Admin Toolkit

LinkedIn Learning

Career Hub Projects

How to Launch and Manage Projects at Your Company

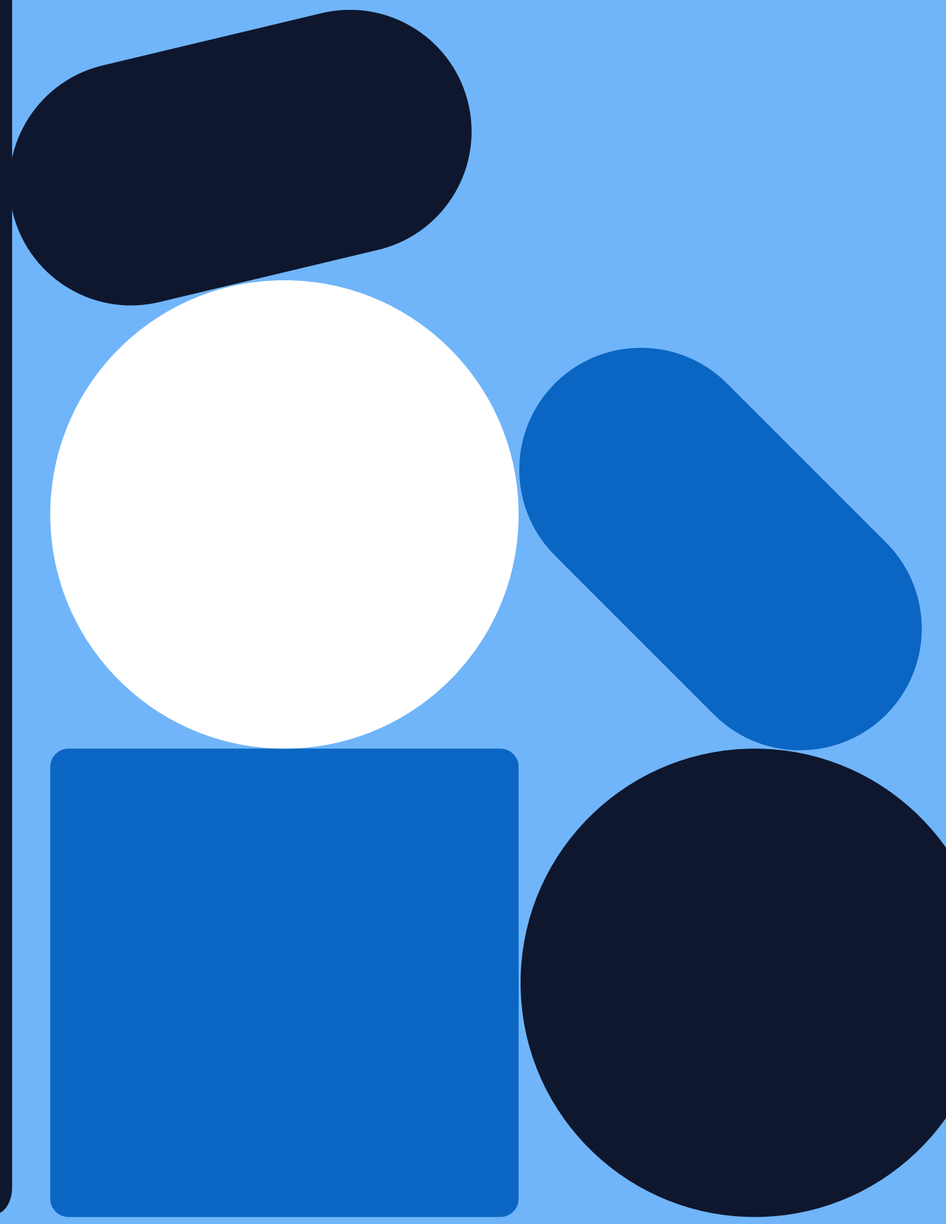


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Section 1

Understand the Value of Projects



Understand the Value

A New Way to Turn Skills Into Action

Projects are short-term internal opportunities — typically 10–20% time, lasting a few weeks to six months — that let employees apply their skills to real work while your organization mobilizes talent quickly to where it's needed.

1

Posters
(usually managers)

Post short-term work and staff it from internal talent

2

Applicants
(employees)

Discover and apply to projects that match their skills and goals

3

Admin
(You)

Control access, monitor engagement, and guide adoption across your org

Understand the Value

Why Now

The way organizations structure work is changing faster than most talent architectures can keep up with.



90%

of organizations say they will increasingly organize teams based on the skills needed for a specific task or project instead of focusing on job titles.

90%

also see an increasing need for real-time skills visibility and resourcing insights. Projects is designed to close this gap by turning skills strategy into real, staffable work rather than a static framework that goes stale the moment it's published.

Source: 2026 LinkedIn Talent Report

Understand the Value

How Projects Turns Skills Into Business Value

1 Internal Mobility and Career Pathways

- Connects employees to stretch projects so they can build skills, cross-functional networks, and visibility, without needing to change roles first.
- Gives ambitious talent a clear path to grow, and helps you surface hidden talent already inside your organization.

2 Workforce Agility and Talent Redeployment

- Helps your organization respond faster as business needs shift, whether that's a new strategic priority, an emerging innovation initiative, or a sudden gap in expertise.
- Projects lets business leaders orchestrate their talent by mobilizing the internal talent and skills you already have, rather than defaulting to new headcount, contractors, or a slower external search.

3 Talent Architecture and Skill Activation

- Projects gives employees a concrete way to develop and apply the skills your organization has identified as most important, including custom skills you've defined as part of your talent architecture.
- As employees take on projects tagged with those skills, your organization gains visible, real-work evidence of skill development in progress.

72% of talent velocity leaders say internal mobility is more important than ever.

56% say gig opportunities are a higher priority for their organization.

Talent velocity leaders are **21** percentage points more likely than laggards to enable employees to steer their own careers through personalized skill-building.

Section 2

Build Buy-In Across Your Organization



Build the Right Support Before You Launch Projects

Identify an executive sponsor. Projects works best when a senior leader — typically in HR, Talent Management, or L&D — is visibly championing it as part of a broader talent strategy rather than introducing it as a standalone tool.

