



Confluence for education, skill and knowledge assessment, and employee onboarding

with Courses and Quizzes – LMS app

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Platinum
Top Vendor



Silver
Solution Partner





Apps for Confluence, Jira and Bitbucket



15+ APPS

ON THE MARKETPLACE



TOP APPS

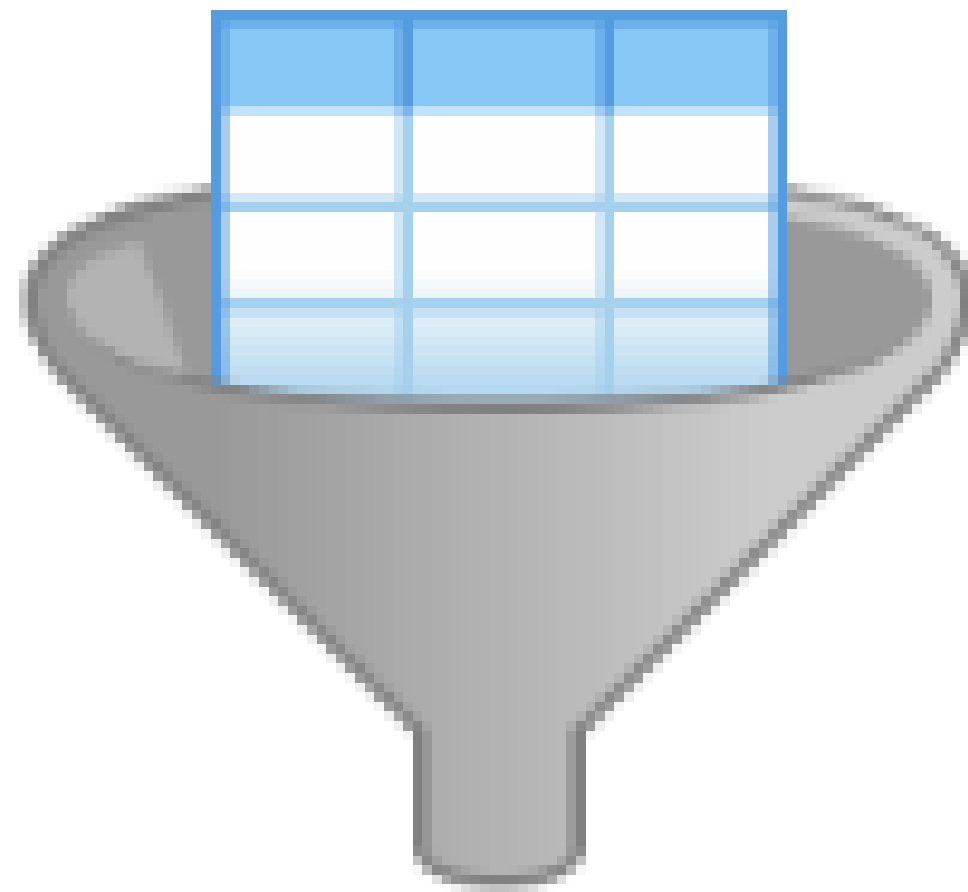


Table Filter and Charts

for Confluence

Filter complex Confluence tables, aggregate data in pivot table reports, and build dynamic Confluence charts on the fly



Smart Attachments

for Jira

Manage Jira attachments and documents and rapidly distribute your files in Jira among categories for better navigability



Awesome Graphs

for Bitbucket

Track and monitor projects and repositories with visualized statistics. Evaluate team's performance, watch your projects evolve



Learning Management System

“

A **learning management system (LMS)** is a software application for the administration, documentation, tracking, reporting and delivery of educational courses, training programs, or learning and development programs.

ELLIS, RYANN K.

Learning management system – Use Cases



Employee education

Boost employees' motivation and productivity with internal training courses.



Onboarding

Set new employees up for success with an effective onboarding program.



Certification

Check the level of skills, experience and expertise of your employees.



Screen job candidates

Find the people who are the best match for your team.

Learning management system – Use Cases



Skill and knowledge tests

Evaluate the level of skills for a job transfer, regular screening, etc.



Product knowledge tests

Make sure your people are experts of products they sell, promote or use.

LMS

Why invest in learning,
onboarding, knowledge
assessment?



Why invest in learning and onboarding?



