Linkedin Learning

Improve your technical skills

Introduction to artificial intelligence and machine learning

Learn best practices, principles, and tools for this in-demand skill.

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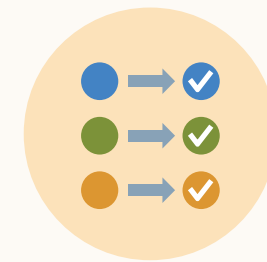
Implementing this Learner Challenge

Help your employees accelerate their careers with technical Learner Challenges. LinkedIn Learning content provides ways for your team to gain the most in-demand tech skills.

With the resources in this toolkit, you can get started in a few simple steps:

Familiarize yourself with the learning calendar on [page 3](#).

Follow our recommended comms plan for your challenge on [page 4](#).

Learn how to get your whole organization involved on [page 8](#).

Learner calendar

The calendar in your download pack maps out a detailed learning journey for your team. It includes bite-sized courses that take 5–10 minutes to complete, helping your team make time for learning.
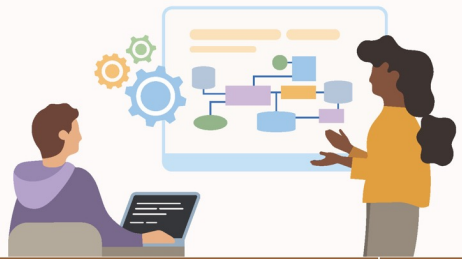
Include this in your kickoff email to your learners on the first day of your challenge so they can track their journey as they go.

Download calendar

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Introduction to artificial intelligence and machine learning

Learn foundational concepts for machine learning and how to apply one of today's most popular skills to your work. Don't worry if you miss a day — you can always catch up tomorrow.

| Monday	Tuesday	Wednesday	Thursday	Friday
What is machine learning (ML)? (3m 59s)	What is not machine learning? (3m 55s)	Introduction to artificial intelligence (AI) (3m 49s) Benefits of AI (3m 27s)	Risks of AI (6m 08s)	Pop quiz: What is machine learning used for?
Machine learning vs. deep learning vs. artificial intelligence (3m 49s)	Why Python? (5m 49s)	Introducing AI with no-code AI (2m 04s) What's possible with no-code AI? (2m 48s)	Pop quiz: What can you do with no-code AI?	When to use no-code AI (2m 52s)
Machine learning engineering in a nutshell (1m 06s)	What skills do you look for in machine learning engineers? (2m 01s)	How much data science knowledge should ML engineers have? (0m 50s)	Pop quiz: What steps do you need to take to step into machine learning engineering?	ML lifecycle (3m 51s)
What is MLOps? (3m 06s)	MLOps team roles (1m 50s)	When to start MLOps? (3m 40s)	Selecting ML projects (2m 38s)	Activity: Identify a business problem you want to solve and start building your first machine learning project.

Recommended comms plan for your challenge

Following this straightforward comms plan will help you keep your team informed at every step of your Learner Challenge.

With suggested messaging, and some practical tips and advice for creating engagement, this is all you need to launch a successful challenge.

You'll also find themed images and banners in your download pack to help promote your emails.

Introduction to artificial intelligence and machine learning
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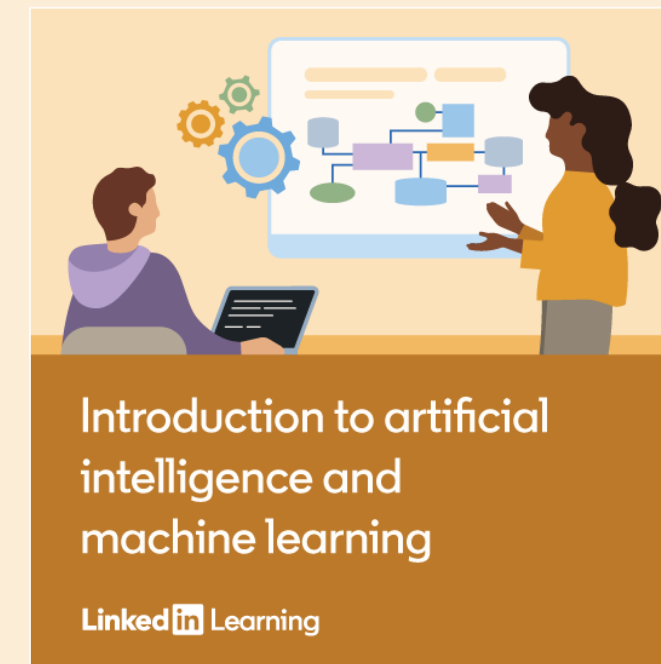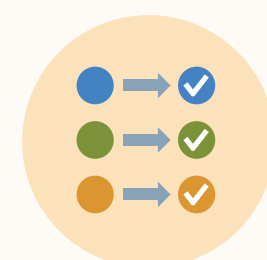
01

Choose a start date and send a launch email to your team.

