



One GTME. Future-Ready.

FY25Q2 TE GTME TechTransformation
FY25 Vision

Sean Ward

Executive Summary

Big Idea, Big Bet:

- What if LinkedIn.com and LinkedIn Learning were central to the life of an employee at LinkedIn?
- What if in the future LinkedIn.com can be the central hub for the life of an employee at other companies? (Recruit, Onboard, Skill Up, Share – all with LinkedIn)

Problem Statement: Tech Enablement at LinkedIn aims to empower GTME professionals with a streamlined, AI-driven tech stack for effective learning solutions. However, without a foundational enablement strategy, our technology is fragmented, making it difficult to support GBO learners and meet business needs, which limits the effectiveness of our initiatives.

Hypothesis: If we establish a cohesive enablement strategy focusing on Learning, Performance Support, Change Management, Coaching, and Social collaboration, we can create a unified ecosystem that better addresses learner needs. This will enhance personalization, streamline processes, and leverage AI to deliver relevant content at the right time, ultimately improving productivity and the impact of our enablement efforts.

Key Actions to Achieve Our Vision:

1. **Define Enablement:** Establish a clear understanding of enablement at LinkedIn through GTME COE JTBD analysis and user feedback.
2. **Leverage AI and Integration:** Implement AI-driven solutions and integrate existing tools to enhance collaboration and streamline processes.
3. **Content Management:** Adopt best practices for content organization, ensuring relevance and accessibility of resources.
4. **Continuous Improvement:** Create a feedback loop to regularly assess and refine enablement solutions based on learner and business needs.

Getting there.

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	FY25	FY26	FY27 & Beyond
Initiative	One GTME		
Goal	<ul style="list-style-type: none">• Establish Enablement Strategy based on User Needs and Business Needs• Align Tech Stack to Enablement Strategy	<ul style="list-style-type: none">• Think "Go Mobile"• Think "AI doing things for users" (AI Agents)• https://datareportal.com/reports/digital-2024-april-global-statshot	
Actions	<p>OneGTME</p> <ul style="list-style-type: none">• Working with the same tools, increase project/program visibility across teams, working out of a SSOT• Identify, implement and scale tech that supports this• Give teams the capability to 'try things' an align approach rather than current waterfall with numerous approval cycles,• reimagine the RAPID – it doesn't address the accountability for action		

One GTME.

Tech Enablement's vision is to empower GTME professionals with an **integrated, AI-driven tech stack that simplifies the creation of impactful learning solutions.**

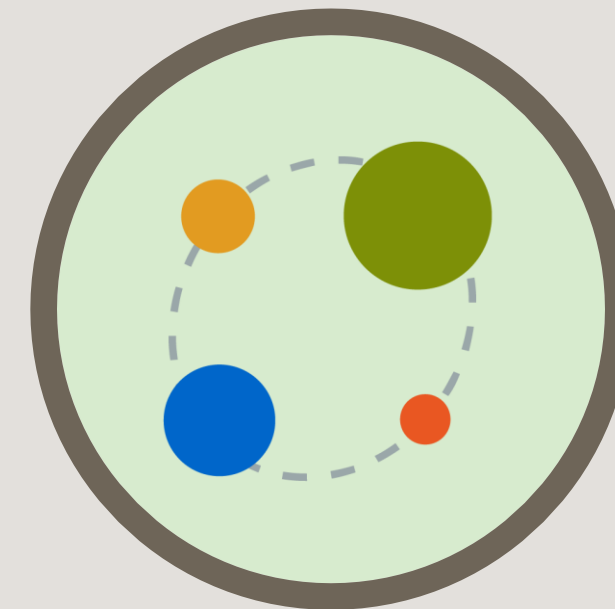
This transformation will **provide learners with personalized, seamless experiences, delivering the right content at the right time.**

By streamlining processes for GTME and making learning more accessible for users, we'll build a future where both innovation and learning thrive.



