



# Lynda.com for Managers

# How does Lynda.com help manager development?

## 1 Professional Development

Soft and technical skills can help your staff achieve more in their professional and personal lives

## 2 Technical Help Desk

Employees can build their skill base to stay current for their roles or learn new features about the systems/programs they use

## 3 Mobile Learning

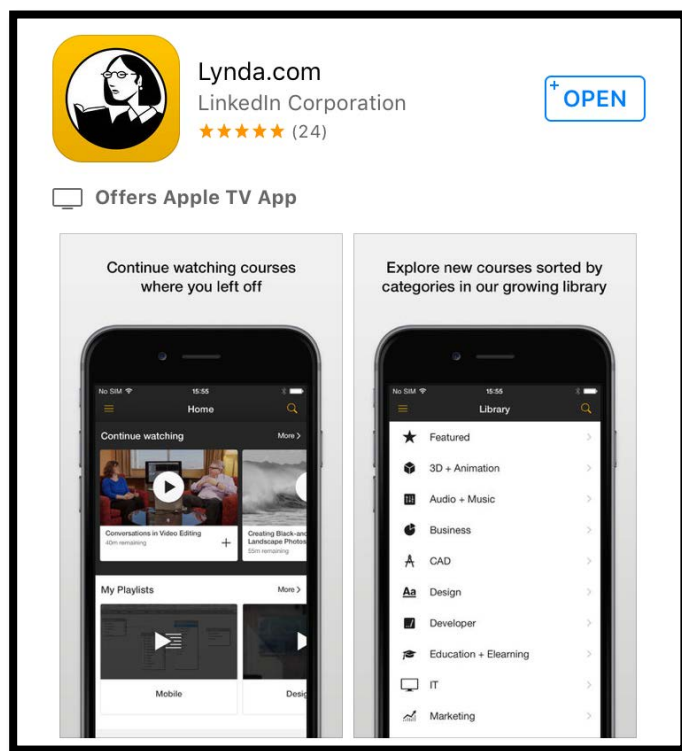
Just like knowledge and connections, staff can learn anytime, anywhere.

### Recommended Content:

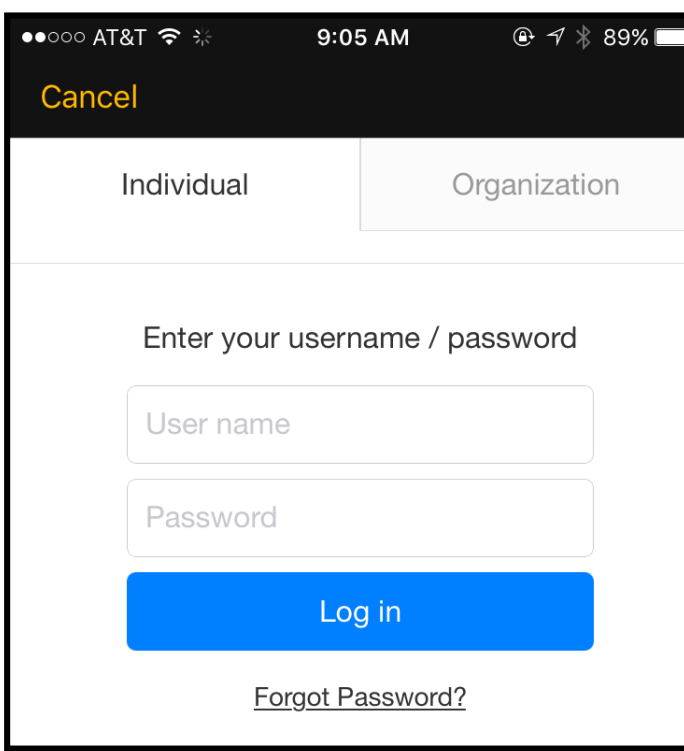
- [New Manager Foundations](#)
- [Managing Performance of Others](#)
- Blog: [11 Tactics That Will Make Your Employees Care About Learning](#)
- Blog: [This Company Got Great Adoption with Lynda.com](#)