**Reduced time to reach
optimized productivity**



Better job performance



**Higher employee
retention**



Boosts job satisfaction



**Higher employee
engagement**



**Greater commitment to
your company**

A close-up, monochromatic blue-tinted image of a mechanical stopwatch resting on a computer keyboard. The stopwatch is the central focus, showing its main dial with markings from 0 to 60 and a smaller sub-dial at the top. The text 'Reduced employee ramp-up time' is overlaid in a clean, white, sans-serif font across the center of the stopwatch. The background shows the keys of a keyboard, including 'C', 'D', 'Y', 'U', 'J', 'K', and 'I', all rendered in the same blue-tinted style.

**Reduced employee ramp-up
time**

A top-down view of a meeting table with a laptop, papers, and hands pointing at data. The table is made of light-colored wood. In the center is a silver laptop displaying a blue bar chart. To the left, a person's hand points at the laptop screen. Another person's hand holds a yellow pen over a document with a bar chart. A third person's hand points at the laptop keyboard. A fourth person's hand holds a red pen over a document with a bar chart. A fifth person's hand is visible near a smartphone. A pair of glasses and a cup of coffee are also on the table. The text "Great effect on job performance" is overlaid in white, bold font. The word "PERFORMANCE" is also visible in large, light blue letters on the right side of the table.

**Great effect on job
performance**

PERFORMANCE

A close-up photograph of a person's hand in a dark suit jacket, holding a group of small, light-colored icons representing employees. The icons are arranged in a loose cluster and include various symbols for men and women in business attire. The background is dark and slightly blurred, focusing attention on the hand and the icons.

Boosts employee retention

Contributes to job satisfaction





**Increases the likelihood of
employee engagement**





Boosts commitment

Why invest in knowledge assessment and certification?



**Confidence in
competency**



**Everyone on the same
page**



**Identify knowledge
gaps**



Credibility boost



Recruitment aid



Sense of achievement

A man with short brown hair and a beard, wearing black-rimmed glasses, a white dress shirt, and a dark suit jacket, stands with his arms crossed. He is positioned in front of a dark grey chalkboard. On either side of the man, there is a white chalk drawing of a muscular arm flexing its bicep. The text "Be certain you can rely on your people" is written in white, bold, sans-serif font across the center of the image, overlapping the man's chest and the chalkboard background.

**Be certain you can rely on your
people**

A cartoon illustration on a light blue background. Two simple, round, smiling figures with stick arms and legs stand on top of a large, open book. The book is light blue with a thick green arrow pointing to the right along its bottom edge. Behind the figures is a large, stylized rainbow with a purple-to-blue gradient. The entire scene is framed by a rough, hand-drawn border in a darker blue color.

Help the team to sync-up

A stylized illustration on a dark teal background. In the center, a large, glowing lightbulb is positioned on a dark purple pedestal. Surrounding the lightbulb are several business professionals in dark suits and dresses, engaged in various activities: one woman on the left carries a briefcase; another woman runs towards the lightbulb carrying a folder; a man on the left uses a megaphone; a woman on the left points towards the lightbulb; a man on the right points towards the lightbulb; a man on the right uses a megaphone; and a man on the right runs away from the lightbulb carrying a large red arrow pointing left. The text 'Identify weak points' is overlaid in white, bold, sans-serif font across the middle of the lightbulb.

Identify weak points



Build trust, reduce risks

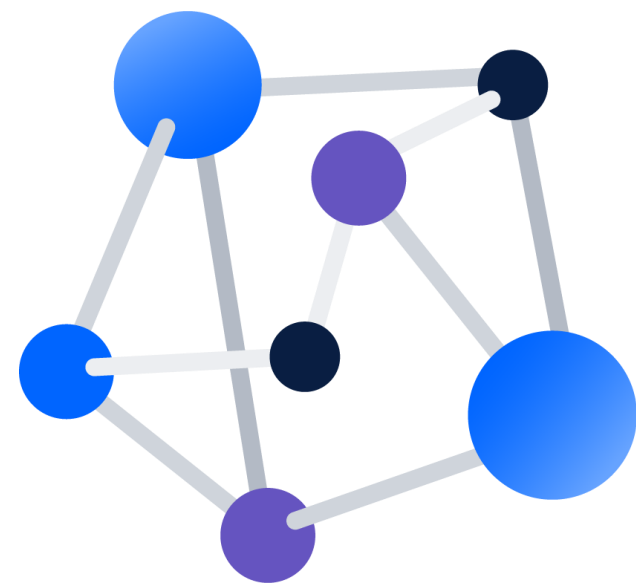
An illustration of a desk with various items: a smartphone on the left, a magnifying glass in the center, a pair of glasses on the right, a pen, a red envelope, and a CV document with a person's profile and the letters 'CV' on it. The background is a light blue color.