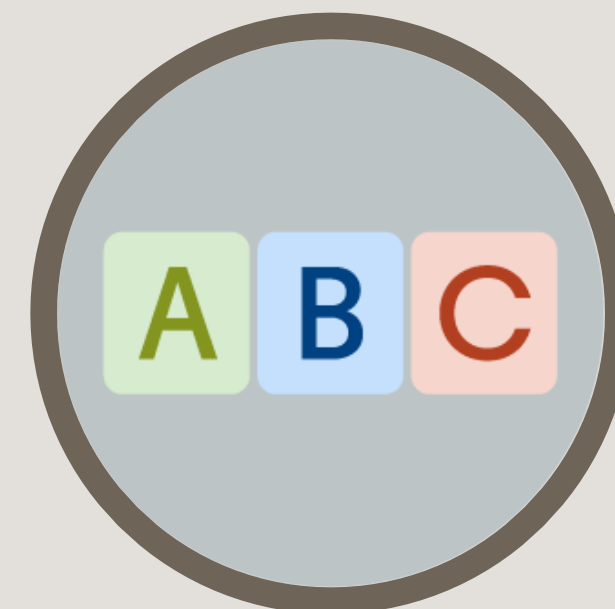
Strategize for Agility (Enhance with AI):

Harness AI to enhance learning experiences, delivering personalized and intuitive support that adapts as needs evolve.



Structure for Efficiency (Augment with Integration):

Seamlessly integrate systems to create a connected ecosystem, breaking down silos and enabling collaboration across platforms.



Simplify for Impact (Transform through Audit & Replace):

Regularly audit and replace outdated tools, ensuring we always use the best-fit technologies to simplify processes and boost performance.

Future-ready.

What does this future look like for GBO?

Our enablement solutions are built around **5 key components**: learning, performance support, change, coaching, and social.

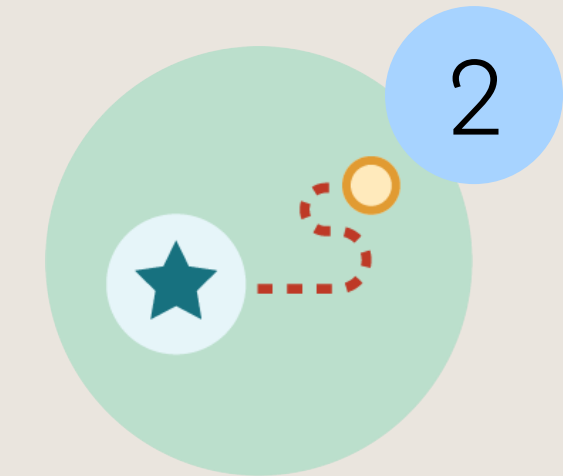
Goal: Boost productivity, improve outcomes, and create an AI-powered, **internal learning ecosystem as impactful as LinkedIn Learning** is for our customers.

What does this mean for GTME?

GTME can streamline the planning, design, and development of modularized enablement components by leveraging specific tools. Additionally, GTME can effectively identify and differentiate between **content types**: "evergreen" and "disposable."



Learning: The Sales rep follows a short learning path curated by their manager on LinkedIn Learning, which includes HelpIn articles, Cornerstone eLearning modules, and LinkedIn Learning videos to enhance their skills with the new CRM system.



Performance Support: While updating client information in the CRM, the Sales rep looks up an in-app guide via the Glean browser extension, and AI automatically completes the next step in the process based on their request.



Change: The Sales rep sees only relevant communications about process updates on their Glean homepage, ensuring they receive tailored information during the transition to the new CRM system.



Coaching: After struggling with a specific sales strategy, the Sales rep engages in a one-on-one coaching session with a Glean app bot trained on Gong calls and best practices, receiving tailored feedback to improve their approach.



Social: The Sales rep participates in a private LinkedIn group where employees share CRM tips and tricks through short videos, fostering collaboration and knowledge sharing among colleagues.

Do now.

What can we do now?

Following **3 principles** about content management will help enhance our enablement solutions and allow us to successfully **accomplish the Vision Initiatives**.