# Any Device, Any Time!

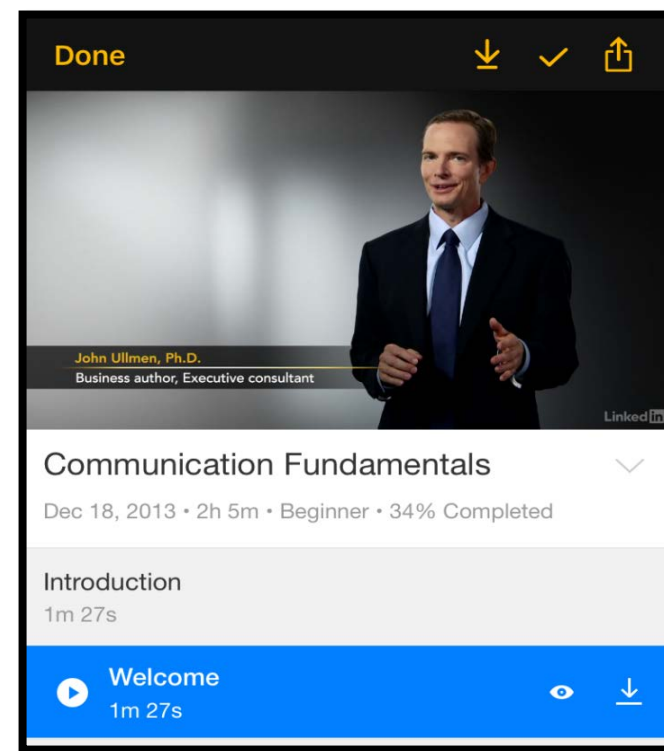
## 1 Download



## 2 Login



## 3 Learn



## Fostering Collaboration

Teams are increasingly relied upon as the primary means for getting work done in an organization. And the best work comes from teams who can collaborate effectively. This path helps managers and employees learn the key skills required for effective collaboration.

**Learn** how to establish the appropriate roles and environment for team success.

**Develop** listening, trust-building, and decision-making skills to promote successful team communication.

**Manage** meetings and difficult conversations, whether your team is colocated or remote.

Start learning

▶ Preview the first video

Part of your Lynda.com membership.

▶ **11 Hours** of expert-created video tutorials

✓ **Practice** to reinforce what you learned

**Learning paths are pre-packaged playlists that keep track of the progress and help build foundational skills**

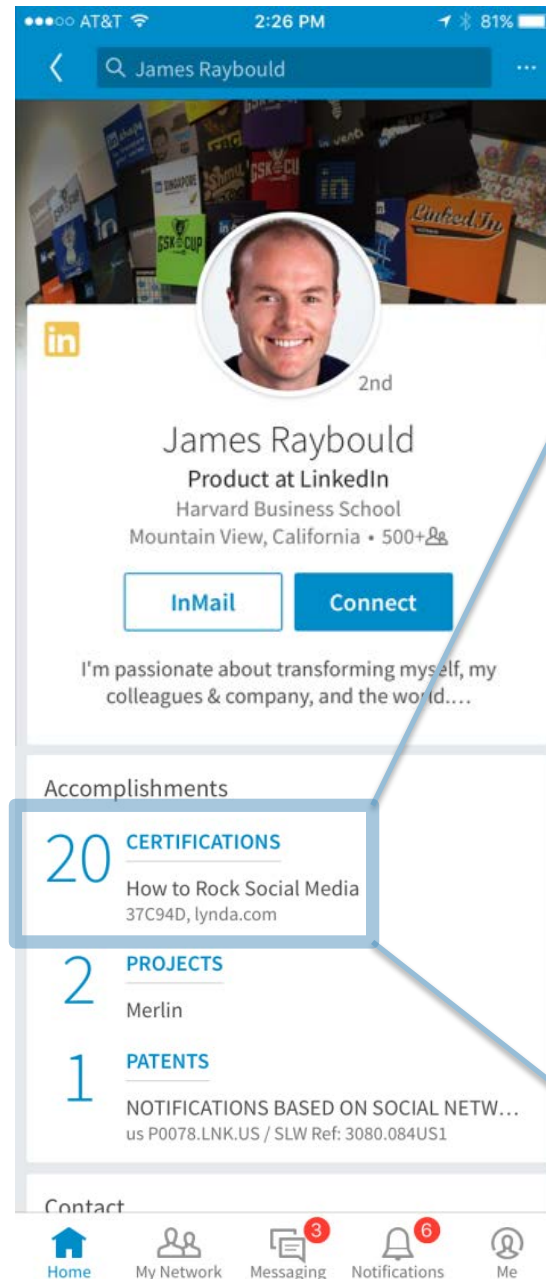
[www.lynda.com/learning-paths](https://www.lynda.com/learning-paths)

