



Top learning trends and challenges

Strategies for transitioning from a "service provider" to strategic business partner

Tips for proving the value of learning to leaders and learners

Insights to help inform your talent development strategies in 2018

From ads that dance or sing to MTV-like commercials, online consumers are now using a new type of technology called "rich media". U.S. Internet advertising revenue will have reached \$1 billion last year, up \$3 billion from 2018. Of this, advertisers are expected to spend \$1 billion on rich media, up from \$800 million in 2017, according to the Interactive Advertising Bureau.

So what exactly is rich media? By definition, it is an online advertising technique that combines graphics with audio technologies, giving users an interactive experience.

- 1. Meet the locals
- 2. Meet the locals
- 3. Trust your team
- 4. Take intelligent risks
- 5. Take intelligent risks
- 6. Have fun!

Arthur Neal, PhD

**WORKPLACE LEARNING**  
Trends, challenges, and solutions

GOLDEN PHASE

**Marketing Trends 2018**

# Sharing documents on LinkedIn

We're the founders of Glow.Co

◆◆◆

We'd like to share our story with you.

TOP 2018 WORKPLACE LEARNING TRENDS

**LinkedIn**

1 2 3 4 5

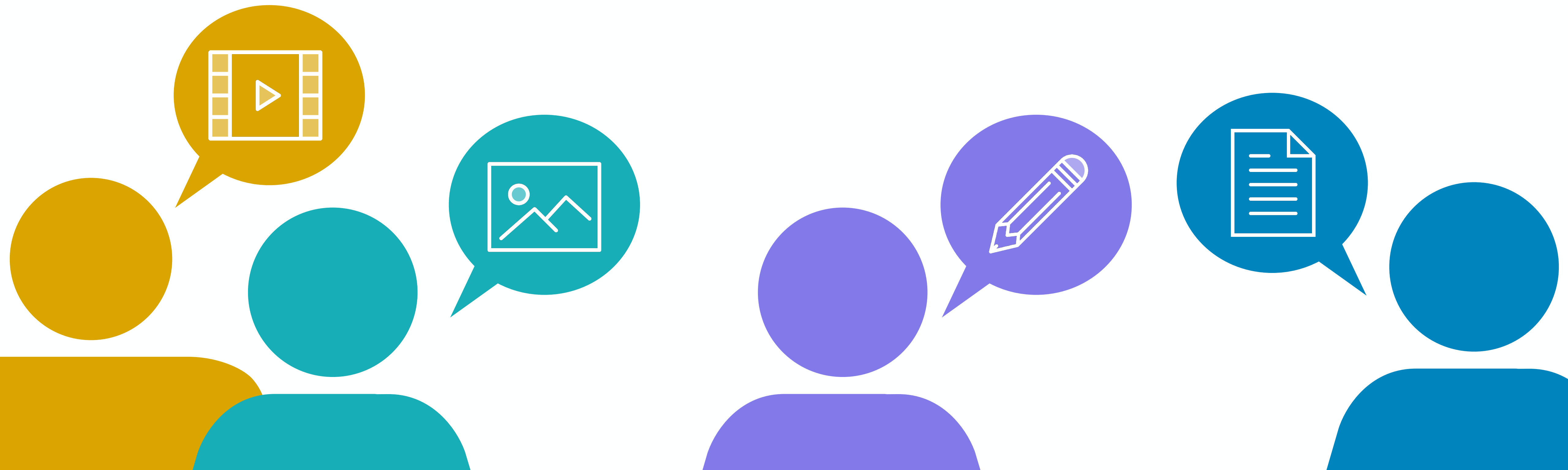
1 2



You have a new way to talk to other people on LinkedIn



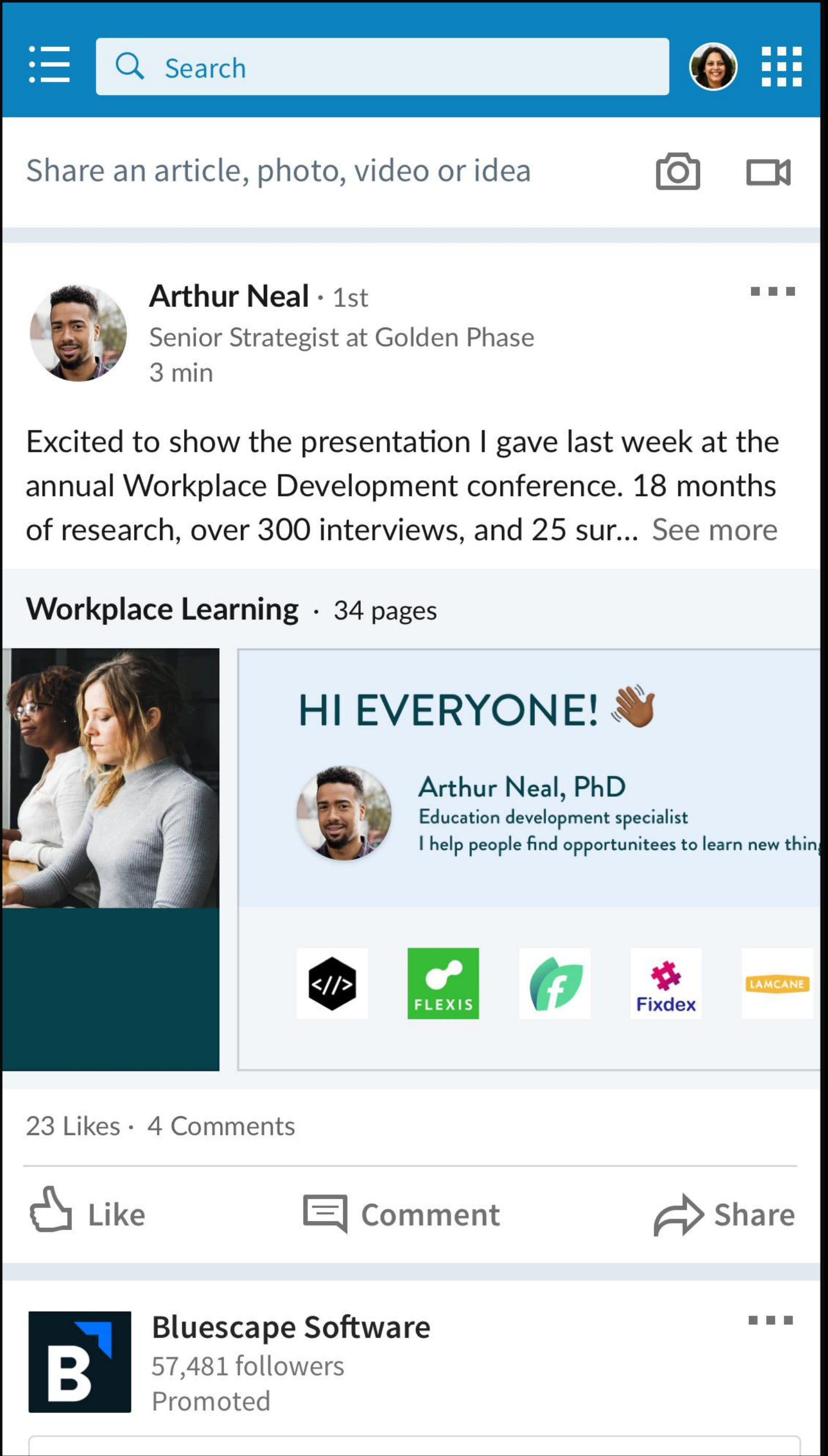
You can now share your **documents** with your network