Start by bringing the right stakeholders in early:

1

HR/Talent Management leadership

to connect Projects to existing mobility or skills initiatives

2

IT/Infosec

to review Projects' use of non-conversational AI

3

Legal/Compliance and HR business partners

to review considerations related to applicant evaluation and temporary changes to how employees allocate their time

4

People managers

to post projects and support employees participating in projects across teams

“Career Hub Projects allows people that need support on a project opportunity to find internal talent with the skills they need. For applicants, it provides an opportunity to try new things and build skills for development.”

Talent Development Leader, Career Hub Projects beta customer

Build Buy-In

Define What Success Looks Like

Align on what success looks like for your first pilot before you turn the feature on. This makes it easier to build the internal case for expanding beyond a single team or function.

Use your own data to make the business case. Tie Projects to a Talent Velocity Assessment[1] result, an internal mobility metric, or a stated skills-strategy goal to make the case more relevant to stakeholders.

Talent velocity leaders are 46 percentage points more likely than laggards to collaborate across talent functions to deliver career development as a seamless journey.

Source: 2026 LinkedIn Talent Report



[1]Talent Velocity Assessment: Assessment that helps you identify your talent velocity score

Section 3

Establish Governance and Change Readiness



Establish Governance

Set Your Guardrails Before You Turn It On

Projects uses your existing admin groups to control access, meaning there's no separate approval workflow to configure.

A few things worth understanding before rollout:

1. **Access is managed through two groups.** Project Posters and Project Participants/Viewers.
2. **Make your policy on manager approvals clear before launch.** Manager acknowledgment on applications is a checkbox, not a workflow. It's applicant-reported only, so the system doesn't notify or loop in managers automatically.
3. **Check with your Infosec team for review.** The feature uses non-conversational AI to pre-fill project descriptions and tag skills.
4. **Understand what you'll be able to see in reporting before you set success metrics.** Projects runs natively within LinkedIn Learning, with no CSV/bulk data export and no HRIS/ATS integration (Workday, Greenhouse, etc.) at this stage.
5. **Check compliance requirements and set access controls for the regions you're rolling out to.** Projects is currently available in 13 languages.
6. **Confirm with your Legal, Compliance, and HR teams whether any internal review is needed before rollout.** Because Projects involves applicant review and can change how an employee allocates a portion of their working time, even temporarily, some organizations will want sign-off from these teams before opening access beyond a pilot group.

Establish Governance

Plan for Adoption Before You Launch

Turning Projects on is only the first step. Before you launch, make sure you have a plan for ongoing adoption across:

1

Ownership

Who will own Projects on an ongoing basis?

2

Communication

How will you communicate the “why” to managers and employees?

3

Measurement

How will you check in on adoption and adjust course?