Use the email template on [page 6](#) of this toolkit to help you get started.

Learn the basics of artificial intelligence and machine learning.
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02

Send a reminder.

Do this a few days into the challenge to catch anyone who missed the first email.

For example: Have you joined our learning challenge, **"Introduction to artificial intelligence and machine learning"**? There's still plenty of time to get started.

Recommended comms plan for your challenge

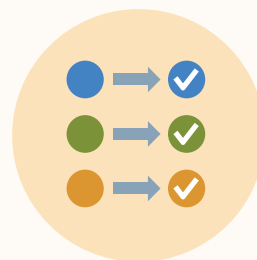### Promote your campaign on the learner homepage.

Learn how to do this on page 7.

Get your whole organization involved.

Learn how to do this on page 8.

Download promotional banners

Discover the benefits of artificial intelligence and machine learning.

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Prep for the final stretch.

Send a second reminder close to the end of the challenge so you can help spur your learners on.

03

For example: There's still time to get involved with our latest learning challenge, **"Introduction to artificial intelligence and machine learning."** Check out the calendar I emailed on **<date>** and discover best practices and practical applications for machine learning.

Congratulations!
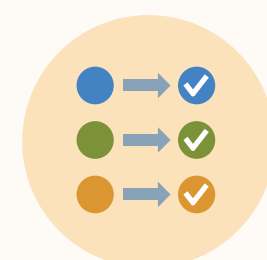
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Celebrate.

Send a positive wrap-up message to celebrate your team's effort.

04

For example: Thank you for taking part in this month's learning challenge, **"Introduction to artificial intelligence and machine learning."** We hope you wrapped up this month with more knowledge of machine learning and practical ways to start using it in your current role.
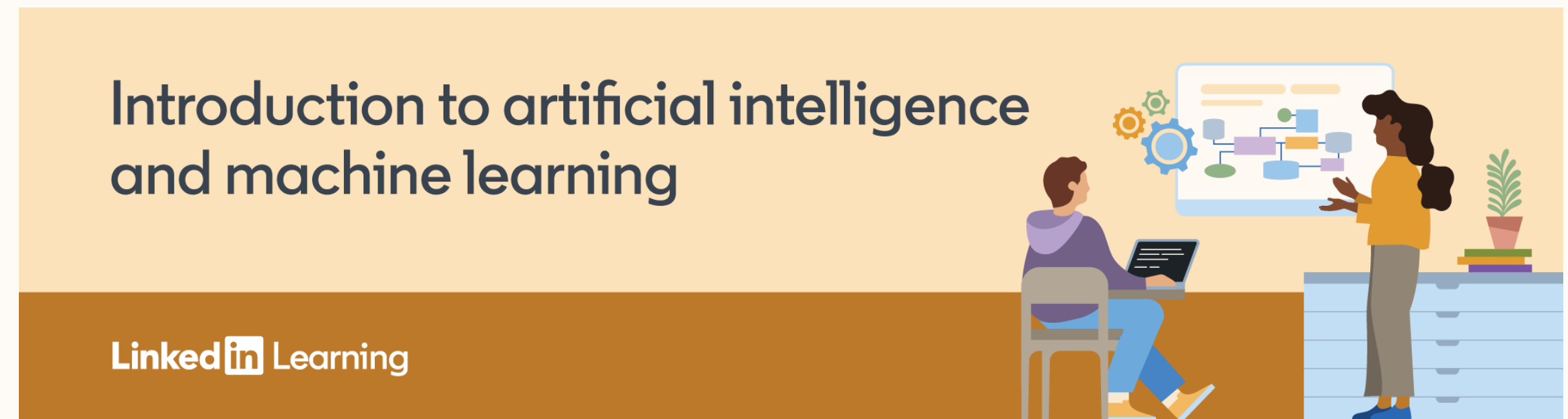
Launch email template

Use this email template to kick off your campaign and share the learning calendar with your team.

Download email banners

Introduction to artificial intelligence and machine learning

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Hi team,

Many companies around the world are using machine learning (ML), a subset of artificial intelligence, to solve some of the most complex business problems. To stay competitive, it's becoming increasingly important for teams to have basic knowledge of ML. To help you get a better understanding of this in-demand skill, I'd like to share a Learner Challenge running from **<start date>** to **<end date>**.

I've attached a calendar of selected LinkedIn Learning videos that'll take about 5–7 minutes a day to complete. I'll also send a reminder later in the month. If you have any questions in the meantime, feel free to reach out.

Happy learning!

<Name>

Promoting your campaign on the homepage

With a LinkedIn Learning Hub account, you can promote Learner Challenges within your organization by creating a campaign that displays on the learner homepage.

The learner homepage banner is customizable and you can add your company logo to ensure your campaign stands out to your learners.

Click below to watch a short video on setting up your own homepage campaign.