# Use documents to share what you know so others understand too

The image shows a LinkedIn interface. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, and More. Below this is a banner for 'You Rock At Coding'. On the left, there's a profile card for Arthur Neal, Senior Strategist at GoldenPhase, with 149 connections and 73 profile views. The main content area shows a post by Arthur Neal, PhD, with the text: 'Excited to show the presentation I gave last week at the annual Workplace Development conference. 18 months of research, over 300 interviews, and 25 surveys later... #alwayslearning #workplacetrends #professionalskills'. Below the text is a document attachment titled 'Workplace Learning · 34 pages' with a thumbnail image of people working at a table. The document title is 'WORKPLACE LEARNING' and the subtitle is 'Trends, challenges, and solutions'. Below the document are hashtag suggestions: #reserach, #conference, #interviewing, and #surveys. At the bottom of the post is a 'Post' button. To the right, there's a section titled 'What you need to know now' with two items: 'Intel to build \$7B Arizona factory' and 'Twitter war on trolls continues'. Below this is a smartphone mockup showing the same LinkedIn post on a mobile device. The smartphone screen shows the time 9:41, signal strength, Wi-Fi, and battery icons. The post content is visible on the phone screen, including the text and the document attachment. Below the smartphone, there are two blue circular icons: one with a document icon and another with a person icon.