Section 4

Configure Projects



Configure

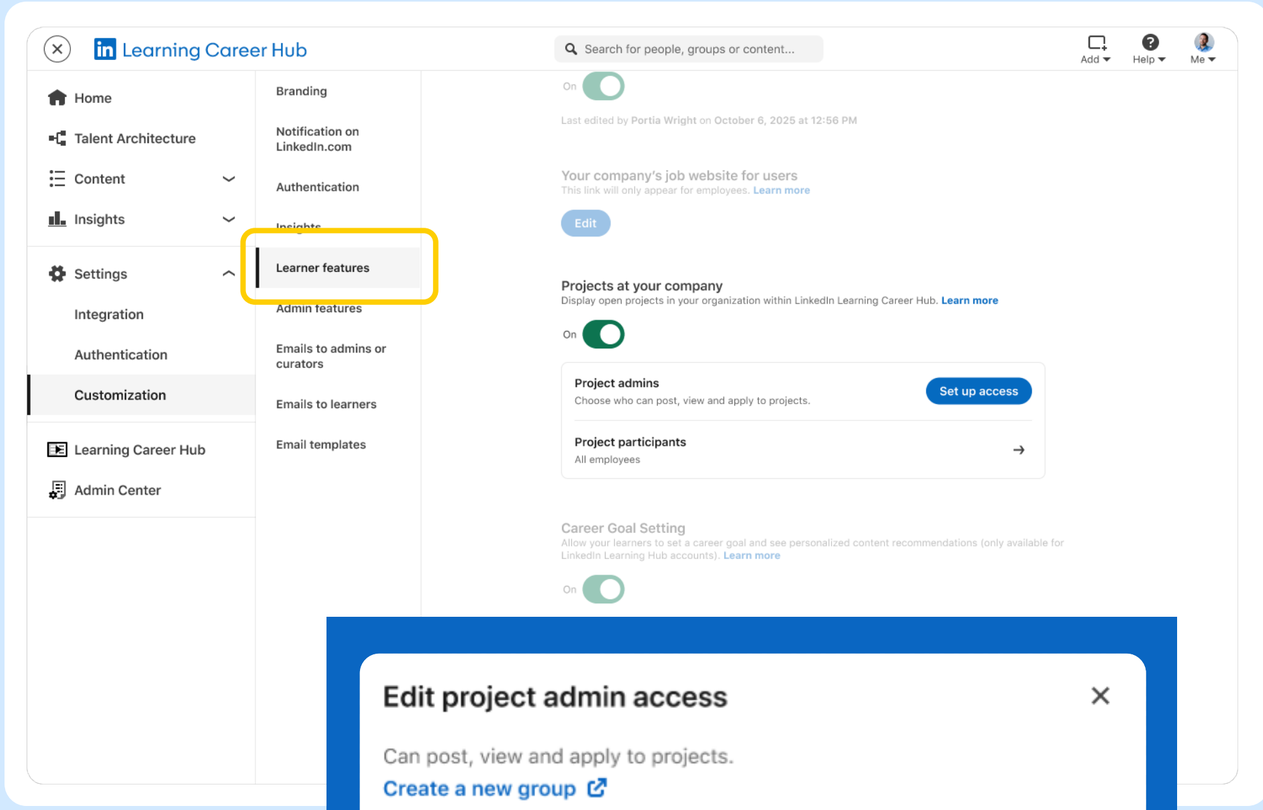
Set Up Projects for Your Organization

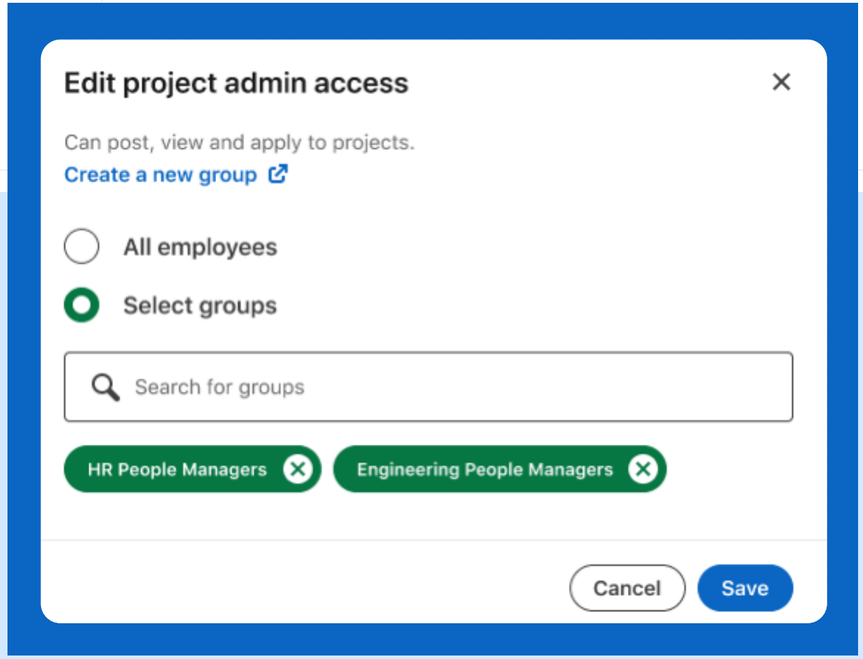
1. Go to your admin experience → Settings → Customization → Learner Features

2. Toggle Projects on for your organization if necessary (will be on by default)

3. Assign your Project Posters group(s) and Project Participants group(s). Create new groups or use existing ones (bulk add supported via CSV)

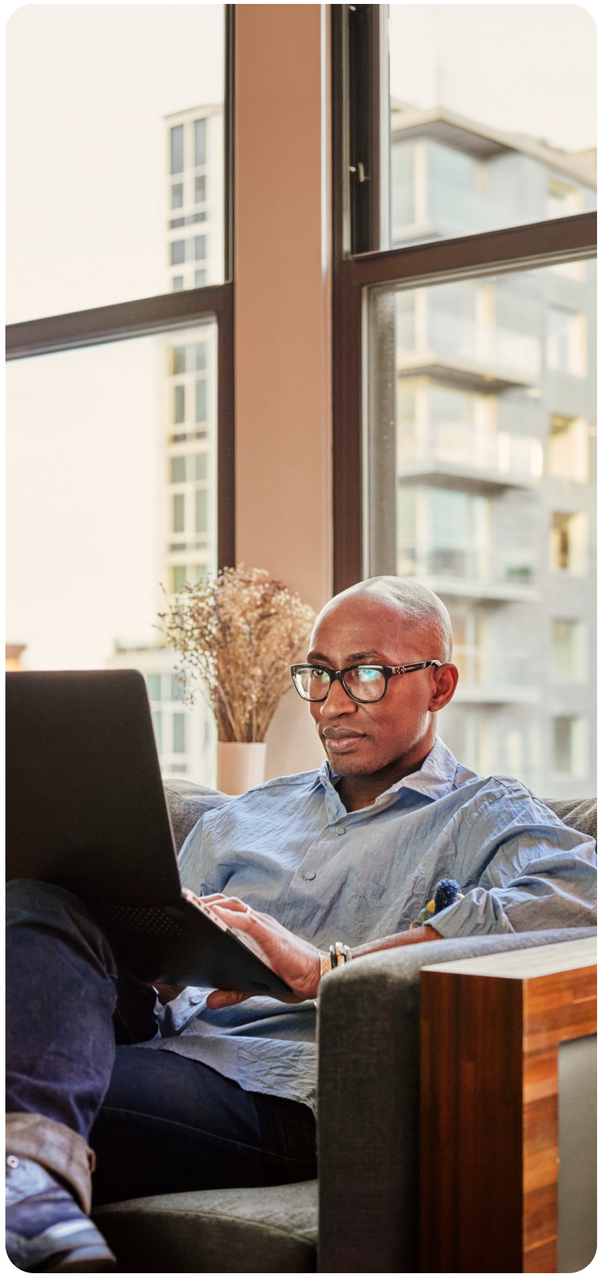
4. Confirm the feature is visible only to your intended rollout group before communicating to your organization





Section 5

Launch Projects



Launch

Start With a Focused Pilot

Choose one function or team to pilot Projects before an org-wide rollout. Ground the pilot in whichever use case matters most to your organization right now: internal mobility, redeployment, or skill development validation.



Launch

Communicate the Launch

Make sure you have a fully developed plan in place for communicating the launch and what it means for various groups. The plan should include:

1

Rollout Announcement

An announcement to your pilot group explaining what Projects is and why you're launching it

2

Role-Specific Messaging

Separate messaging for managers (who need to know how to post and staff) and employees (who need to know how to browse and apply)

3

Feedback Channel

Assign a clear point of contact for questions during the pilot window

Section 6

Enable Managers to Participate



Help Managers

Prepare Managers to Support Projects

Managers play two important roles in making Projects work: posting opportunities and making it possible for employees to participate.

Set clear expectations with managers up front:

1. Releasing team members for approved projects, even when it creates short-term coverage gaps
2. Reviewing applicants promptly so candidates don't lose momentum
3. Understanding that manager acknowledgment is self-reported by the applicant, not routed to them automatically

35 percentage points

It's worth investing here: organizations where managers are seen as effective at supporting career development outpace others by 35 percentage points (83% vs. 48%), and Projects gives managers a tangible, low-lift way to put that support into practice.