Watch now
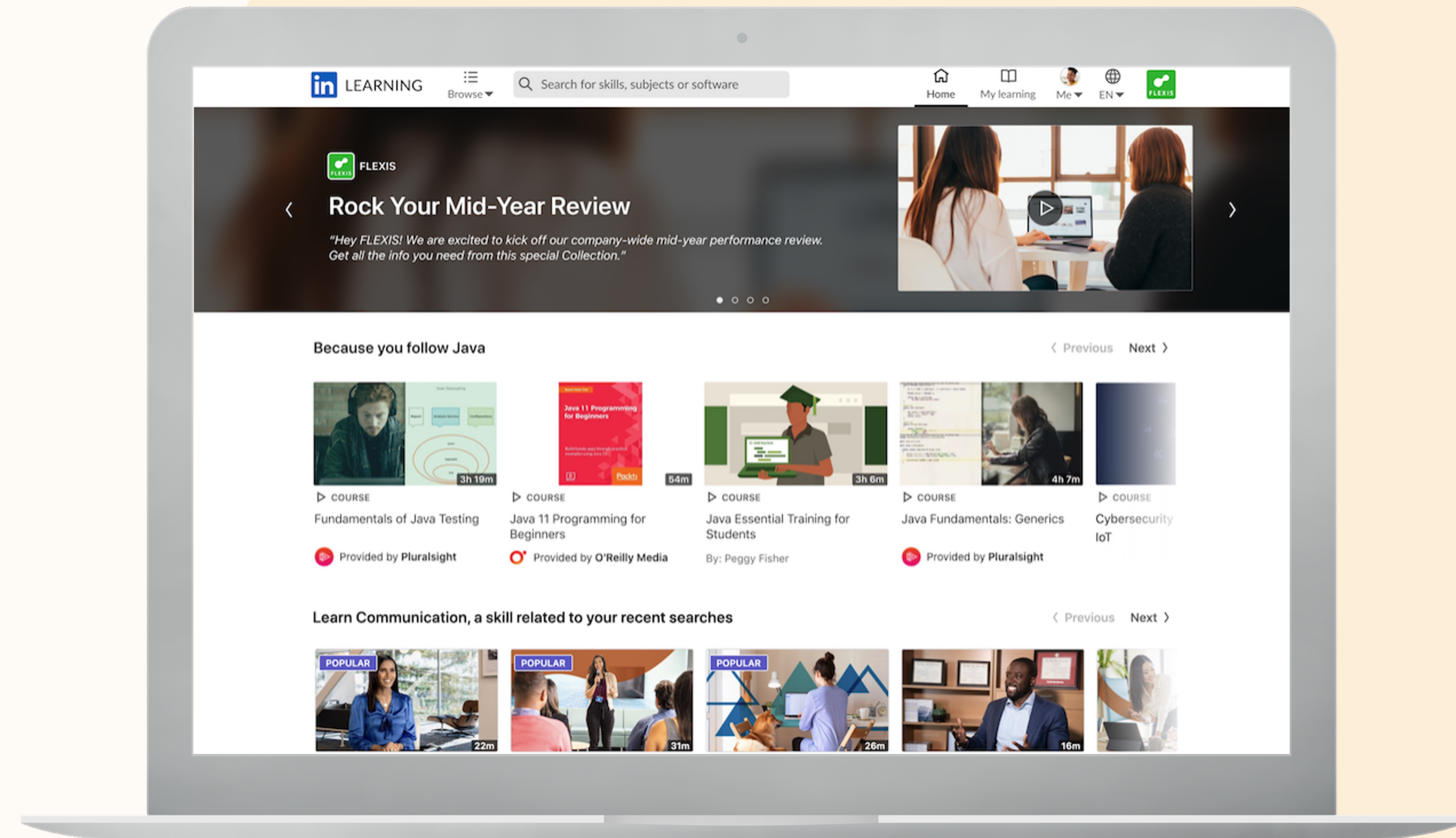
Tips and tricks to get more people involved in your L&D goals

LinkedIn data has shown that most team leads and executives are eager to support learning programs.

Here are a few ways to leverage executive influence to inspire employees to learn.

01 Have executives record a video or provide a one-sentence quote.

Be motivational and inspirational to get your team excited about learning, rather than feeling pressured to participate.

02 Include reminders in organizational communications.

Gentle reminders go a long way. Especially if you acknowledge your appreciation that your team is using their free time for learning.

03 Cultivate friendly competition.

Make things competitive with goals and rewards for your top learners in order to motivate more people to get involved.

04 Encourage your learners and team leads to share their favorite courses.

With so many courses available, it can be hard to know where to begin. Asking participants to share and discuss their favorite lessons is a great way to encourage conversation around the challenge and increase uptake.

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Thank you.

We hope you found this toolkit useful.

Don't forget to check out other Learner Challenges available on our website.

View more Learner Challenges