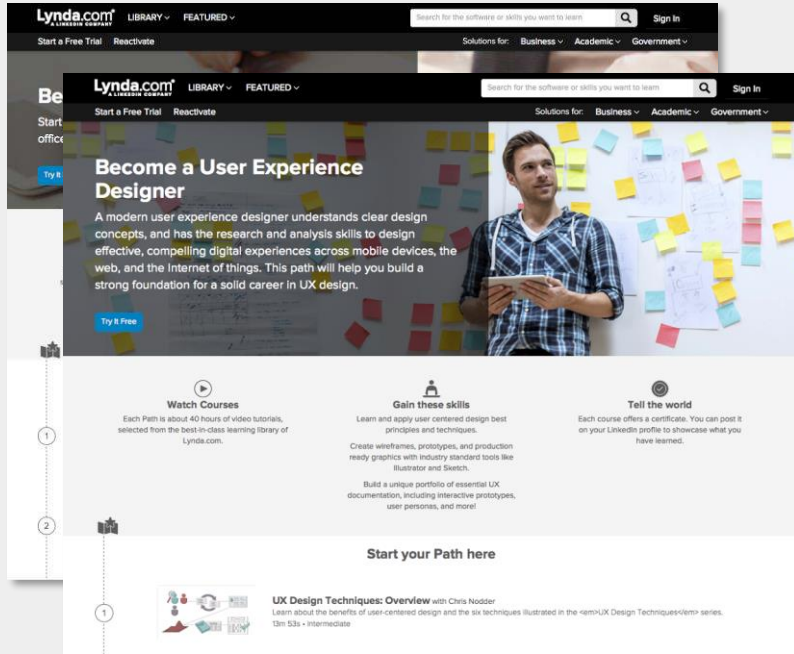
All content produced onsite, using our very own production facilities

Significant Breadth and Depth



Challenge: Alignment

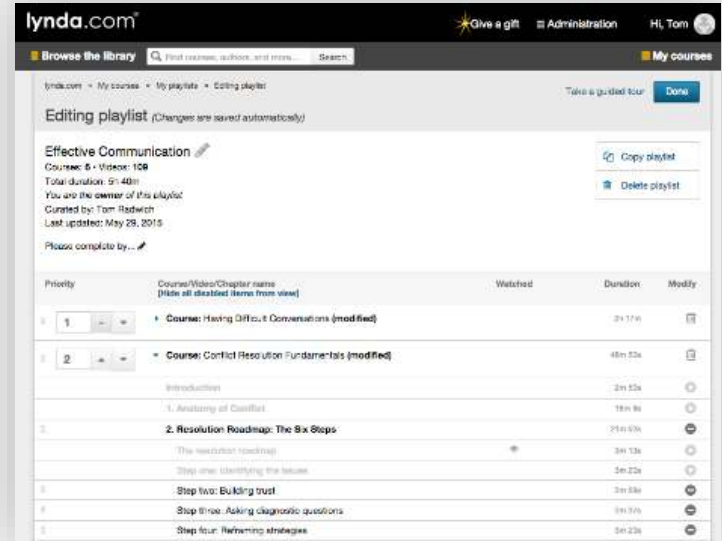
Personalized Learning Paths



The screenshot shows a Lynda.com course page for "Become a User Experience Designer". The page features a hero image of a man in a plaid shirt holding a tablet, standing in front of a whiteboard with colorful sticky notes. The text describes the course as a path for UX design, mentioning topics like design concepts, research, and analysis skills. Below the hero image, there are three sections: "Watch Courses", "Gain these skills", and "Tell the world". The "Watch Courses" section states that each path is about 40 hours of video tutorials. The "Gain these skills" section lists skills like creating wireframes, prototypes, and production-ready graphics. The "Tell the world" section mentions that the course offers a certificate. At the bottom, there is a section titled "Start your Path here" with a link to "UX Design Techniques: Overview with Chris Nodder".