**Find people who will fit in and
complement your team**

**Accomplishments are
rewarding**



Confluence



Team collaboration



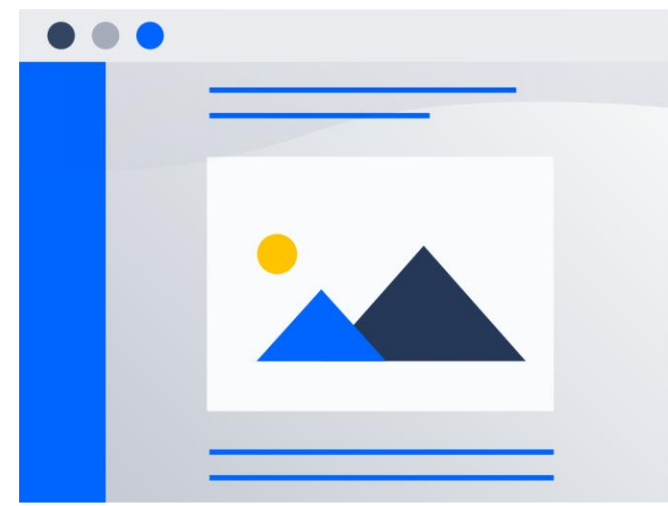
Why not education?



Use Confluence

for Learning, Assessment
and Onboarding

Confluence for Education, Onboarding and Assessment



'Learning' Space



**Learning Using Courses
and Quizzes app**

'Learning' Space

A special space with learning and onboarding content.



New employees

Info to get familiar with their new job and processes in the company



Current employees

Content for educating themselves and learning new skills

'Learning' Space

All the needed assets on subsets of pages.

- Good structure
- One chunk of information per page
- Easy access
- Reuse what you have
- Checklists for marking step completion
- Page properties report for reporting

GOOD STRUCTURE

Confluence Spaces ▾ People Learning Create ⋮

Search 🔍 ? ⚙️

Dashboard / Onboarding Home 🔒

Edit Save for later Watching Share

Onboarding

☆

SPACE SHORTCUTS

- FAQ
- Need Help

PAGE TREE

- Business Analyst
- Computer Network Architect
- Customer Support Agent
- Junior Java Developer
- UX Designer
- Scrum Master
 - Scrum Master - First Steps
 - Scrum Master Job Descriptio...
 - Scrum Master How-Tos
 - Policies and Regulations
- Senior Java Developer
- System Architect

Scrum Master

Created by Kate Peterson, last modified on Feb 01, 2019

Welcome to our team. Great to have you! 😊

i To help you settle into your new job, we made this onboarding plan for you. Browse the pages below one-by-one in the order they are displayed.

You will begin with **First Steps**, where you will be prompted to:

- register in all the systems you are going to use
- review the product documentation
- try the product on a demo site
- create your team space and calendar in Confluence and a Scrum Board in Jira