Source: 2026 LinkedIn Talent Report

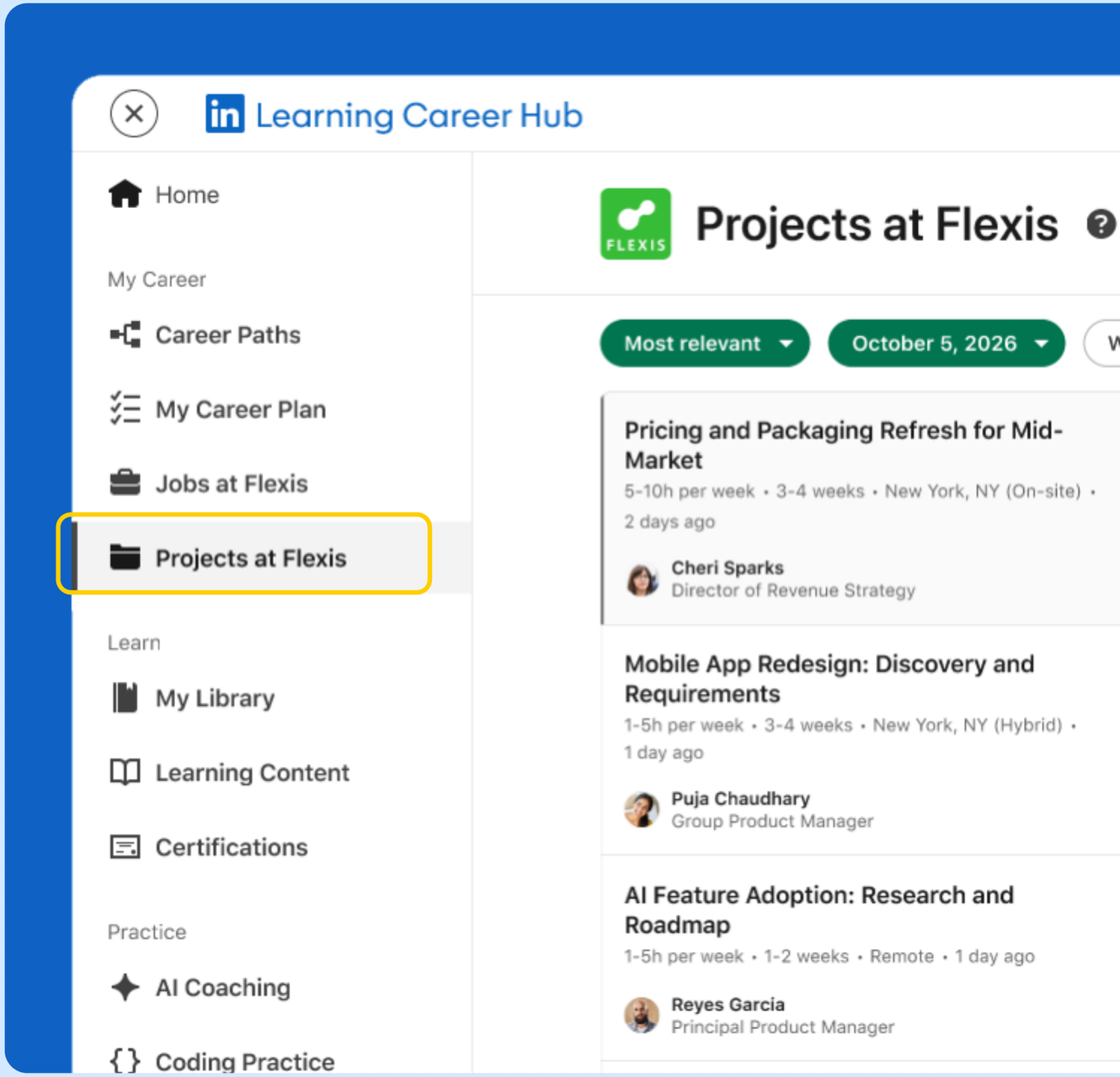
“From an employee's point of view, it’s a great thing. They can take control, look out there, and do things in small chunks, not committing themselves to something they're not sure about.”