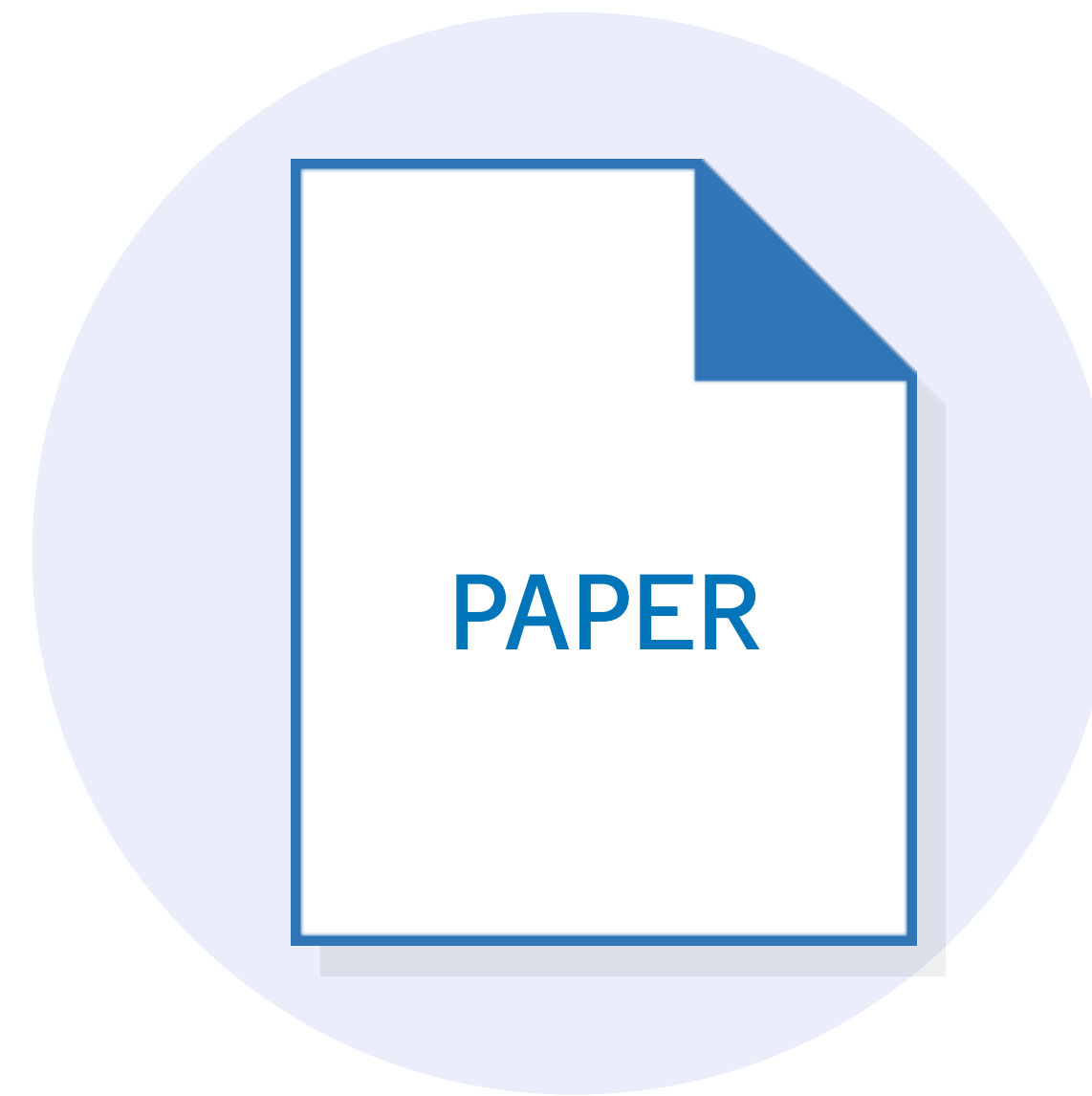
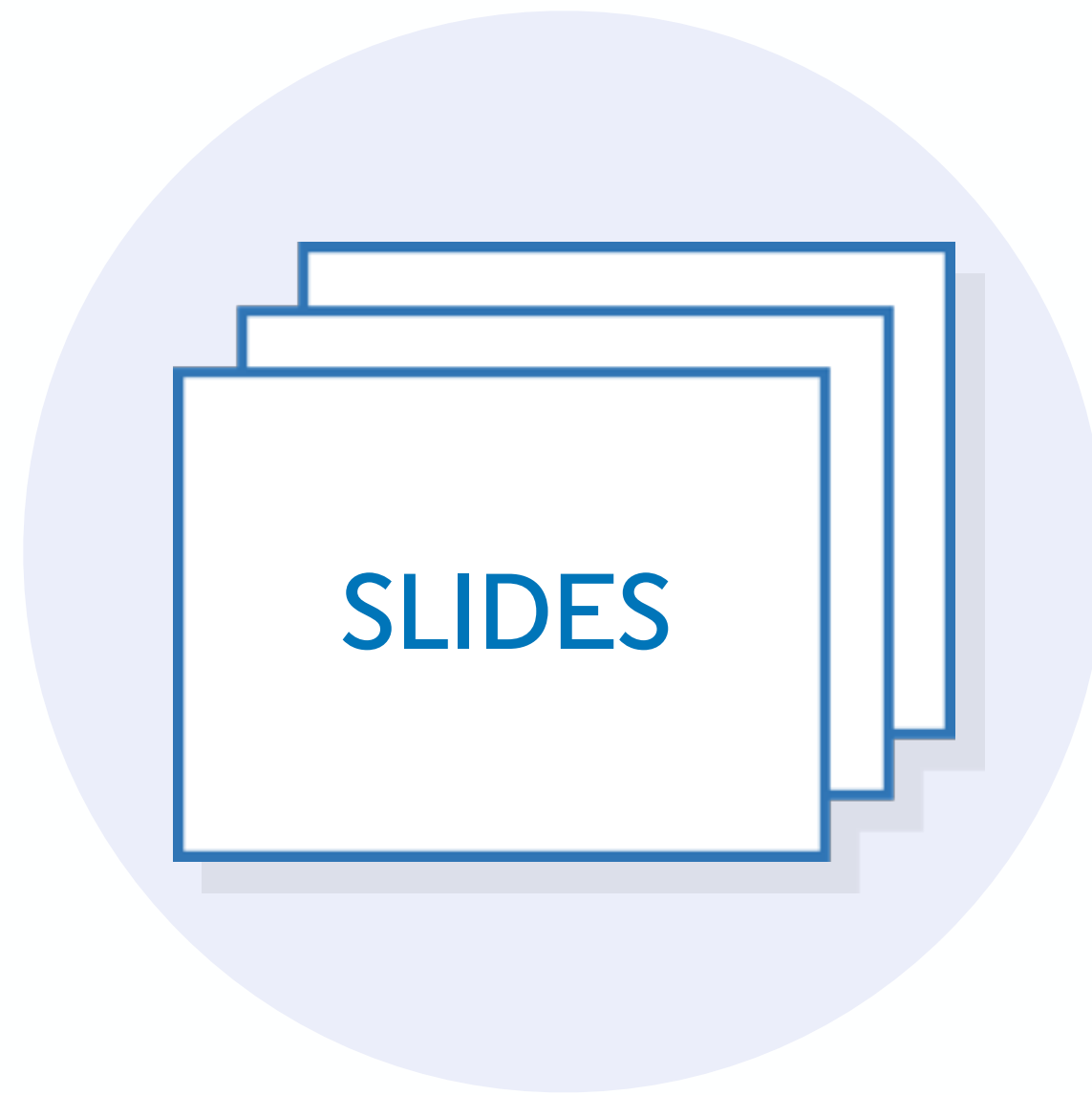