Curated Learning Paths

- Role-based (by function, level)
- Competency-based



The screenshot shows a Lynda.com playlist page for "Effective Communication". The page is titled "Editing playlist" and includes a search bar and navigation links. The playlist details show it contains 6 courses and 108 videos, with a total duration of 9h 40m. Below the details is a table listing the courses in the playlist.

| Priority | Course/Video/Chapter name (Hide all disabled items from view) | Watched | Duration | Modify |
|----------|--|---------|----------|--------|
| 1 | Course: Having Difficult Conversations (modified) | | 2h 17m | |
| 2 | Course: Conflict Resolution Fundamentals (modified) | | 48m 53s | |
| | Introduction | | 2m 53s | |
| | 1. Anatomy of Conflict | | 18m 8s | |
| 3 | 2. Resolution Roadmap: The Six Steps | | 21m 53s | |
| | The resolution roadmap | | 3m 13s | |
| | Step one: Identifying the issues | | 5m 22s | |
| 4 | Step two: Building trust | | 3m 55s | |
| 5 | Step three: Asking diagnostic questions | | 5m 56s | |
| 6 | Step four: Reframing strategies | | 5m 23s | |

Design your own playlist

- Course-level or item-level
- Start from scratch or modify curated playlist

The background of the slide shows two men in a meeting room. They are standing in front of a wall covered with numerous posters, documents, and photographs. One man is pointing at a document on the wall. The overall scene suggests a collaborative work environment.

“Lynda.com is like the **Apple** of Video Content”

“Focused on very high quality, the company built world-class digital movie studios which enable experts to record and develop course in a focused, quality environment. Without disclosing any of the company’s secrets, suffice it to say that developing training for Lynda.com is much more like “shooting a movie” than it is “developing a course.”
This quality shows.”

- Josh Bersin, CEO, Bersin and Associates

Lynda.com[®]
A LINKEDIN COMPANY

You can learn it.[™]

Questions?

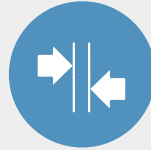
Nora Studholme
nstudholme@linkedin.com

Overcoming Employee Development Challenges



Engagement

“Online learning is not engaging”



Alignment

“Training is not aligned to corporate objectives and individual needs”



Availability

“Employees are busy, difficult to find the time”



Adoption

“Low adoption and usage”



Integration

“Integration with existing technologies”



Validation



“Training outcomes are difficult to validate”




Leadership & Management: Custom Learning paths




Manager and Leader Playlist

Be a leader people love to follow. Uncover your hidden strengths and talents, and find out how to inspire your team and position yourself as an industry expert.

Last updated: Apr 29, 2015 Skill level: Appropriate for all Duration: 28h 38m

 CURATED BY LYNDA.COM  [Subscribe to playlist](#) [Copy](#)

 **Course: Leadership Fundamentals** with Britt Andreatta
Cultivate leadership traits that will help you inspire your team, successfully manage change and conflict, and better serve the needs of your organization.
1h 24m  Appropriate for all 

 **Course: Becoming a Thought Leader** with Dave Crenshaw
Apply your expertise and authority by cultivating your presence as a thought leader in your industry.
44m 58s  Appropriate for all 

Role- and competency-based playlists

- Customizable learning paths for new and experienced managers

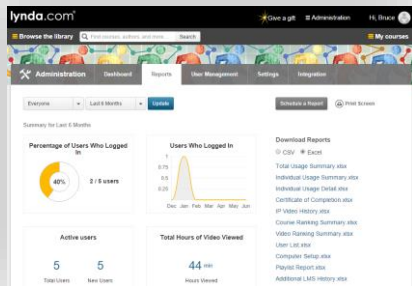
- **New Manager Playlist**
7 courses, 9 hrs
- **Become a Better Manager**
12 courses, 23 hrs
- **Manager and Leader Playlist**
18 courses, 29 hrs
- **Leading Others**
20 courses, 26 hrs
- **Leading the Business**
13 courses, 16 hrs
- **Strategy Fundamentals**
7 courses, 10 hrs

Learn Anytime, Anywhere



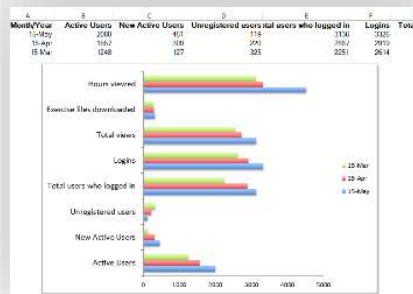
lynda.com is optimized for multiple devices and
is available online and offline