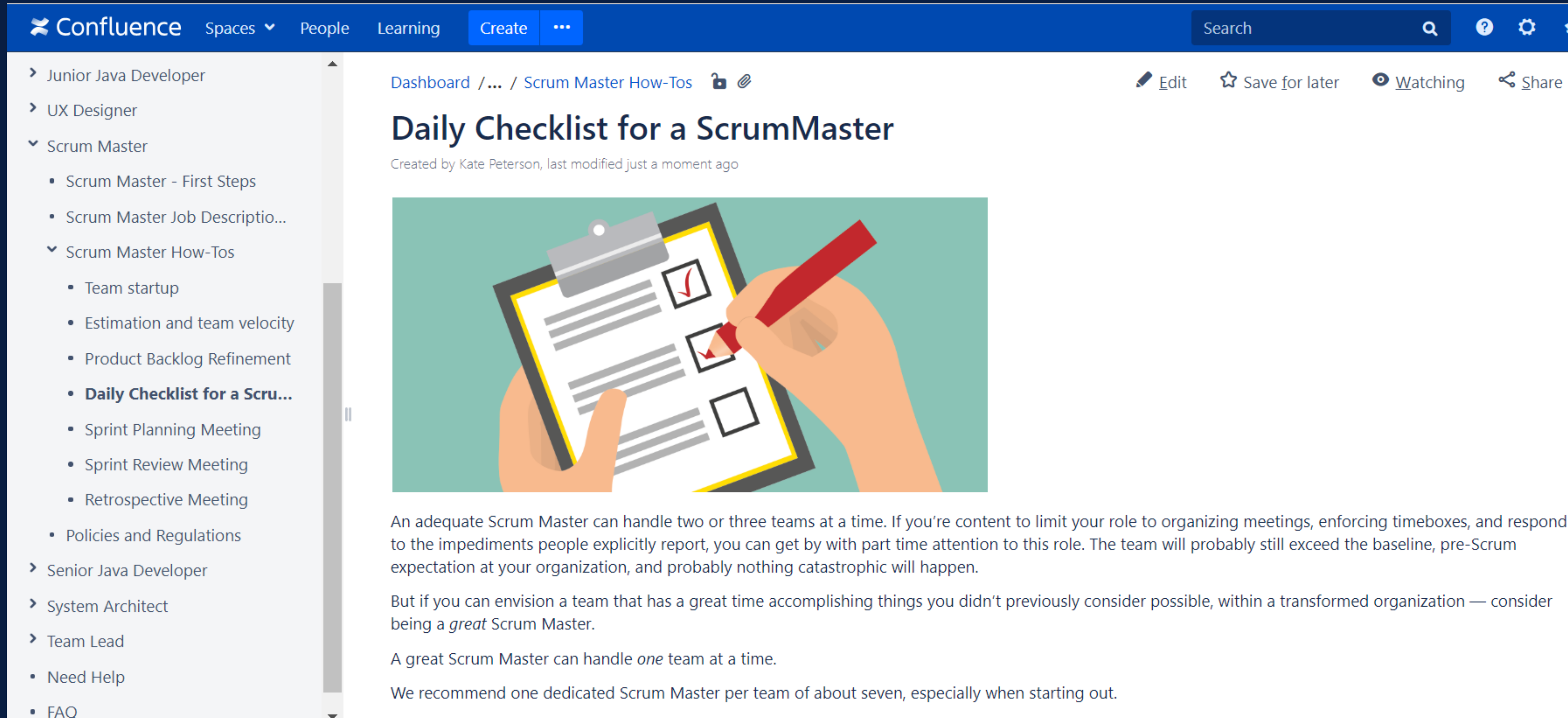
Then you will review your **job responsibilities** and get familiar with our best practices and workflows in **How-Tos**. In **Policies and Regulations** you will study all the documents that regulate your work and work of your team.

When you are done with onboarding, let **@Kate Peterson** know.

Onboarding Plan

- Scrum Master - First Steps
- Scrum Master Job Descriptions and Responsibilities
- Scrum Master How-Tos

ONE CHUCK OF INFORMATION PER PAGE



The screenshot shows a Confluence page with a blue header. The left sidebar contains a navigation menu with categories like 'Junior Java Developer', 'UX Designer', and 'Scrum Master'. The main content area features a breadcrumb trail 'Dashboard / ... / Scrum Master How-Tos', a search bar, and action icons for 'Edit', 'Save for later', 'Watching', and 'Share'. The page title is 'Daily Checklist for a ScrumMaster', created by Kate Peterson. Below the title is an illustration of hands holding a clipboard with a checklist. The text below the illustration discusses the role of a Scrum Master, mentioning that an adequate Scrum Master can handle two or three teams, while a great Scrum Master can handle one team.

Confluence Spaces People Learning Create


Search

Dashboard / ... / Scrum Master How-Tos

Edit Save for later Watching Share

Daily Checklist for a ScrumMaster

Created by Kate Peterson, last modified just a moment ago



An adequate Scrum Master can handle two or three teams at a time. If you're content to limit your role to organizing meetings, enforcing timeboxes, and responding to the impediments people explicitly report, you can get by with part time attention to this role. The team will probably still exceed the baseline, pre-Scrum expectation at your organization, and probably nothing catastrophic will happen.

But if you can envision a team that has a great time accomplishing things you didn't previously consider possible, within a transformed organization — consider being a *great* Scrum Master.

A great Scrum Master can handle *one* team at a time.

We recommend one dedicated Scrum Master per team of about seven, especially when starting out.

EASY ACCESS



Dashboard

Edit Save for later Watching Talk Share ...