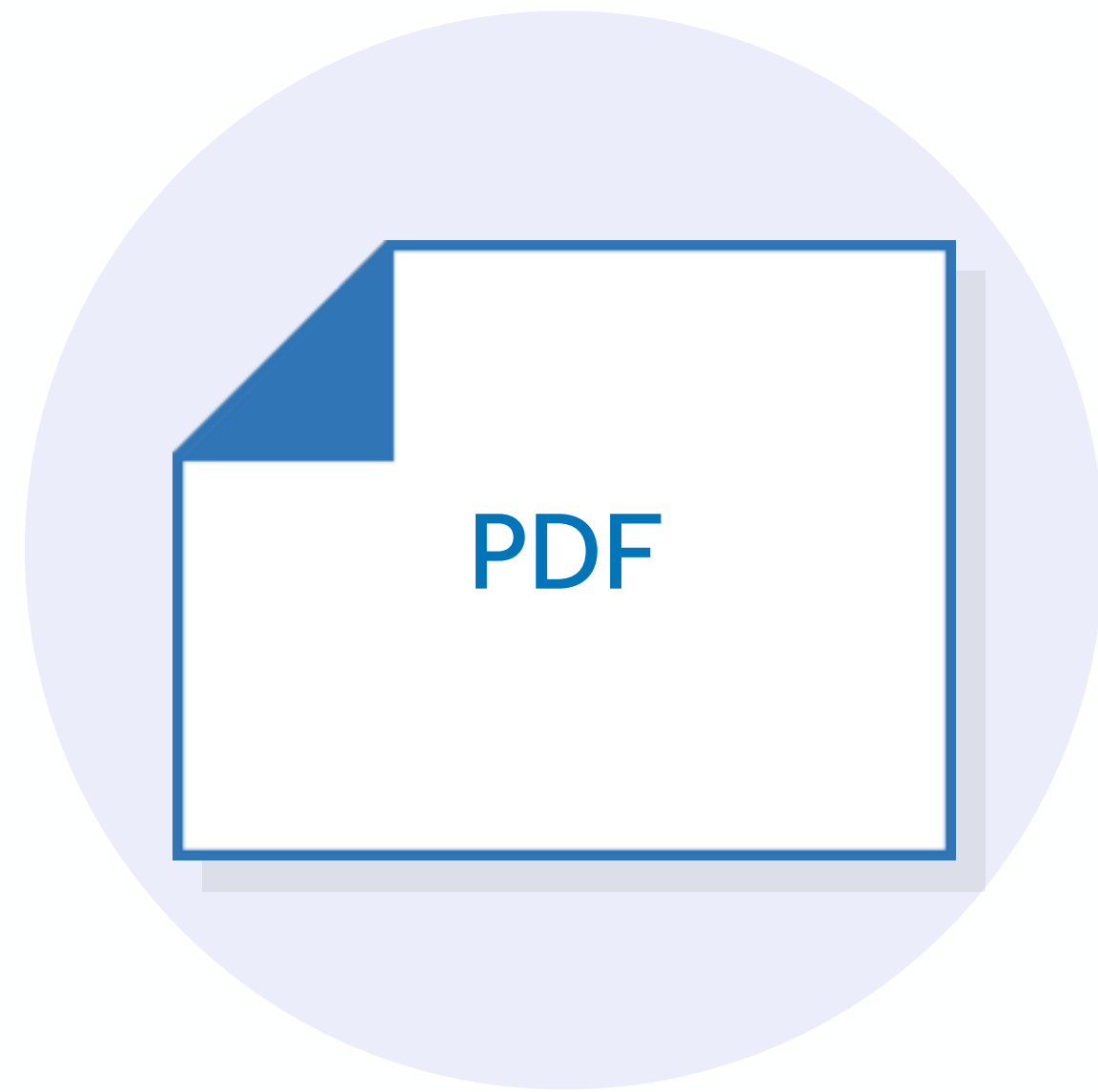