Talent Development Leader, Career Hub Projects beta customer

Help Managers

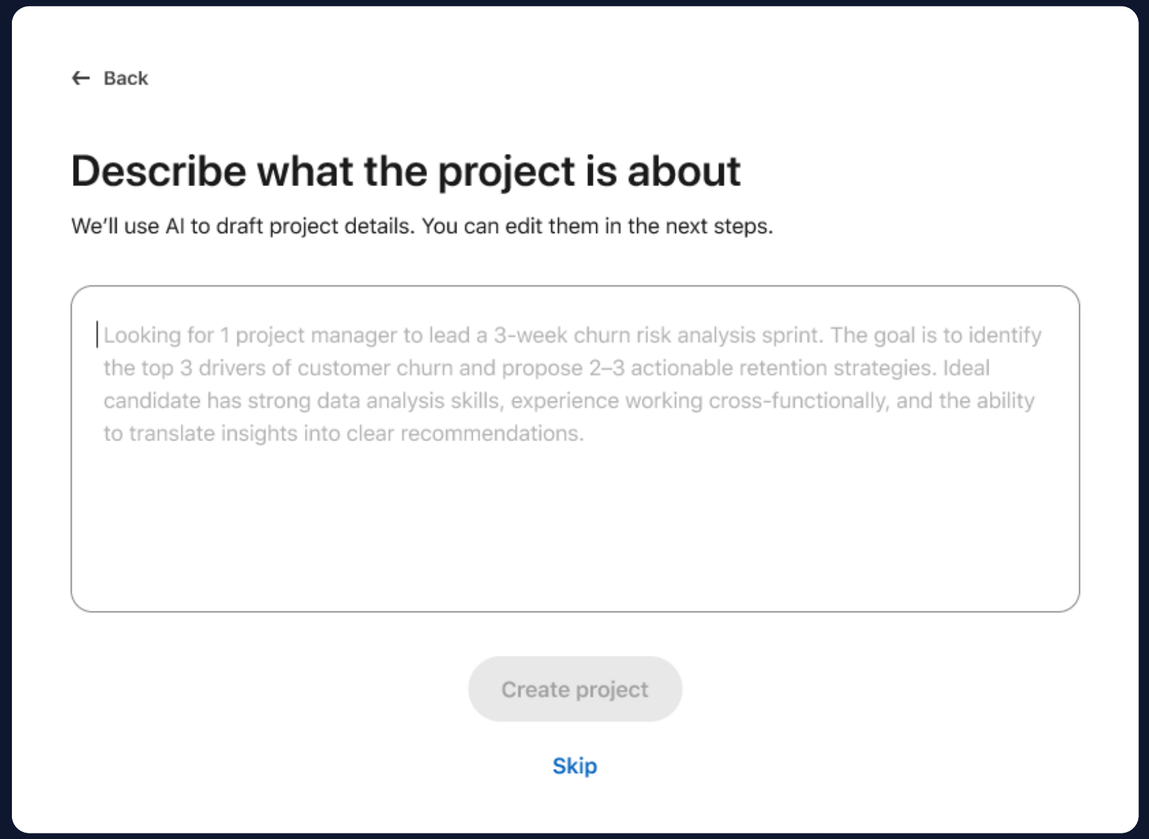
Help Managers Navigate to Projects

1 Open Projects from the left-hand navigation and click pencil icon to start a new project.

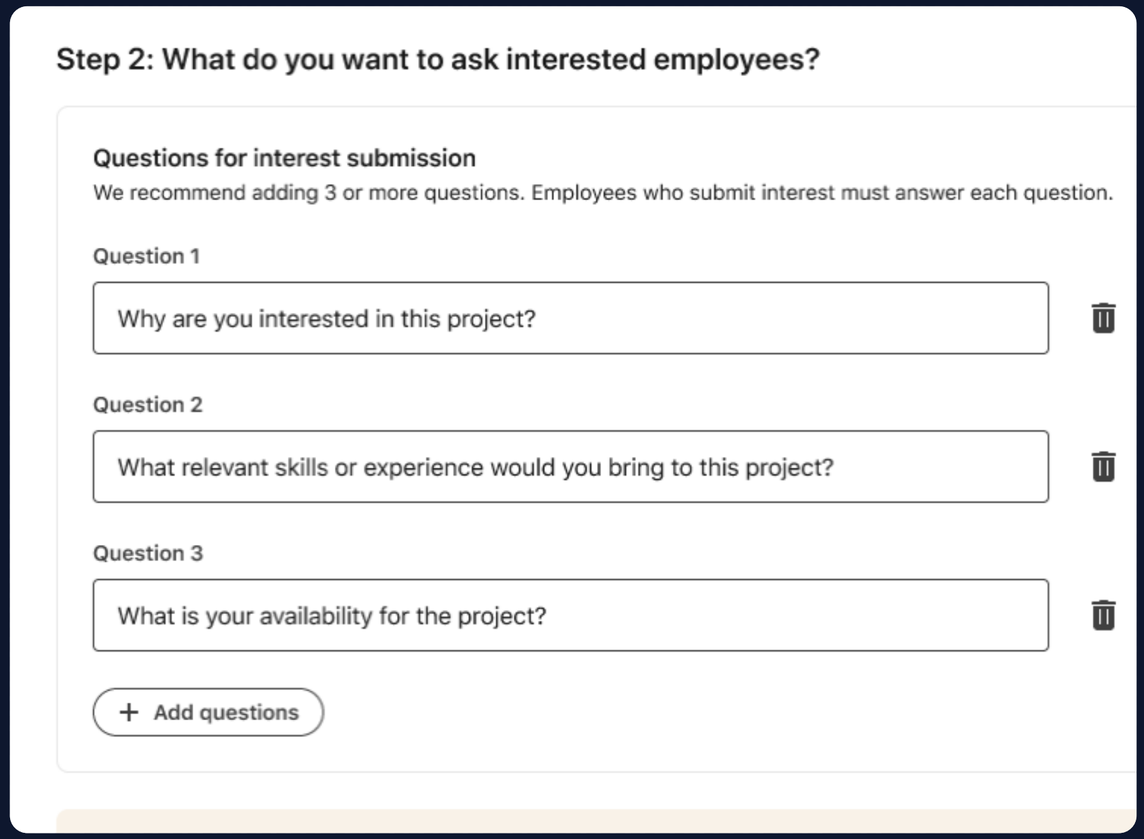


Help Managers

2 Enter a project description. AI will pre-fill fields and suggest skill tags (fully editable, or skip to a blank draft).