Measure Adoption, Usage, and Learning



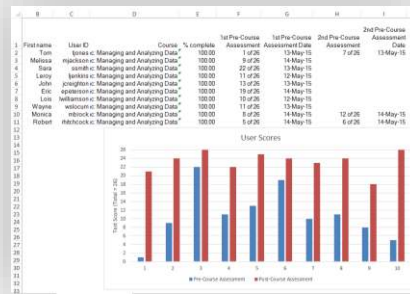
Reporting Dashboard

At-a-glance metrics on user activity



Usage Reporting

Gauge adoption with login and course view metrics



Assessments

Measure learning retention with assessment scores









Certificates of Completion

Encourage achievement and track user success

Why Lynda.com Enterprise Learning Solutions?

Our training is:

-  **Engaging** due to its high quality & design
-  **Aligned** with your learning needs
-  **Available** 24/7 in bite-sized chunks
-  **Adopted** internally via help from our support teams
-  **Integrated** to maximize your investment
-  **Validating** employee outcomes

Online Marketing Course Collection

Broad selection of courses to develop strategic and digital marketers

The screenshot shows the Lynda.com interface for the 'Online Marketing' course collection. At the top, there's a header with the title 'Online Marketing' and a brief description: 'Explore online marketing strategy with the experts. Learn how to create a marketing plan and use social media like LinkedIn and Twitter to market your business online. Discover best practices for search engine optimization... show more'. Below this is a promotional banner for 'Try our Online Marketing tutorials' with a 'Try it free' button. The main content area is divided into 'Topics' (Marketing (29), Business (18), Web (5)), 'Skill level' (Beginner (30), Intermediate (18), Advanced (13), Appropriate for all (13)), and 'Software' (Google (7), Facebook (4), Google AdWords (3), Twitter (3)). A 'most popular courses' section features four video thumbnails: 'Online Marketing Fundamentals' (12/24/2014), 'Google AdWords Essential Training' (updated 11/12/2014), 'Social Media Marketing with Facebook and Twitter' (03/05/2015), and 'Facebook for Business (2014)' (07/23/2014). At the bottom, it states '35 Online Marketing courses · 1,076 video tutorials' and includes a 'sort by: release date (newest first)' dropdown menu.

35 courses

1,076 videos

Skills

- Affiliate marketing
- Content marketing
- Integrated marketing
- Mobile marketing
- Online marketing
- Pay-per-click
- SEO
- Social media marketing
- Viral Marketing
- Web analytics

Software

- Adobe reports & analytics
- Bing ads
- Facebook
- Google Adwords
- Google Analytics
- Pintinterest
- Twitter
- Wordpress

Online Marketing Custom Learning Paths

Help marketers keep stay current with the latest online strategies and tactics

Online Marketer Playlist

Learn the key marketing skills that will help you be successful in your online marketing efforts.

Last updated: May 18, 2015

Skill level: Appropriate for all

Duration: 36h 49m



Subscribe to playlist

Copy



Course: [Internet Marketing Basics](#) with Ian Lurie

Learn how to stand out from the crowd, make your content compelling, and build a significant market presence for your company in this talk with an Internet marketing insider.

27m 35s |||| Appropriate for all CC



Course: [Online Marketing Fundamentals](#) with Brad Batesole

Learn today's online marketing techniques and find out how to build a successful online marketing campaign for all digital channels: search, video, social, email, and display.

3h 31m |||| Beginner CC



Course: [Insights from an Online Marketer](#) with Lorrie Thomas Ross

Marketing thought leader Lorrie Thomas Ross shares candid advice from her years of developing successful

- **SEO specialist**
9 courses, 23 hours
- **Social media marketer**
13 courses, 28 hours
- **Online / digital marketer**
15 course, 37 hours
- **Marketing communication specialist**
15 courses, 27 hrs
- **Content marketer**
8 courses, 9 hours
- **eCommerce manager**
12 courses, 30 hours
- **Analytics specialist**
4 courses, 17 hours
- **Online advertising specialist**
12 courses, 20 hours
- **Marketing 101**
13 courses, 29 courses

Role-based playlists

Information Technology (IT) Course Collection

Practical courses designed to help solve a wide range of everyday computing challenges



IT Courses & Training

Our IT training helps you solve real-world practical computing issues and practice for certification exams. Dive into troubleshooting Windows, Linux, and Mac OS X; set up networks, servers, and client... [show more](#)

John Hersey

The Fundamentals of IT

Ranging from networking to cybersecurity, these courses will help you build the fundamental IT skills necessary to keep your office running smoothly.