Education

Created by Anonymous, last modified by Kate Peterson just a moment ago

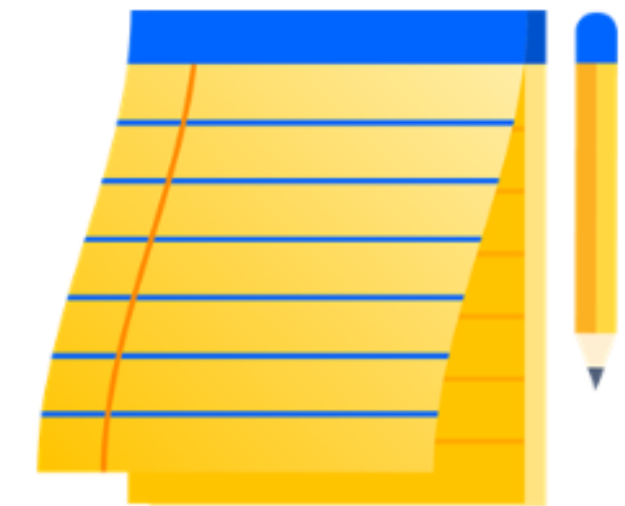
Onboarding



Training courses



Knowledge and Skill Tests



Like Be the first to like this

No labels



Write a comment...

EASY ACCESS

Confluence Spaces People Learning Create ... Search ?

Onboarding

Dashboard Dashboard Edit Save for later Watching Share

Onboarding Home

Created by Kate Peterson, last modified on Feb 01, 2019

✔ **Welcome to our company!**
Ready to dive in and explore how things work around here? Select your position below to start your onboarding.

Senior Java Developer

Junior Java Developer

Computer Network Architect

SPACE SHORTCUTS

- FAQ
- Need Help

PAGE TREE

- Business Analyst
- Computer Network Architect
- Customer Support Agent
- Junior Java Developer
- UX Designer
- Scrum Master
- Senior Java Developer
- System Architect
- Team Lead
- Need Help
- FAQ

REUSE WHAT YOU HAVE

Daily Checklist for a ScrumMaster



Include Page | Scrum Master Daily Checklis...



ENROLL BY SHARING A LANDING PAGE

The screenshot shows a Confluence page for 'Onboarding Home' with the title 'Scrum Master'. The page content includes a welcome message, a list of tasks for 'First Steps', and an 'Onboarding Plan' section. A 'Share this page' dialog box is open on the right, showing a share link, an 'Add people' field, and a message field. A yellow arrow points to the 'Share' button in the page header.

Confluence Spaces ▾ People Learning **Create** ⋮ Search 🔍 ? ⚙️ 🔔 👤

Dashboard / Onboarding Home 🔒 Edit ⏏️ Save for later ⭐ Watching 👁️ Talk 🗣️ **Share** ⋮

Scrum Master

Created by Kate Peterson, last modified on Feb 01, 2019

Welcome to our team. Great to have you! 😊

To help you settle into your new job, we made this onboarding plan for you. Browse the pages below to get started.

You will begin with **First Steps**, where you will be prompted to:

- register in all the systems you are going to use
- review the product documentation
- try the product on a demo site
- create your team space and calendar in Confluence and a Scrum Board in Jira

Then you will review your **job responsibilities** and get familiar with our best practices and workflows in **Confluence**. You will study all the documents that regulate your work and work of your team.

When you are done with onboarding, let **@ Kate Peterson** know.

Onboarding Plan

- [Scrum Master - First Steps](#)

Share this page

Share link
 Copy

Add people

Include a message

Share **Cancel**

CHECKLISTS FOR MARKING STEP COMPLETION

Confluence administration

CONFIGURATION

General Configuration

Further Configuration

Backup Administration

Manage Referrers

Languages

Shortcut Links

External Gadgets

Global Templates and Blueprints

Import Templates

Recommended Updates Email






Mail Servers

User Macros

Global Templates and Blueprints

Global page templates

Add global page template

Name	Description	Last Updated By	Updated	Operations
Computer Network Architect Onboarding Checklist	No description 	Kate Peterson	Feb 25, 2019	Edit · Delete
Customer Support Agent Onboarding Checklist	No description 	Kate Peterson	Feb 25, 2019	Edit · Delete
Junior Java Developer Onboarding Checklist	No description 	Kate Peterson	Feb 25, 2019	Edit · Delete
Scrum Master Onboarding Checklist	No description 	Kate Peterson	Feb 25, 2019	Edit · Delete
Senior Java Developer Onboarding Checklist	No description 	Kate Peterson	Feb 25, 2019	Edit · Delete

Help Tips

Templates are pre-defined pages that can be used as prototypes across the site. This screen displays the templates currently defined for the site. You can add a new template or edit existing ones.

[More about Global Templates](#)

CHECKLISTS FOR MARKING STEP COMPLETION

You have temporary access to administrative functions. Drop access if you no longer require it. For more information, refer to the documentation.