3 Add up to five questions for applicants to answer.



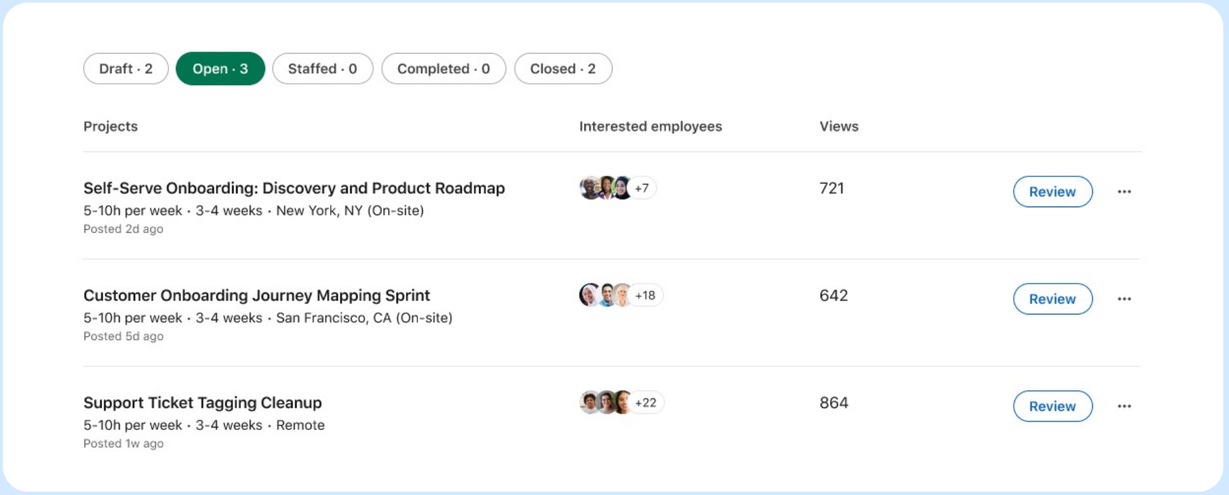
Help Managers

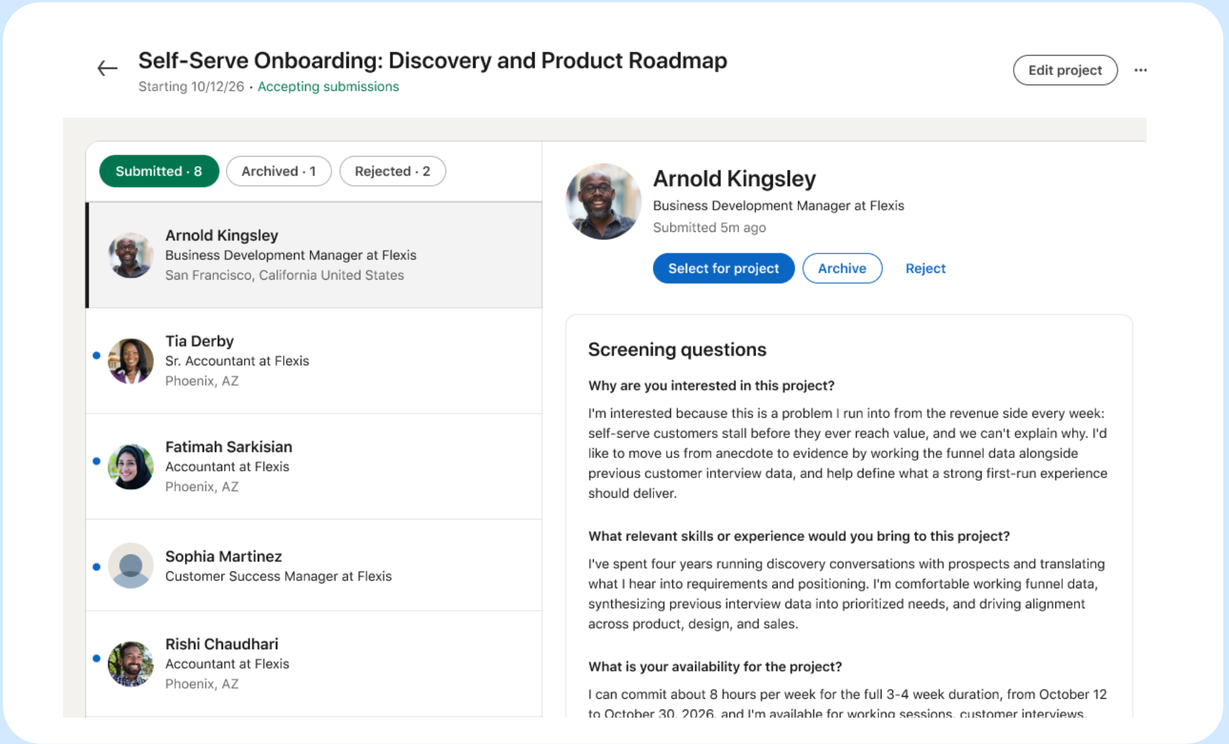
4. Post the project. Share, view, or edit anytime.

5. Review applicants via their dashboard, using the skills evidence summary to inform decisions.

6. Select or reject applicants, then mark the project staffed and later complete.

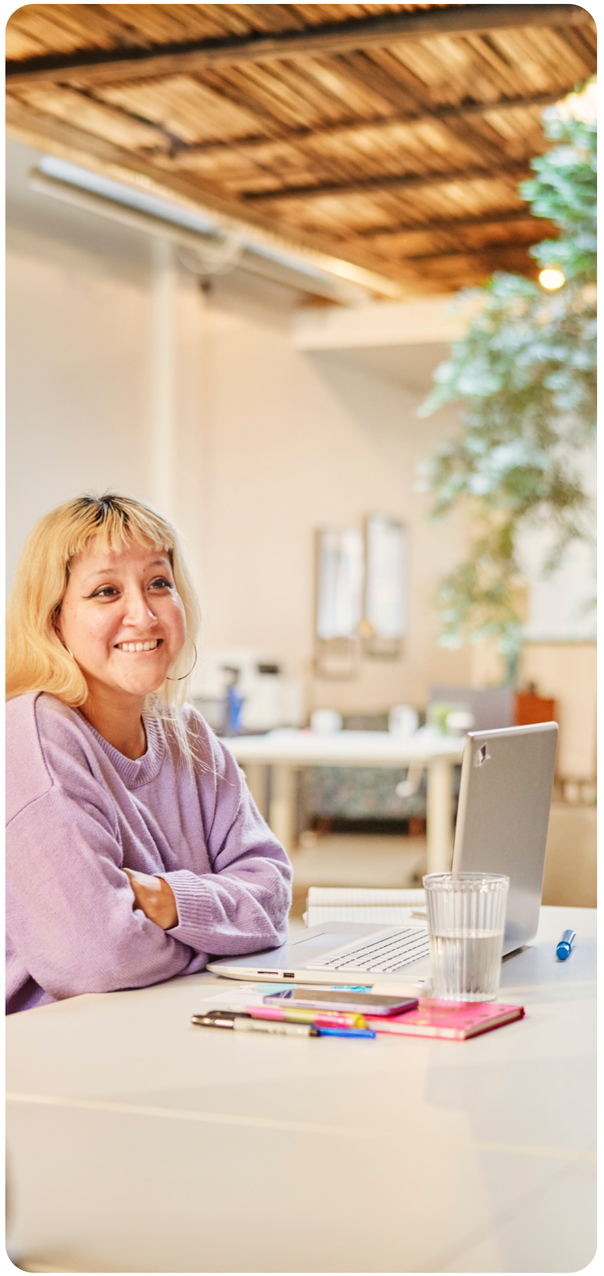
→ A project you just posted may not appear first in the discovery feed. It's sorted by relevance, not recency. Encourage your team to check back or use the 'recent' filter.