- 1

Surface: Ensure the right content is easily discoverable when needed, seamlessly integrating into daily workflows to boost productivity.
- 2

Curate: Organize and filter content based on relevance, presenting tailored, high-impact resources while differentiating between evergreen and disposable materials.
- 3

Manage: Maintain an up-to-date, organized content ecosystem by managing the lifecycle of resources, ensuring they remain relevant and aligned with evolving needs.

One GTME Initiatives	Objective	Actions
Customer Zero	Leverage our own platforms, such as LinkedIn.com and LinkedIn Learning, to enhance enablement solutions by creating integrated experiences that maximize the strengths of these tools for our internal teams.	<ul style="list-style-type: none">• Pilot LinkedIn Learning as a front end for enablement programs.• Pilot LinkedIn.com for social and peer-led enablement experiences.
AI Simplicity	Identify and scale capabilities using AI to streamline the design and development of enablement solutions, implementing tools that democratize access to resources and automate processes for greater efficiency.	<ul style="list-style-type: none">• Identify and pilot AI tools to scale graphic development (e.g. Canva).• Identify and pilot AI tools to scale video creation (e.g. Synthesia).• Identify and pilot AI tools to scale system simulation (e.g Arcade).• Scale Airtable as SSOT for GTME to enhance visibility of projects and programs.• Implement a SSOT for GTME content (e.g. a single Sharepoint where all can access project content)• Enable GTME on and identify scenarios for Glean App creation for GTME solutions.• Establish HelpIn as SSOT for enablement content – this helps feed Glean data.
Sales Mindset	Ensure enablement professionals maintain a strong focus on Sales reps' needs through continuous feedback and analysis, establishing mechanisms for ongoing assessment to quickly adapt initiatives based on real-time data and requests from the field.	<ul style="list-style-type: none">• Partner with PMM to establish a GTME fiscal year survey to gather sentiment from GBO about enablement solutions and pain points.• Partner with GTME Measurement to standardize questions for Kirkpatrick Levels 1-2 to compare enablement solutions and create a baseline.• Conduct UserLane Health Scan to understand systems usage across GTME and GBO.

Thank you

Appendix

Current state.

What are we trying to solve with this vision?

To better understand our problem areas, the TE TechTransform team has partnered with PMM on how GTME can leverage their "Day in the Life" study , conducted an end-user (learner) analysis, and interviewed GTME COE roles to define Jobs-to-be-Done.

- [PMM “Day in the Life”](#)
- [End User Analysis](#)
- [GTME COE JTBD Analysis](#)

End Users JTBD



Efficiency & Productivity: I want to quickly find accurate, relevant information centralized in one location, reducing search time and enabling me to complete tasks faster, stay focused, and meet deadlines with less effort.

Accuracy & Relevance: I want to rely on a tool with AI-enhanced search capabilities to ensure accurate and relevant search results, minimizing frustration and providing the best available information.

Independence & Confidence: I want to confidently use a system that provides updated, well-maintained information, allowing me to work independently without needing to seek assistance from colleagues."

Access & Usability: I want to access content across various repositories seamlessly, without worrying about outdated information or permission issues, so that I can find what I need without administrative barriers.

GTME JTBD



Continuous Improvement and Learning: When assessing current practices, I need to identify improvement opportunities through feedback and data analysis, so that I can enhance the learning experience and adapt it to learner needs.

Learner-Centered Design and Quality of Learning Materials: When designing content, I need to ensure it resonates with learners by incorporating user feedback and best practices in instructional design, so that key messages are communicated effectively and retained long-term.

Stakeholder Collaboration and Engagement: When developing learning materials, I need to collaborate with stakeholders, including subject matter experts and learners, so that the content aligns with business goals and addresses the specific needs of the audience.

Project Management and Execution: When managing projects, I need to establish clear objectives, timelines, and resource allocations, so that I can execute effectively, meet deadlines, and adjust plans as needed based on ongoing assessments.