Confluence Spaces

Education

Pages

Blog

SPACE SHORTCUTS

- Courses
- Quizzes
- Quiz questions

PAGE TREE

- > Courses
- Quiz questions
- Quizzes

Create Help

Select space: Education Parent: Education

Computer Network Architect Onboarding C...	Customer Support Agent Onboarding Check...
Junior Java Developer Onboarding Checklist	Scrum Master Onboarding Checklist
Senior Java Developer Onboarding Checklist	System Architect Onboarding Checklist
UX Designer Onboarding Checklist	

Add or customize templates for the selected space

Create Close

CHECKLISTS FOR MARKING STEP COMPLETION

The screenshot shows a Confluence page with a blue header bar containing navigation links (Confluence, Spaces, People, Learning, Create) and a search bar. The page content includes a title, a welcome message, instructions on how to use the checklist, and a table for tracking progress.

Scrum Master Onboarding Checklist - Jake Willson
Created by Kate Peterson, last modified 11 minutes ago

Welcome to our team. Great to have you! 😊

To help you settle into your new job, we made this onboarding plan for you.

What to do

Below is a checklist with links. **Follow each link**, go through what is outlined on a page. **Mark a checkbox** when done with a step.

Please also **update the Progress table** as you go through your onboarding.

If you have any questions, contact [@ Kate Peterson](#) (kpeterson@stiltsoft.com)

Progress

Status	NOT STARTED
Date Started	
Date Completed	

- Scrum Master - First Steps
- Scrum Master Job Descriptions and Responsibilities
- Scrum Master How-Tos

PAGE PROPERTIES REPORT FOR TRACKING PROGRESS

The screenshot shows a Confluence page with a blue header. The main content area features a table with the following data:

Title	Date Completed	Date Started	Status
UX Designer Onboarding Checklist - Mollie Myers		11 Feb 2019	IN PROGRESS
System Architect Onboarding Checklist - Will Vince		04 Feb 2019	IN PROGRESS
System Architect Onboarding Checklist - Nona Nu			NOT STARTED
Computer Network Architect Onboarding Checklist - Bob Riley	21 Feb 2019	02 Jan 2019	COMPLETED
Computer Network Architect Onboarding Checklist - Lucy Nilson		15 Jan 2019	IN PROGRESS
Scrum Master Onboarding Checklist - Mike Lorence		10 Jan 2019	IN PROGRESS
Scrum Master Onboarding Checklist - Mary Millers	08 Feb 2019	21 Nov 2018	COMPLETED
Scrum Master Onboarding Checklist - Jake Willson			NOT STARTED

At the bottom of the page, there is a 'Like' button and the text 'Be the first to like this'. On the right side, it says 'No labels'.

BENEFITS

- Rather easy to set up
- Allows reusing existing content
- Assets can be used again and again

DRAWBACKS

- Not quite reliable
- Requires a lot of manual work
- No way to evaluate understanding



Learning and assessment in
Confluence with
**Courses and
Quizzes – LMS app**



Courses

Learning Using Courses



Learning and Development Managers

- Content overview and management
- Reuse Confluence content
- Include tests to check understanding
- Progress tracking and reports
- Assign onboarding by enrolling to a course
- Let new employees self-enroll

CONTENT OVERVIEW AND MANAGEMENT

The screenshot displays the Confluence user interface. At the top, the navigation bar includes the Confluence logo, 'Spaces', 'People', 'Learning', and a 'Create' button. A search bar is located on the right side of the header. The left sidebar shows the 'Education' space with a star icon, and a list of content types: Pages, Blog, Courses, Quizzes, and Quiz questions. Under 'PAGE TREE', the 'Scrum Master Onboarding' course is expanded, showing a sub-item 'Scrum Master Onboarding Q...'. The main content area is titled 'Scrum Master Onboarding' and features an 'Enroll participants' button. The course content is organized into three sections: 'Introduction', 'How-Tos', and 'Quiz'. The 'Introduction' section includes 'Scrum Master - First Steps', 'Scrum Master Job Descriptions and Responsibilities', and 'Policies and Regulations'. The 'How-Tos' section includes 'Team startup', 'Estimation and team velocity', 'Product Backlog Refinement', 'Daily Checklist for a ScrumMaster', 'Sprint Planning Meeting', 'Sprint Review Meeting', and 'Retrospective Meeting'. The 'Quiz' section includes 'Scrum Master Onboarding Quiz' with a '1 ATTEMPT' badge.

Confluence Spaces People Learning Create ... Search ? ? ?

Education ☆

Pages

Blog

SPACE SHORTCUTS

Courses

Quizzes

Quiz questions

PAGE TREE

▼ Courses

- ▶ Business Analyst Onboarding
- ▶ Computer Network Architect
- ▶ Customer Support Agent
- ▼ **Scrum Master Onboarding**
 - ▶ Scrum Master Onboarding Q...