[Watch Playlist](#)

130+ courses

3,500+ videos

Software

- Windows
- Linux
- Mac OS X
- Exchange
- SQL Server
- VMware
- Cisco
- Azure
- PowerShell

Skills

- Network and hardware
- Security
- Cloud computing
- Virtualization
- Help desk
- Mobile device management
- Certification prep

Web Development Course Collection

Courses on the latest technologies to build websites and web applications

Web Development

Watch our tutorials and learn how to make a website using web applications like PHP and MySQL, HTML, CSS, and more. Learn web development basics like building an ecommerce site and more advanced skill... [show more](#)

John Hersey

Topics
Web (242)
Developer (137)

Skill level
Beginner (121)
Intermediate (136)
Advanced (20)
Appropriate for all (2)

Software
Open Source (182)
WordPress (49)
Adobe (37)
HTML (35)
CSS (30)
PHP (23)
JavaScript (20)
[Show more](#)

most popular courses

- HTML Essential Training (09/30/2014)
- JavaScript Essential Training (07/22/2011)
- WordPress Essential Training (updated 12/18/2014)
- PHP with MySQL Essential Training (updated 05/20/2015)

272 Web Development courses · 9,022 video tutorials

sort by: **release date (newest first)**

Advanced Responsive Layouts with CSS Flexbox with Morten Rand-Hendriksen
Learn how to use the CSS Flexible Box Layout module (aka Flexbox) to create advanced responsive layouts.

260+ courses

8,700+ videos

Web technologies and frameworks

- PHP
- MySQL
- HTML
- CSS
- CakePHP
- Ruby on Rails
- Laravel
- Django

Client side

- JavaScript
- AngularJS
- jQuery
- Bootstrap
- LESS
- Sass

Content management systems

- WordPress and the Genesis Framework
- Drupal
- Joomla!
- Squarespace

Data Science and Analytics Course Collection

Courses on a wide range of data topics help organizations optimize decisions

Business Intelligence
Learn how to use multilayered business intelligence tools like SQL Server and SharePoint to gather deeper insights into your raw data.

Big Data Tutorials
What is big data? It's a phrase used to quantify data sets that are so large and complex that they become difficult to exchange, secure, and analyze with typical tools. These courses on big data show ... show more

Data Science Basics
Explore Data Science with this selection of courses to help you analyze and gain insight on your business data for improved performance and results.

[Watch Playlist](#)

Topics
IT (57)
Business (26)

Skill level
Beginner (16)
Intermediate (39)
Advanced (10)
Appropriate for all (1)

Software
Microsoft (42)
Excel (27)
Office (11)
SharePoint (11)
Office 365 (7)
Access (6)
SQL Server (5)
[Show more](#)

Skills

- Data visualization
- Data analysis
- Data collection and mining
- Statistics
- Programming for data science
- Big data
- Machine learning
- GIS

Data Analytics Tools

- Excel
- Tableau
- SQL Server
- Qlikview
- Power BI

Languages and Frameworks

- R
- Hadoop
- Pig
- Hive

75+ courses

2,000+ videos

Information Management Course Collection

Courses on widely used information management solutions

Enterprise Content Management

Get the training you need to manage content on an enterprise-wide basis. Our training on enterprise content management systems like Microsoft's SharePoint family will help you keep records and documents... [show more](#)

Skill level

- Beginner (12)
- Intermediate (19)
- Advanced (7)
- Appropriate for all (4)

Software

- Microsoft (26)
- SharePoint (25)
- Office 365 (3)
- SharePoint Designer (3)
- Box (2)
- Office (2)
- Project Server (2)
- [Show more](#)

Author

- Gini Courter (10)
- Mark Abdelnour (4)

30 Enterprise Content Management courses · 1,325 video tutorials

sort by: **release date (newest first)**

SEO Tools Fundamentals with Brad Batesole
Learn about today's top SEO tools for technical optimization, content optimization, offsite optimization, and competitive research.
1h 51m | Appropriate for all | Viewers: 2,241