With a document,  
you can cover a lot of  
information in an  
engaging way

How does a document work?



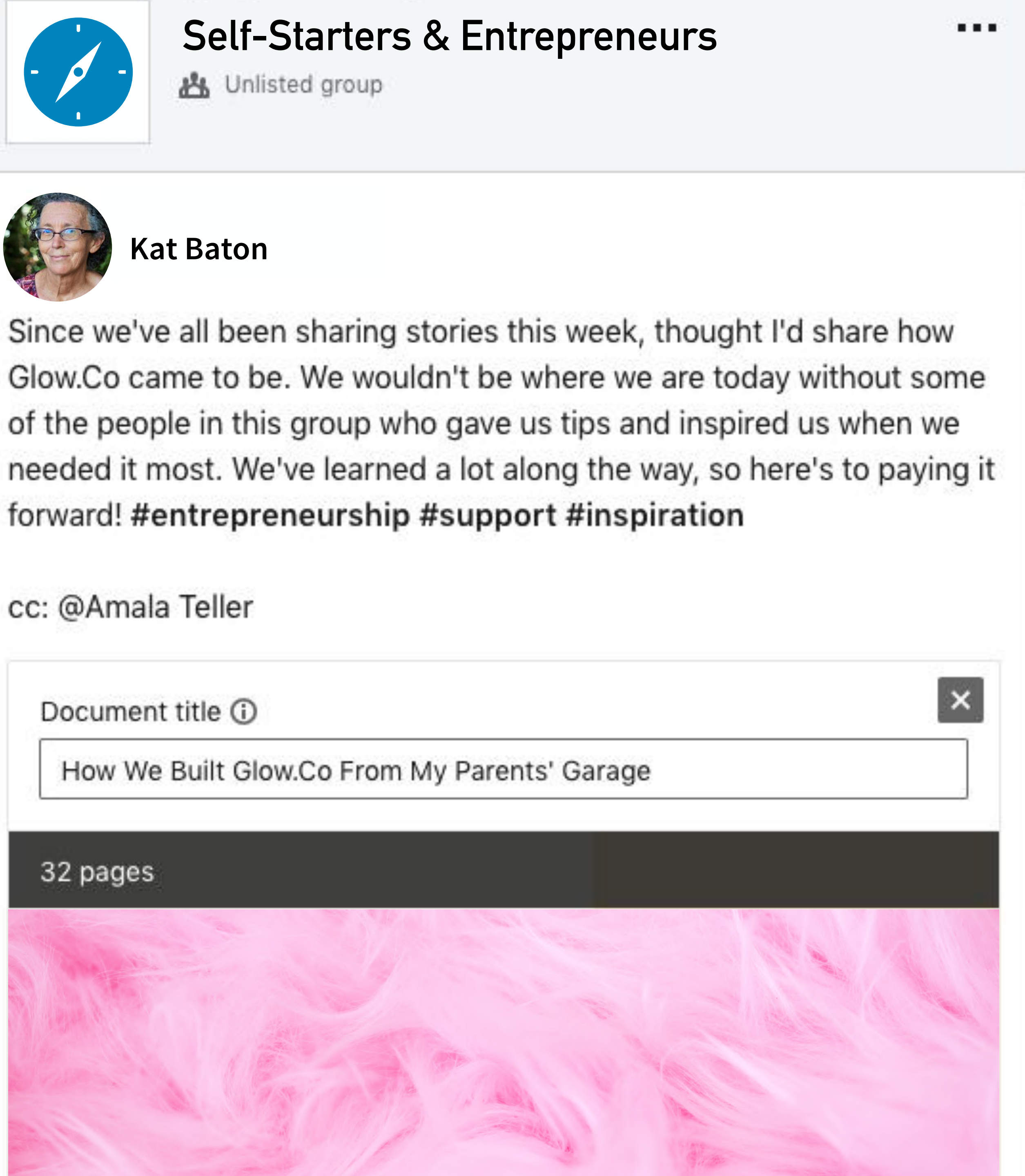
You post a **PDF, slides, paper, or report...**