• Quiz questions

• Quizzes

Scrum Master Onboarding

Enroll participants

+ Introduction

- Scrum Master - First Steps
- Scrum Master Job Descriptions and Responsibilities
- Policies and Regulations

+ Add module ▼

How-Tos

- Team startup
- Estimation and team velocity
- Product Backlog Refinement
- Daily Checklist for a ScrumMaster
- Sprint Planning Meeting
- Sprint Review Meeting
- Retrospective Meeting

+ Add module ▼

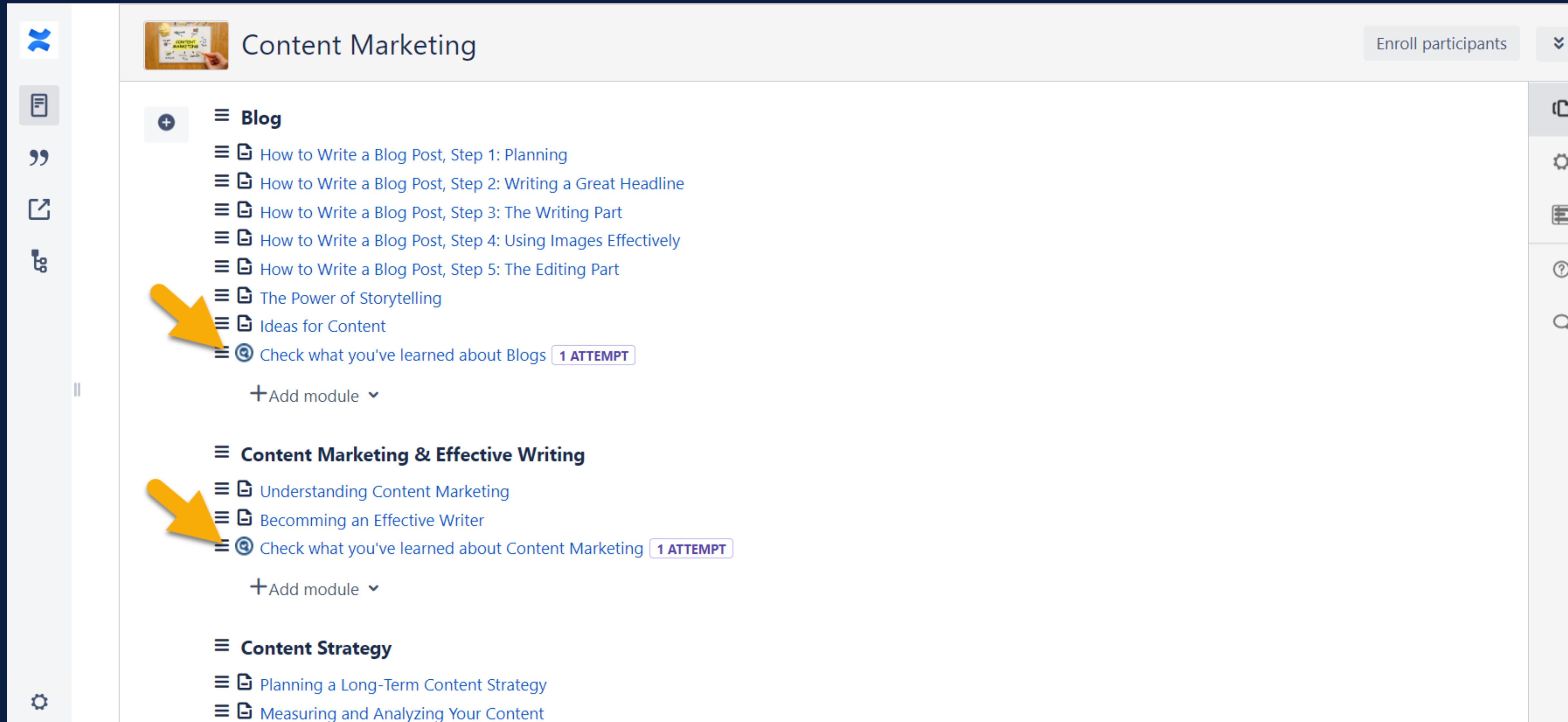
Quiz

- Scrum Master Onboarding Quiz 1 ATTEMPT

REUSE CONFLUENCE CONTENT

The screenshot displays the Confluence user interface. At the top, the navigation bar includes 'Confluence', 'Spaces', 'People', 'Learning', 'Create', and a search bar. The left sidebar shows the 'Education' space with a star icon and a list of content types: Pages, Blog, Courses, Quizzes, and Quiz questions. Under 'PAGE TREE', the 'Scrum Master Onboarding' space is expanded, showing a sub-page 'Scrum Master Onboarding Q...'. The main content area is titled 'Scrum Master Onboarding' and features an 'Enroll participants' button. Below the title, a list of modules is shown under the heading 'Introduction': 'Scrum Master - First Steps', 'Scrum Master Job Description and Responsibilities', and 'Policies and Regulations'. A yellow arrow points to the 'Scrum Master Job Description and Responsibilities' module. Below the modules, there is a 'Page' dropdown menu and a text input field with the placeholder 'Type a page name to use as module', followed by the text 'or Create a new page'. Further down, there is a 'How-Tos' section with modules like 'Team startup', 'Estimation and team velocity', 'Product Backlog Refinement', 'Daily Checklist for a ScrumMaster', 'Sprint Planning Meeting', 'Sprint Review Meeting', and 'Retrospective Meeting'. At the bottom, there is an 'Add module' button and a 'Quiz' section with a 'Scrum Master Onboarding Quiz' (1 ATTEMPT).

USE TESTS TO CHECK UNDERSTANDING



The screenshot shows a course interface for "Content Marketing". The course title is displayed at the top left, next to a small image of a hand pointing at a whiteboard. In the top right corner, there is a button labeled "Enroll participants". The main content area is a list of modules, each with a plus icon and a hamburger menu icon. The modules are:

- Blog**
 - How to Write a Blog Post, Step 1: Planning
 - How to Write a Blog Post, Step 2: Writing a Great Headline
 - How to Write a Blog Post, Step 3: The Writing Part
 - How to Write a Blog Post, Step 4: Using Images Effectively
 - How to Write a Blog Post, Step 5: The Editing Part
 - The Power of Storytelling