Creating Quick No-Code SharePoint Business Solutions with Composites with Ron Davis
Learn how to create quick no-code SharePoint business solutions with Composites.
2h 10m | Beginner | Viewers: 1,060

Publishing Sites with SharePoint 2013 with Ron Davis
Learn how to easily author and publish sites the no-code way using SharePoint 2013.
1h 14m | Beginner | Viewers: 1,078

35+ courses

1,300+ videos

Microsoft applications

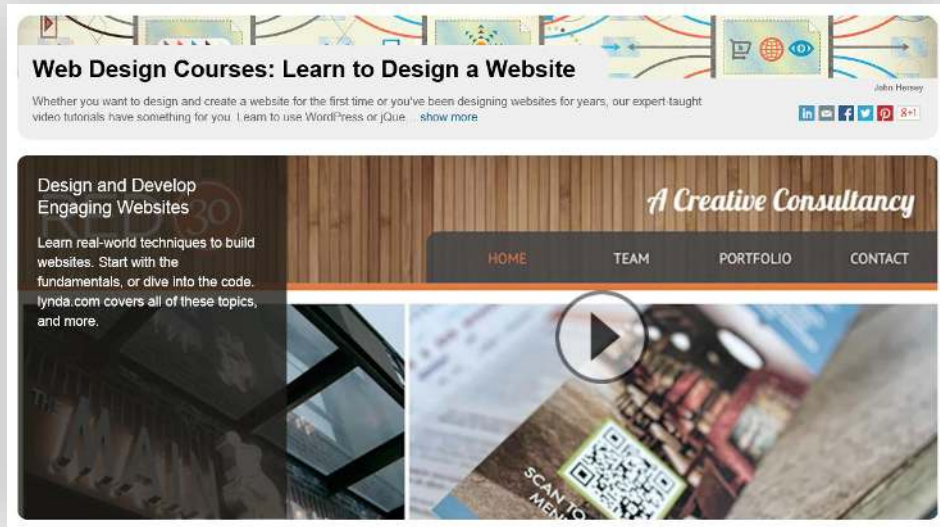
- SharePoint Online
- Office 365
- OneDrive for Business
- SharePoint 2010 and 2013

Popular Tools

- Box
- Google Apps
- Dropbox
- OneCloud

Web Design Course Collection

Courses on a wide range of web design topics to help design and create engaging websites



300+ courses

8,700+ videos

Web Standards

- HTML
- CSS
- JavaScript

Tools

- Photoshop
- Illustrator
- Dreamweaver
- Bootstrap
- Edge Animate
- Wordpress

Skills

- Responsive design
- UX design
- Web development
- Graphic design

Software Development Course Collection

Courses on the latest technologies to build web applications and mobile apps

Developer Training + Tutorials

Learn how to code, create, and build web applications, from the foundations of object-oriented programming in C and C++, to how to write Java. Our developer tutorials can help you learn to develop and... show more

Don Barnett

Master programming skills

Quickly find the courses you need to stay up to date with the learning matrix.

- Chart your progress in Developer courses
- Discover new topic areas
- Find courses at the right skill levels
- Get top recommended courses personalized for you

Start now

Topics

Key + Filter

SKILL LEVEL

Show all

- Appropriate for all
- Beginner
- Intermediate
- Advanced

YOUR STUFF

- Course you have watched
- Course in your playlist
- 5 top recommended courses
- Last-viewed course

Visual Studio 2013 for Web Developers

400+ courses

16,000+ videos

Programming Languages

- Java
- C
- C++
- C#
- Swift
- Python

Mobile

- iOS (Swift, Xcode, Objective-C)
- Android (Java & Android Studio)
- Windows (Universal Apps & Visual Studio)