### Recommended Learning Paths:

- Master In-Demand Professional Soft Skills [\[link\]](#)
- Finding and Retaining Talent [\[link\]](#)
- Managing Performance [\[link\]](#)
- Fostering Collaboration [\[link\]](#)
- Become a Sales Representative [\[link\]](#)
- Improve Your Presentation Skills [\[link\]](#)



**Certificates of completion  
are badges anyone can use  
to show they are  
cultivating and advancing  
in new skills!**



#### Accomplishments

##### 20 Certifications

How to Rock Social Media

License 37C94D

May 2015 – Present



lynda.com

See certificate

Up and Running with Apple Watch

License 7D0BCC

May 2015 – Present



lynda.com

See certificate

Growth Hacking Fundamentals

License 5ECF56

Jun 2015 – Present



lynda.com

See certificate

Business Storytelling with C.C. Chapman

License CC08AF

Jun 2015 – Present



lynda.com

See certificate

How to use lynda.com

Jun 2015 – Present



lynda.com

See certificate

# Teams that continuously learn, excel!

## Performance Reviews

Encourage your teams to build skills they are interested in and want to work towards. Then use Lynda.com courses and certificates towards Performance Reviews

Check out the blog about [Individual Development Plans](#)

Section 1 – Completed by Employee			
Name:		Date:	
Hire Date:		Current Position:	
Past Positions:		Desired Future Position:	
Self-Assessment			
List your current skills, knowledge and abilities. These are the things you are good at.			
List the things you believe you need to learn or get better at that will allow you to advance in your career.			

## Learn Weekly with New Tips

Promote our weekly series courses like Time Management Tips or Happiness Tips, these are easy courses with short videos updated every week.



# Ready to unlock more talent?

## **Webinar: Create a Growth Mindset Culture and Unlock Your Talent's Potential**

Dr. Britt Andreatta speaks to how the idea of a growth mindset can really open a lot of doors in the Leadership and Development realm.

[Webinar Link Here](#)



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# LyndaCampus



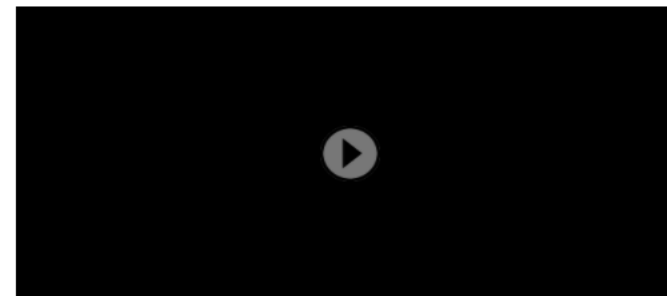
Provides access to a library of high-quality training videos and tutorials dedicated to specific skills, subject areas and software

LyndaCampus is coming to Campus, Tuesday February 6, 2018  
Get a chance to WIN an Amazon Gift Card! [Click For More Information About the Event](#)

Free unlimited access for all WCU faculty, staff and currently enrolled students to thousands of up-to-date business, creative and technology skills training.

With LyndaCampus you get:

- **Unlimited Access.** More than 7,000 high-quality videos on the latest software tools and skills with new videos added weekly.
- **Accessibility.** Closed captioning and searchable, time-coded transcripts.
- **Personalized Recommendations.** Explore the most in-demand skills based on your experience.
- **Expert Authors.** Learn from industry leaders, all in one place.
- **Convenient Learning.** Access videos on your schedule, from any desktop or [mobile device](#).
- **Helpful Resources.** Reinforce new knowledge with quizzes, exercise files and coding practice windows.
- **Certificates of Completion.** Share your success with coworkers, friends, and potential employers.