Adaptability, Scalability, and Effective Knowledge Management: When exploring new tools, I need to ensure they are scalable and integrate well with existing systems, as well as streamline access to knowledge resources, so that users can find relevant training materials quickly and engage efficiently in their learning journey.

Communication, Alignment, and Measuring Success: When implementing enablement strategies, I need to maintain clear and consistent communication with all stakeholders and define metrics for success, so that all departments are aligned in their efforts and stakeholders are informed of progress and expectations.

Problem Solving and Continuous Improvement: When facing challenges, I need to collaborate on solutions by bringing together diverse perspectives and expertise, so that we can optimize processes, innovate solutions, and improve outcomes effectively.

Doing now.

Vision Initiatives	Objective	Actions	Current Projects
Customer Zero	Leverage our own platforms, such as LinkedIn.com and LinkedIn Learning, to enhance enablement solutions by creating integrated experiences that maximize the strengths of these tools for our internal teams.	<ul style="list-style-type: none">• Pilot LinkedIn Learning as a front end for enablement programs.• Pilot LinkedIn.com for social and peer-led enablement experiences.	
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Content Types

Evergreen content remains relevant and useful over time, providing foundational knowledge or skills that do not change frequently. This type of content can be reused and updated as necessary without losing its core value.

Disposable content is designed for specific, short-term use and is often created to address immediate needs or updates. This type of content may become obsolete quickly and is typically tailored to current events or changes.

Enablement Solution Components

Learning

Enhance employees' proficiency with digital tools and fundamental business concepts, equipping every employee with the skills needed to excel in their roles and understand the broader business context.

Recommendations

Backend: CSOD

Frontend: LinkedIn Learning

Performance Support

Acts as an on-demand expert, available at any moment to provide immediate assistance, ensuring employees efficiently complete tasks without delays or disruptions.

Recommendations

Backend: SNOW (HelpIn)

Frontend: Glean, Scribe

Ensure GTME knows how to **craft prompts** that can surface the information a user will need to accomplish task.

Change

Facilitates smooth transitions for employees facing new software or process updates, combining timely information, training, and support to simplify adjustments and maintain business continuity.

Recommendations

Backend: SNOW (HelpIn)

Frontend: Lamabot, LinkedIn.com, Viva Engage

Engage with GBO across various social platforms through different forms of media other than text and graphics (no email).

Coaching

Offers personalized, one-on-one, group or AI-supported guidance to help employees develop specific skills, overcome challenges, and enhance performance in utilizing digital tools and achieving their business goals.

Recommendations

Backend: Gong

Frontend: Glean App

Enable GTME on how to build Glean Apps that can help GBO complete tasks or learn skills on-demand.

Social

Encourages collaboration and knowledge sharing among employees through social platforms, allowing them to engage, share experiences, and provide insights for collective problem-solving and innovation.

Recommendations

New mode for GTME to engage – there have been tests in using Viva Engage for onboarding programs with little success. Aligned with “Customer Zero” pilot private group in LinkedIn.com - meet folks where they are already are at instead of learning a new platform.

Resources

GTME Ecosystem

- [GTME Learning Ecosystem.pptx](#)
- [TE Ecosystem Implementation - The Way Forward.pptx](#)
- [FY25Q1 GTME TE JTBD Persona Template.xlsx](#)
- [FY25Q1 GTME JTBD End User Survey Overview.pptx](#)

Glean

- [Glean Exec Summary - GTME Perspective.docx](#)
- [GTME TE GBO + Glean Vision LT.docx](#)
- [GTME TE GBO + Glean Vision - Use Case & User Stories.xlsx](#)

WalkMe DAP

- [FY24Q2 WFL DAP RFP Vendors and Use Cases.xlsx](#)
- [GTME TE DAP WalkMe Playbook - Consultation Guide.pptx](#)

Scribe

- [GTME DAP Replacement - Glean Scribe SNOW.pptx](#)

UserLane DAP

- [LinkedIn Software Adoption Health Check 2024.pptx](#)

CSOD

- [go/GTMECSOD](#)