Databases

- MySQL
- MongoDB
- SQL Server
- Hadoop

Microcontrollers

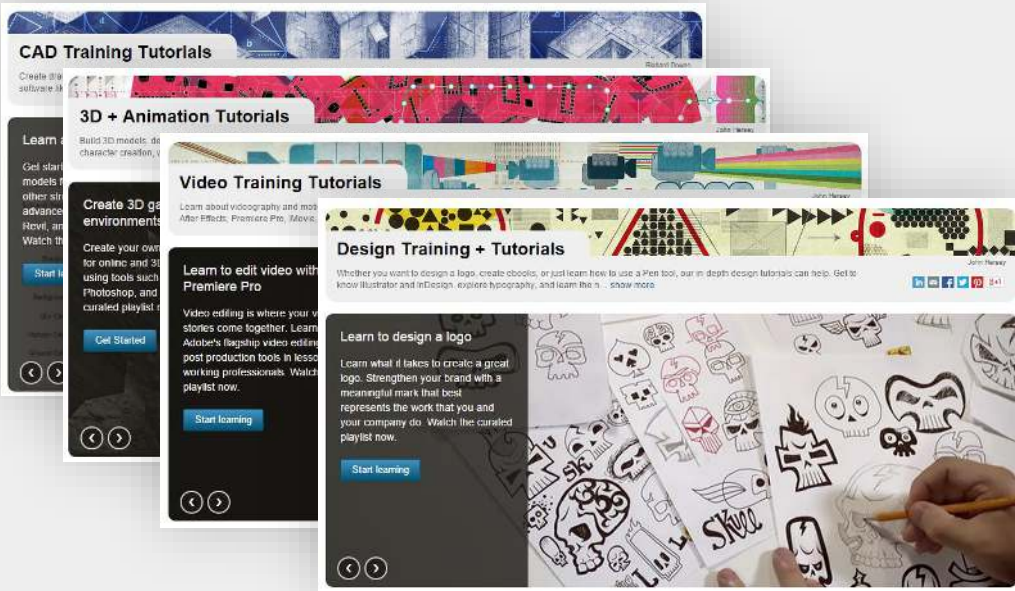
- Raspberry Pi
- Arduino

Development Tools & Technologies

- Quality assurance
- Git
- SCRUM & Agile methodologies

Creative Software and Skills Course Collection

Industry-leading courses on a wide range of creative tools and skills for professionals



1,500+ courses

65,000+ videos

Design

- Photoshop
- Muse
- Illustrator
- InDesign
- Sketchbook Pro
- Typography
- Color
- Layout & Composition
- Digital publishing
- Art & Illustration

3D & Animation

- Maya
- 3ds Max
- Blender
- Modo
- Zbrush
- ToonBoom
- Game art creation
- Texturing
- Modeling

CAD

- AutoCAD
- AutoCAD Architecture
- Revit Architecture
- Revit MEP/Structure
- Civil 3D
- Infracore
- Inventor
- SOLIDWORKS
- Rhino
- SketchUp Make/Pro
- 3D printing
- CNC & CAM

Video

- After Effects
- Premiere Pro
- Final Cut Pro
- Avid Media Composer
- Video production
- Motion graphics
- Visual effects

Professional Development Course Collection

Broad selection of courses to sharpen employee business skills

Business Skills Training

Explore a wide range of business skills for developing your career, including time management, communication, and negotiation skills. Our video tutorials cover marketing strategy, brand building, lead... show more

Try our **Business Skills training** — every online course includes free business skills training. Become a member to keep learning, with unlimited access to every course in our library. Learn more about business skills and related topics like project management, leadership and accounting. [Try it free](#)

Topics
Business (179)
Marketing (8)

Business Skill level
Beginner (179)
Intermediate (162)
Advanced (160)
Appropriate for all (160)

Business Skills Software
Microsoft (5)
Apple (3)
Project (3)
Excel (2)
Google (2)
iPad (2)

most popular courses | documentaries

| Thumbnail | Course Title | Updated |
|-----------|---------------------------------|--------------------|
| | Project Management Fundamentals | 12/14/2011 |
| | Time Management Fundamentals | updated 10/19/2011 |
| | Management Tips | updated 01/07/2015 |
| | Improving Your Memory | 12/10/2014 |

181 Business Skills courses · 4,039 video tutorials

sort by: **release date (newest first)**

Communication Tips with Tatiana Kolovou
Become a better manager or leader by honing your communication skills in this weekly

181 courses

4,039 videos

- Achieving goals
- Communication
- Leading a customer
- Getting things done
- Effective listening
- Improving judgment
- Leading customer-centric culture
- Presentation fundamentals
- Project management
- Public speaking
- Time management
- Thought leadership
- Etc.