Section 7

Help Employees Discover Opportunities

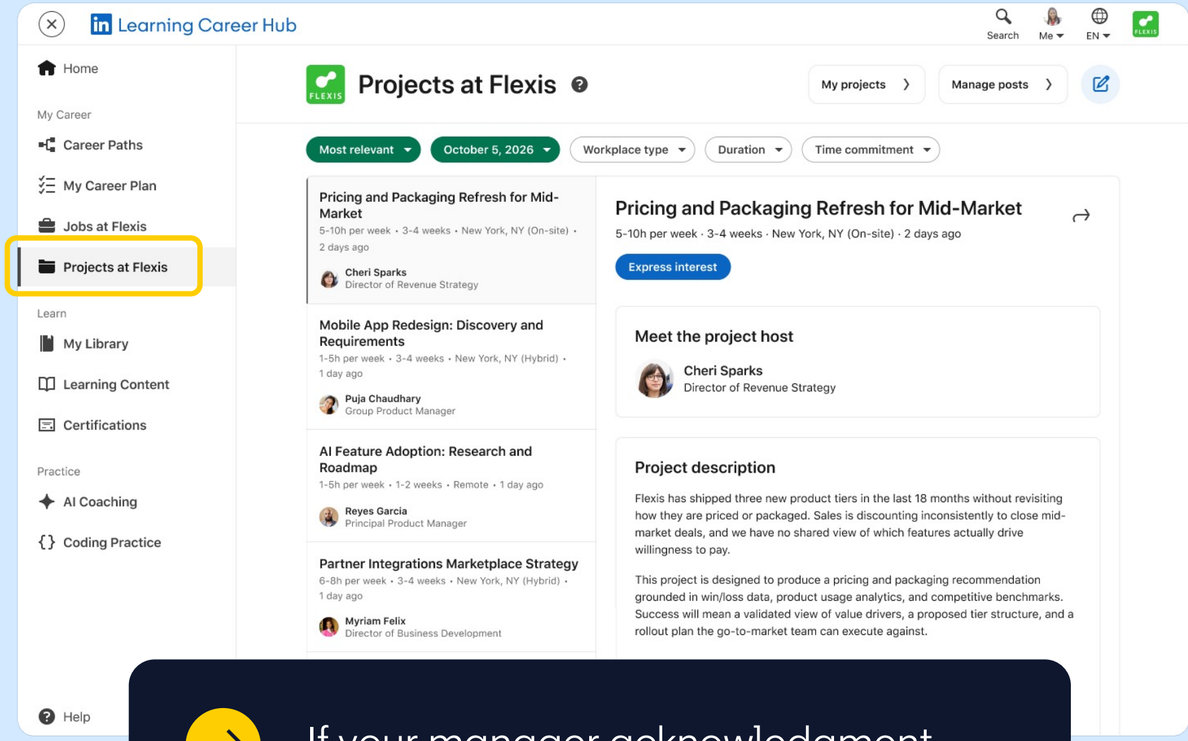


Help Employees

What to Tell Employees

Applicants are employees browsing for growth opportunities. Here's their path, so you can help them get started:

1. Open Projects from the LinkedIn Learning homepage.
2. Browse opportunities, which can be sorted by relevance to career intent, learning plan, and current skills/title, or filtered manually.
3. Click ‘Express interest’ on a project, then complete the application (including the poster's questions and manager acknowledgment).
4. Track status from the My Projects dashboard.
5. If selected, confirm participation directly with the poster (this step happens outside the system).



If your manager acknowledgment box is checked, that's self-reported, meaning your manager won't automatically be notified. Loop them in yourself if that is important to your team's process.

Section 8

Grow Engagement and Adoption



Engage and Adapt

Coach Posters on Strong Project Scope

The best early projects have clear time asks (10–20%) and well-defined skill needs. This makes applicants easier to match.



Engage and Adapt

Expect Adoption to Build Gradually

Early engagement will likely build gradually as your organization's governance, compliance, and change management processes take hold. New marketplaces take time for both posters and applicants to trust and use consistently. Rather than benchmarking against a fixed expectation, track engagement trends over time and use them to inform where additional manager coaching or employee communication is needed.