... and people can read your document and comment in the feed




You can also  
post documents in a  
group to spark  
conversation with  
other like-minded  
professionals



The image shows a screenshot of a Facebook group post. At the top, the group name is "Self-Starters & Entrepreneurs" with a blue compass icon and the text "Unlisted group". The post is by "Kat Baton", whose profile picture shows an older woman with glasses. The post text reads: "Since we've all been sharing stories this week, thought I'd share how Glow.Co came to be. We wouldn't be where we are today without some of the people in this group who gave us tips and inspired us when we needed it most. We've learned a lot along the way, so here's to paying it forward! #entrepreneurship #support #inspiration". Below the text, it says "cc: @Amala Teller". A document upload box is visible with the title "How We Built Glow.Co From My Parents' Garage" and "32 pages". The bottom of the image shows a pink, textured background.

**Self-Starters & Entrepreneurs**  
Unlisted group

 **Kat Baton**

Since we've all been sharing stories this week, thought I'd share how Glow.Co came to be. We wouldn't be where we are today without some of the people in this group who gave us tips and inspired us when we needed it most. We've learned a lot along the way, so here's to paying it forward! #entrepreneurship #support #inspiration

cc: @Amala Teller

Document title ⓘ  
How We Built Glow.Co From My Parents' Garage

32 pages



You can share all kinds of informative & helpful documents

Research paper

Infographics

“Top” List

White paper

Book trailer

Career advice

Conference slides

Company report

Playbook

Quarterly earnings

Case study

Trend analysis

Tutorial

Course materials

How-to guide

Lightning talk

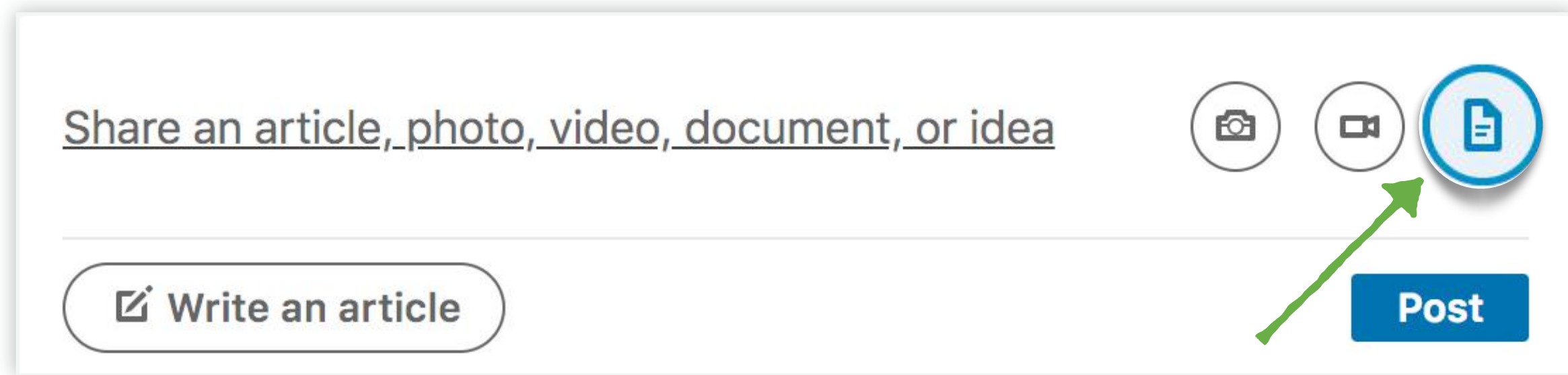
Presentation

One-Pager

# To share a document with your followers...

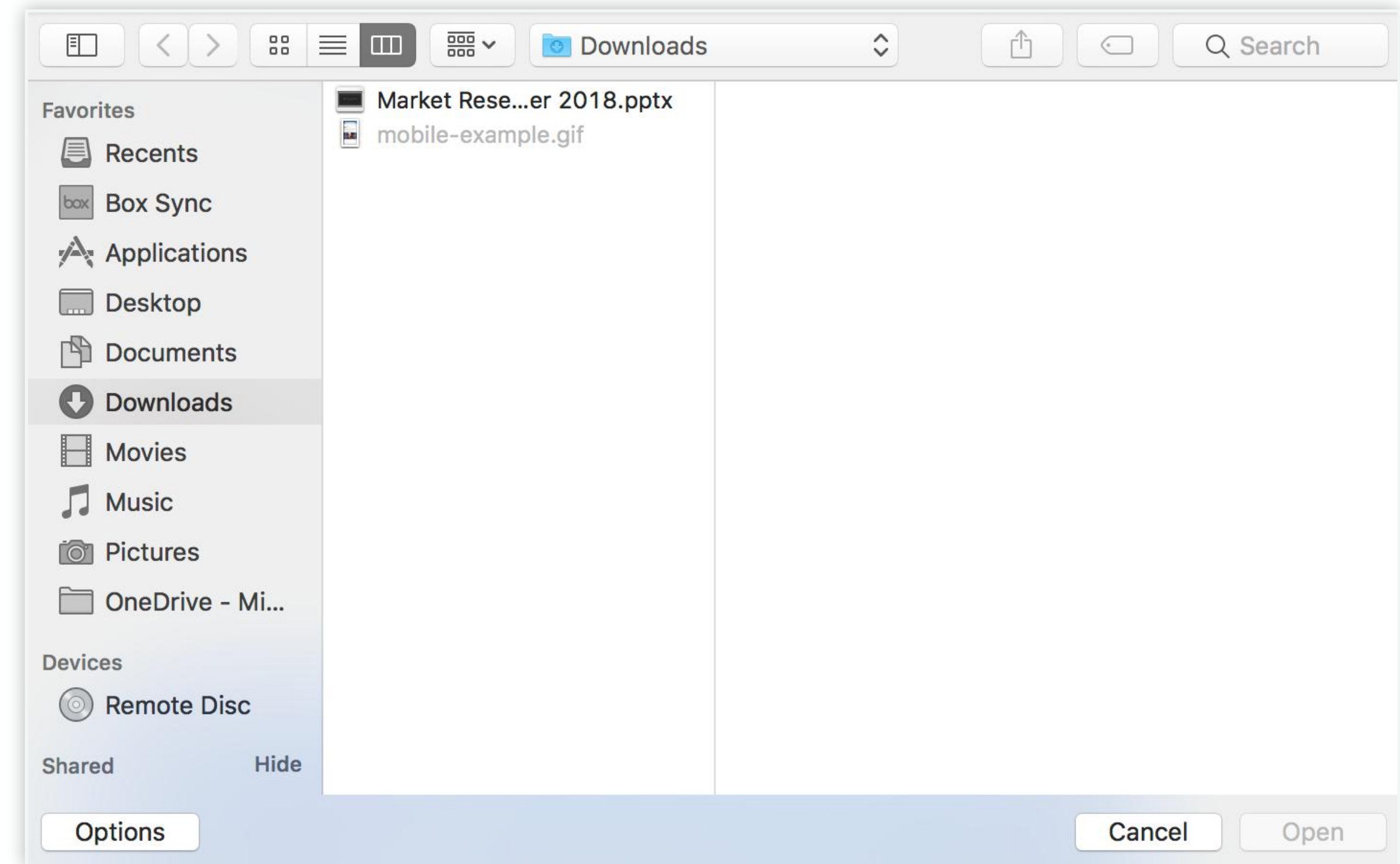
1.

Tap the documents icon in the share box on your desktop feed



2.

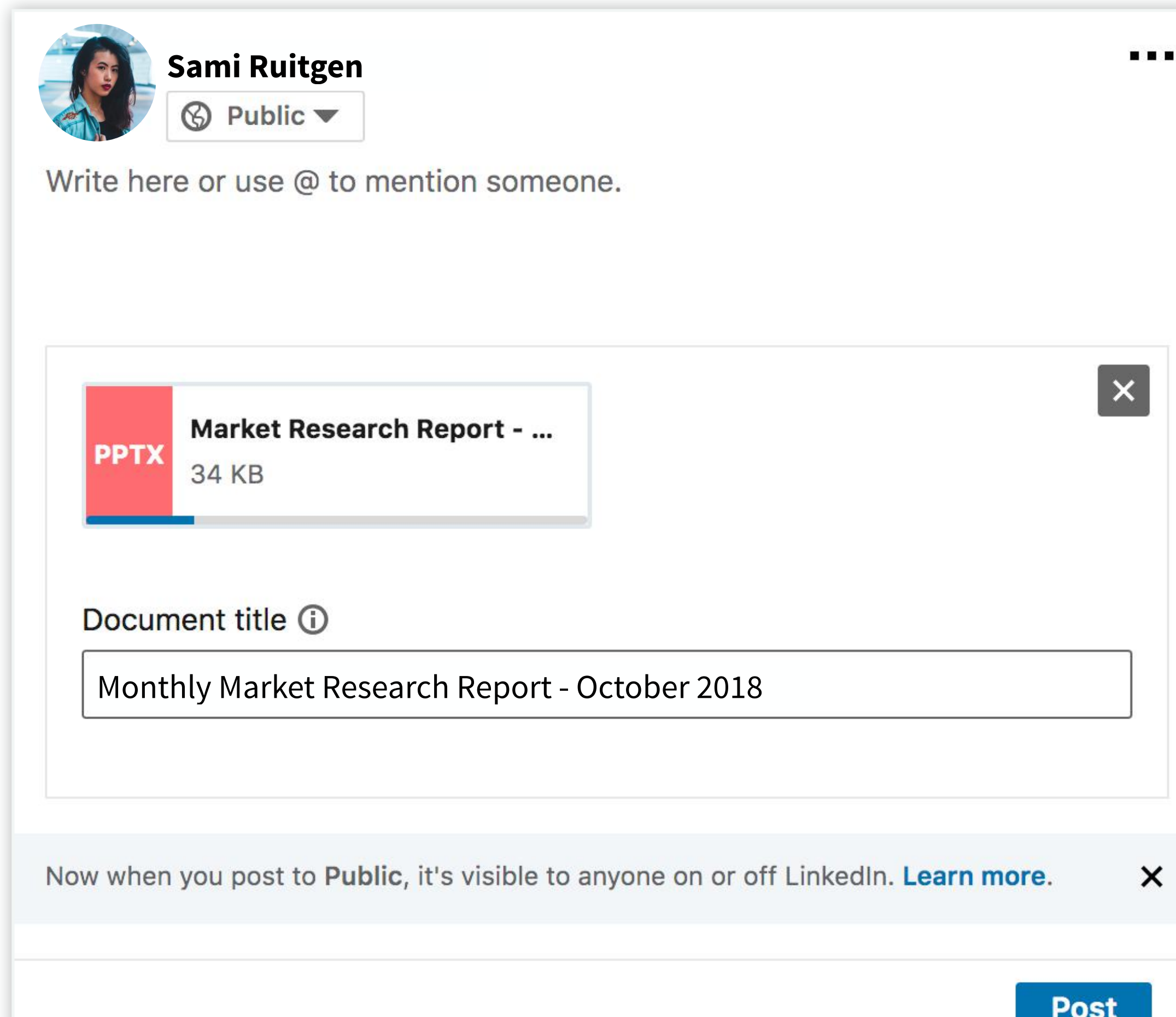
Choose a document from your computer (.pdf, .ppt, .pptx, .doc, .docx)