[How to use Lynda.com](#) by Lynda.com Staff

Feedback Survey

FAQs and Help

Sign In

# Lynda.wcupa.edu

# Search

The screenshot shows the Lynda.com search interface. At the top, there is a navigation bar with a 'LIBRARY' tab (highlighted with a red box) and a 'FEATURED' dropdown menu. To the right of the navigation bar is a search bar with the placeholder text 'Search for the software or skills you want to learn' and a magnifying glass icon. Below the navigation bar, there is a sidebar on the left with a list of categories: 3D + Animation, Audio + Music, Business (highlighted with a yellow bar), CAD, Design, Developer, Education + Elearning, IT, Marketing, Photography, Video, and Web. The main content area is divided into two columns. The left column is titled 'Topics' (highlighted with a red box) and lists various skills: Business Skills, Communication, Data Analysis, Leadership, Management, Online Marketing, Presentations, Productivity, Project Management, Social Media Marketing, and a 'See All' button. The right column is titled 'Software' (highlighted with a red box) and lists various software applications: Access, Excel, FileMaker, Google AdWords, Google Analytics, Outlook, PowerPoint, QuickBooks, SharePoint, Word, and a 'See All' button. Below the 'Software' list, there is a 'Guides' section with the titles 'Starting a Business' and 'Becoming a Manager'.

**LIBRARY** FEATURED

Search for the software or skills you want to learn

**Topics** My playlist **Software**

Business Skills  
Communication  
Data Analysis  
Leadership  
Management  
Online Marketing  
Presentations  
Productivity  
Project Management  
Social Media Marketing  
See All

Access  
Excel  
FileMaker  
Google AdWords  
Google Analytics  
Outlook  
PowerPoint  
QuickBooks  
SharePoint  
Word  
See All

**Guides**  
Starting a Business  
Becoming a Manager

3D + Animation  
Audio + Music  
Business  
CAD  
Design  
Developer  
Education + Elearning  
IT  
Marketing  
Photography  
Video  
Web

# Watch

- Table of Contents
- Transcript Search
- Smart Transcript
- Closed Caption
- Playback Speed control
- Add to playlist
- Share
- View Offline
- Exercise Files
- Feedback

The screenshot displays the Lynda.com video player interface. On the left, a 'Contents' sidebar lists the course structure: 'Introduction' (Welcome, 1m 44s), '1. The Elevator Pitch' (Benefits to an elevator speech, 2m 1s; Making an initial connection, 2m 43s; Structuring your pitch, 3m 57s), and 'Conclusion' (Making your pitch stick, 2m 40s). The main video player shows a man, Todd Dewett, PhD, speaking. Below the video, a completion message reads: 'Great job, Reggie, you've earned a certificate of completion! Share Your Achievement'. Social sharing buttons for LinkedIn, Facebook, and Twitter are visible, along with a 'Publish to Profile' button. At the bottom, there is a 'Course Feedback' section and a transcript snippet: '- Let me ask you a question. In just a few short seconds, do you really know how to effectively explain who you are as a professional?'.

# Learn

1x per day



+

for 20 minutes &  
21 days



=


creates a  
learning habit!


Make it  
stick

# Share

**Lynda.com**  
FROM LINKEDIN

**LIBRARY** ▾

Search for the software or skills you want to learn 

Hi, Rochelle 

**Playlists** | Course History | Recommended | Bookmarks | Certificates Of Completion

Take a guided tour [Create new playlist](#)

**Playlist type**

**Owned playlists (144)**

Career

Professional Development

Strengthen My Communications Skills

Finance

Sales and Client Services

Sharpen Your Sales Skills

Learn Microsoft Office on Mac OS X

Manage People and Projects More Effectively

Strengthen My Communications Skills

Strengthen My Leadership Skills

Learn Project Management

Get the Most Out of My Apple

**Playlist details**

### Build Leadership Skills Copy


Courses: **7** • Videos: **152**  
Total duration: **8h 52m**  
*You are the **owner** of this playlist*


1% complete


Curated by: Rochelle Gisbert  
Last updated: Jan 20, 2017


Be a leader people love to follow. Uncover your hidden strengths and discover how to inspire your team and position yourself as an industry leader.


Share this playlist via:


 Email address


 URL link




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 Make private

 [Share](#)

Course/Video/Chapter name	Progress	Watched	Duration
 ▶ <b>Course:</b> Leadership Fundamentals	<div><div></div></div> 4%		1h 24m
 ▶ <b>Course:</b> Becoming a Thought Leader	<div><div></div></div> 0%		44m 58s
 ▶ <b>Course:</b> Leading with Emotional Intelligence	<div><div></div></div> 0%		1h 46m



# Questions?