Section 9

Measure Impact

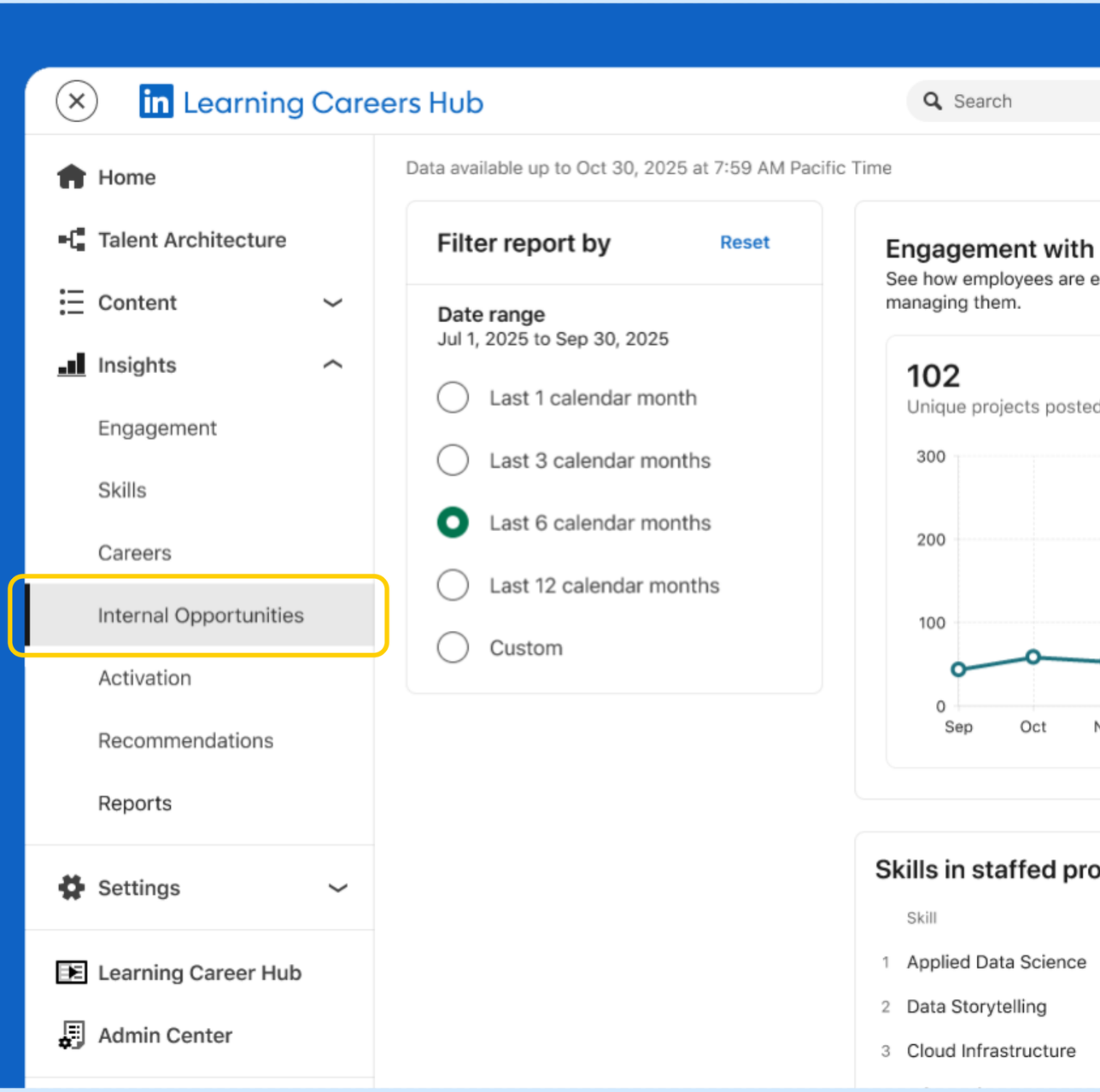


Measure

Track Engagement and Impact

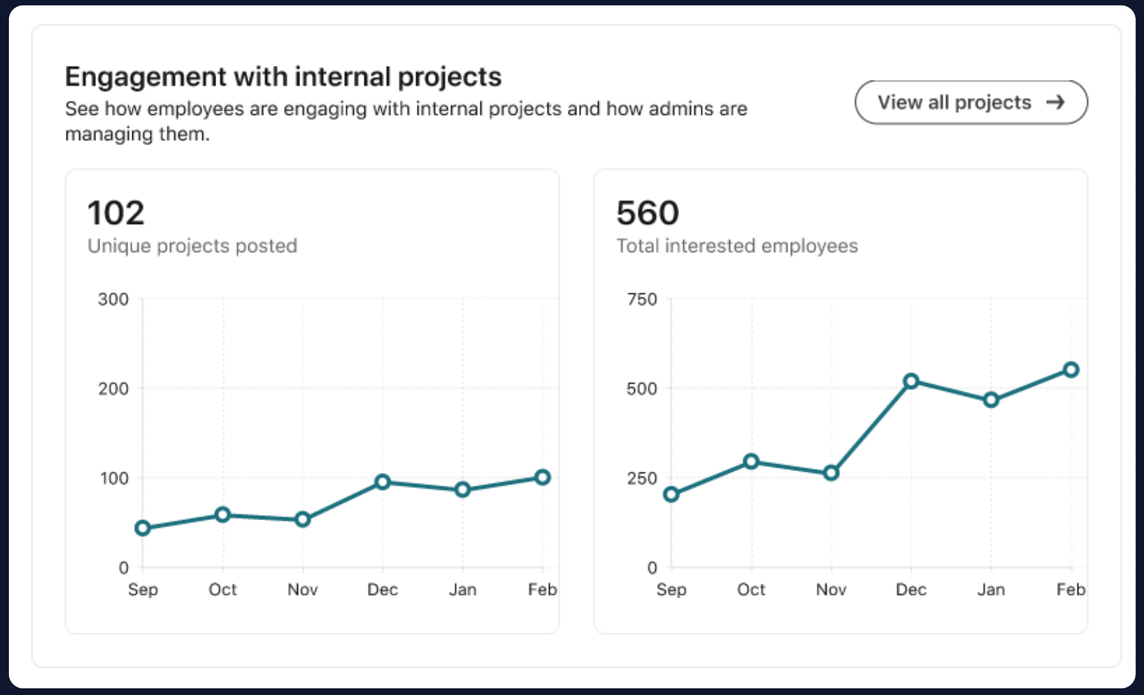
Once projects are live, you can monitor engagement and skill development directly in your admin dashboard:

1 Go to Insights → Internal Opportunities

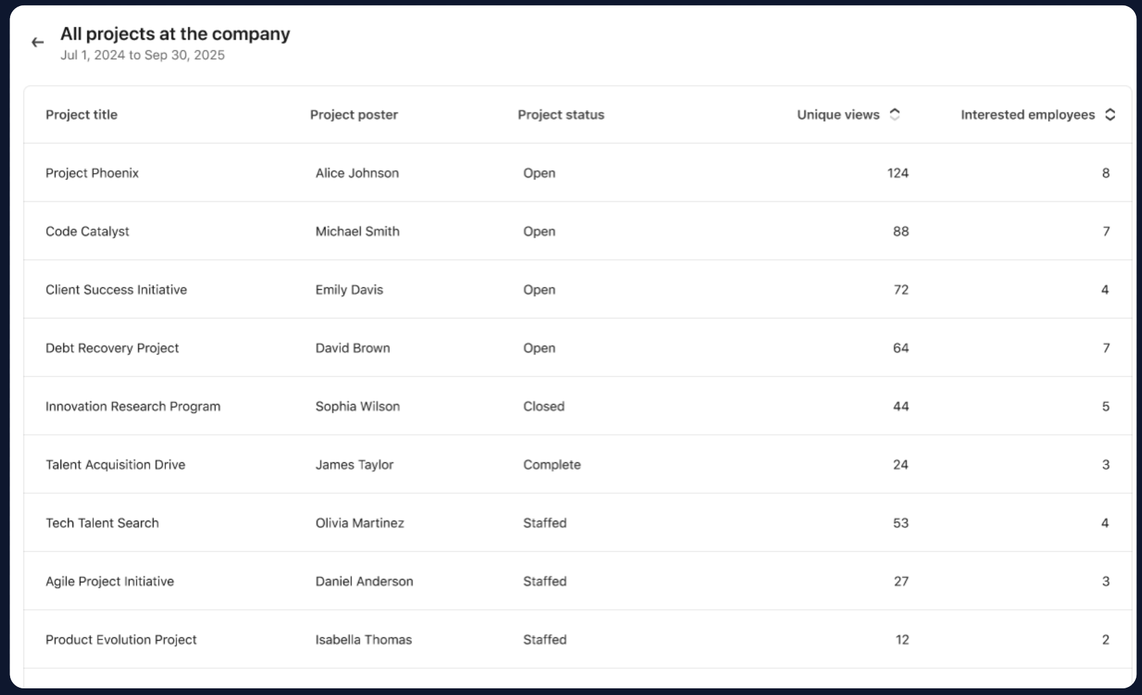


Measure

2 Scroll to the Projects section to see engagement and which skills are being developed or have been developed



3 Click “view all projects” for a full list across your organization



Project title	Project poster	Project status	Unique views	Interested employees
Project Phoenix	Alice Johnson	Open	124	8
Code Catalyst	Michael Smith	Open	88	7
Client Success Initiative	Emily Davis	Open	72	4
Debt Recovery Project	David Brown	Open	64	7
Innovation Research Program	Sophia Wilson	Closed	44	5
Talent Acquisition Drive	James Taylor	Complete	24	3
Tech Talent Search	Olivia Martinez	Staffed	53	4
Agile Project Initiative	Daniel Anderson	Staffed	27	3
Product Evolution Project	Isabella Thomas	Staffed	12	2

The designated owner of projects in your organization should review these metrics on a regular cadence. Measurement only drives adoption if someone is accountable for acting on it.

Note: Standardized in-platform dashboards only. No downloadable/CSV export is currently available.

Additional Resources

- Help Center
- LinkedIn Talent Community
- 2026 LinkedIn Talent Report
- Future of Talent Report