# To share a document with your followers...

3. Title your document & talk about it



Sami Ruitgen

Public

Write here or use @ to mention someone.

Market Research Report - ...  
34 KB


Document title ⓘ

Monthly Market Research Report - October 2018

Now when you post to **Public**, it's visible to anyone on or off LinkedIn. [Learn more.](#)

Post

4. Make sure you're okay with how it looks and click 'post'



Sami Ruitgen

Public

October's **#marketreport** shows that there are the most job openings ever in the U.S. - why? Read the numbers for yourself and leave a comment below. **#jobs #talent**

1 page

Market Research Report

October 2018

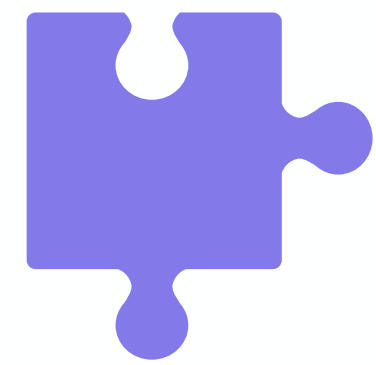
Post

What can you do with documents?



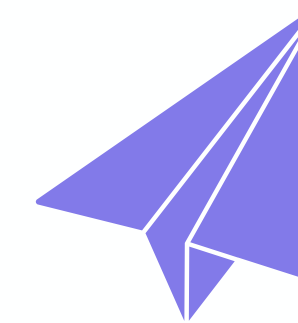


# Use your documents to...



## Teach something

Have a useful skill and want to help others to use it?



## Transport us

Have a story to tell and want to bring others on your journey?



## Grab a mic

Give a talk recently and want to share your work?



## Share the numbers

Have insights and data?  
Bring them to life in a visual format.



## ...You choose

Have a creative idea?  
We can't wait to see it!

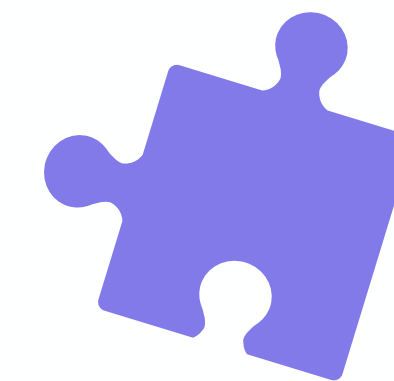


Use your documents to...



## My Research Travel Guide

Takeaways from UER trips in 2018



## Teach something

Have a useful skill and want to help others to use it?



1. Come open-minded



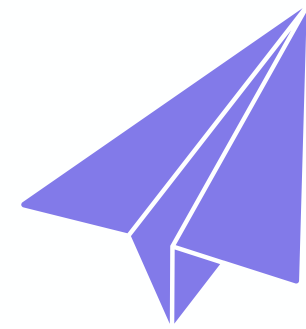
2. Meet the locals



3. Trust your team



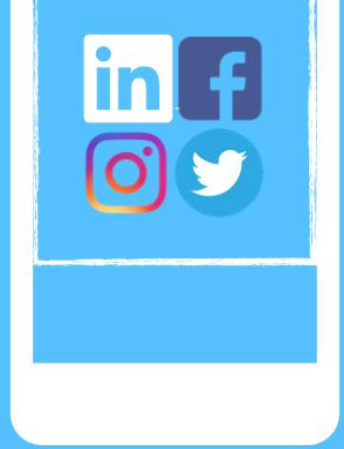
Use your documents to...



Transport us


Have a story to tell and want to bring others on your journey?

Here is a hint:



Social media

+

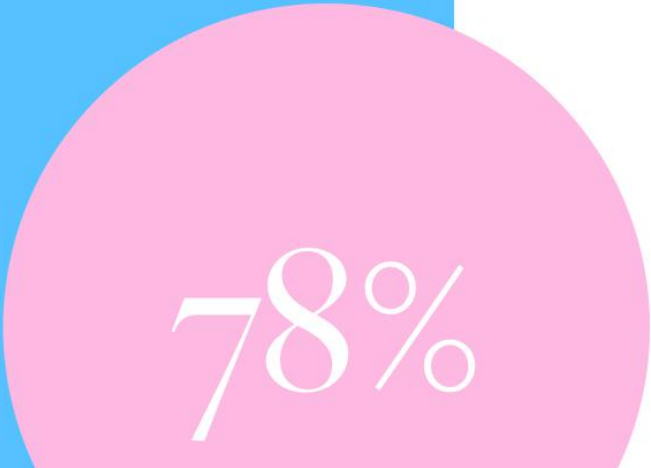


Limited supply



## Growing Glow.Co

How we grew a \$1.2M business from my parents' garage



## Did you know?

As of 2018, 78% of people in the U.S. can't name most of the ingredients in their skincare products — but wish they could.





Strategies for transitioning from a "service provider" to strategic business partner

Tips for proving the value of learning to leaders and learners

Insights to help inform your talent development strategies in 2018

Use your documents to...



Grab the mic

Give a talk recently and want to share your work?



 Arthur Neal, PhD

## WORKPLACE LEARNING

Trends, challenges, and solutions

### TOP 2018 WORKPLACE LEARNING TRENDS



2



4





# Use your documents to...



## Share the numbers

Have insights and data? Bring them to life in a visual format.

Years ago, screening by schools made sense. With limited information on candidates, employers saw an education from a prestigious university as a reliable indicator of skills. Even back then, it was the skills that truly mattered: schools were just an imprecise way to detect them.

Excluding candidates based on their education hurts employers in two big ways. First, academic success simply isn't a reliable predictor of job performance, the firm EY found in an 18-month analysis.<sup>6</sup> Secondly, screening by schools filters out a huge swath of the talent pool—which can be a big mistake when competing for in-demand talent.

Fortunately, today it's much easier to assess for skills directly, allowing you to better predict job performance and vastly expand your talent pool.



## The 33 most recruited jobs

and how to proactively grow your talent pipeline

LinkedIn TALENT SOLUTIONS



## The most recruited jobs in technology

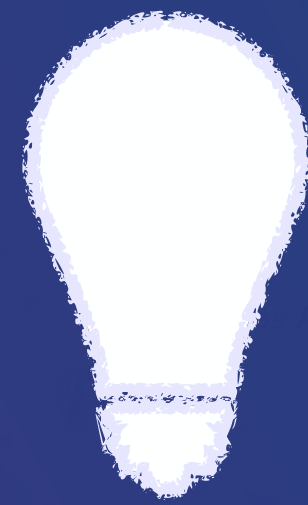
1 Enterprise Account Executive

Two of the three most recruited roles in tech are sales positions. And when it comes to finding sales talent, soft skills tend to outweigh hard, technical skills.

Here are three interview questions to screen for soft skills in sales:<sup>2</sup>

- **For adaptability:** Tell me about a time when you were asked to do something you had never done before. How did you react? What did you learn?





**You choose!**

Have a creative idea? We can't wait to see it!



# Best practices when posting a document

---



Use @mentions to give credit

Title your document (58 characters or less)

Use #hashtags so the right community sees your content

Preview a few pages to make sure everything looks right

Arthur Neal  
Connections 149  
Who's viewed your profile 73  
Access exclusive tools & insights  
Try Premium for Free  
Your communities  
Favorites  
#marketingtrends  
Professional Learning Group  
#alwaysbelearning  
#myfirstjob  
[Host] San Francisco Desi...  
Groups  
Professional Learning Group  
[Admin] EGX Association Al...  
Events  
[Host] San Francisco Desi...  
TechCrunch Disrupt 2018

Excited to show the presentation I gave last week at the annual Workplace Development conference. 18 months of research... #alwayslearning #workplacetrends #WorkplaceDev18. Special shout out to @StellaMcLarcen, @DougDavis

Workplace Learning · 34 pages

Arthur Neal, PhD

# WORKPLACE LEARNING

Trends, challenges, and solutions

+ Add hashtag #research #conference #interviewing #surveys

Post

What you need to know now

- Intel to build \$7B Arizona factory  
20 minutes ago, 42 posts about this
- Twitter war on trolls continues  
28 minutes ago, 1242 posts about this
- Dakota Pipeline route approved by Army  
1 hour ago, 342 posts about this

Show more

LET'S CREATE DEEPER CUSTOMER RELATIONSHIPS.

Find out more

FixDex

Who to follow

Ryan Holmes  
CEO at IDEO  
12,231 followers  
+ Follow



# To engage people with your document...

## Start smart

Start with an eye-catching, clear cover slide

## Be conversational

Say what you would say if people were in front of you

## Ask questions

Give your community an easy way to respond

## Use visuals

Your followers will appreciate more engaging content

## Less is more

Use an image and a few words per page

## Keep it short

Your followers are busy—keep docs to 8-25 pages

After you post a document, you can...

Download it

Embed it

Reshare it

See content analytics





What do you want to say with a document?







Top learning trends and challenges

Strategies for transitioning from a "service provider" to strategic business partner

Tips for proving the value of learning to leaders and learners

Insights to help inform your talent development strategies in 2018

From ads that dance or sing to MTV-like commercials, online consumers are now using a new type of technology called "rich media". U.S. Internet advertising revenue will have reached \$1 billion last year, up \$3 billion from 2018. Of this, advertisers are expected to spend \$1 billion on rich media, up from \$800 million in 2017, according to the Interactive Advertising Bureau.

So what exactly is rich media? By definition, it is an online advertising technique that combines graphics with audio technologies, giving users an interactive experience.

1. Meet the locals

2. Meet the locals

3. Trust your team

Happy documenting :)

Arthur Neal, PhD

**WORKPLACE LEARNING**

Trends, challenges, and solutions

GOLDEN PHASE

**Marketing Trends 2018**

4. Take intelligent risks

5. Take intelligent risks

6. Have fun!

6. Have fun!

We're the founders of Glow.Co

◆◆◆

We'd like to share our story with you.

**TOP 2018 WORKPLACE LEARNING TRENDS**

1. [Icon: Tag with dollar sign]
2. [Icon: Video player]
3. [Icon: Shield]
4. [Icon: Bar chart with arrow]
5. [Icon: Calendar]