 - Ideas for Content
 - Check what you've learned about Blogs **1 ATTEMPT**
- Content Marketing & Effective Writing**
 - Understanding Content Marketing
 - Becoming an Effective Writer
 - Check what you've learned about Content Marketing **1 ATTEMPT**
- Content Strategy**
 - Planning a Long-Term Content Strategy
 - Measuring and Analyzing Your Content

Two orange arrows point to the test modules: "Check what you've learned about Blogs" and "Check what you've learned about Content Marketing".

PROGRESS TRACKING AND REPORTS

The screenshot displays a user interface for tracking progress in a course titled "Scrum Master Onboarding". The interface includes a sidebar with navigation icons, a top navigation bar with a user profile and an "Enroll participants" button, and a main content area with a table of participants and a detailed view of the "Introduction" module.

Scrum Master Onboarding Enroll participants

Participants Modules

<input type="checkbox"/>	Participant	Progress	Enrolled	Time Spent
<input type="checkbox"/>	Larry Blake	<div style="width: 6.6%;"><div style="width: 6.6%;"></div></div> Show details	Nov 29, 2018 12:25	1707 hours 18 minutes 28 seconds
<input type="checkbox"/>	Mike Bing	<div style="width: 18.1%;"><div style="width: 18.1%;"></div></div> Show details	Nov 28, 2018 15:50	1727 hours 52 minutes 54 seconds
<input type="checkbox"/>	Erin Lee	<div style="width: 54.5%;"><div style="width: 54.5%;"></div></div> Hide details	Nov 28, 2018 15:47	1727 hours 56 minutes 23 seconds

Introduction

- Understanding Content Marketing
- Becomming an Effective Writer
- Check what you've learned about Content Marketing
[View answers](#) **COMPLETED** **PASSED** 100%

Blog

- Ideas for Content
- How to Write a Blog Post, Step 1: Planning
- The Power of Storytelling
- Check what you've learned about Blogs
[View answers](#) **WAITING FOR REVIEW** 50%

ASSIGN A COURSE BY ENROLLING

The screenshot shows the Confluence user interface. At the top, there is a navigation bar with 'Confluence', 'Spaces', 'People', 'Learning', 'Create', and a search bar. The main content area displays a course titled 'Scrum Master Onboarding' with a list of modules: Introduction, How-Tos, and Quiz. The 'Introduction' module is expanded, showing sub-modules like 'Scrum Master - First Steps', 'Scrum Master Job Descriptions', and 'Policies and Regulations'. An 'Enroll participants' button is visible in the top right corner of the course page. A modal dialog box titled 'Enroll Participants' is open in the foreground, containing a 'Participants' input field with the placeholder text 'Type email, user or group name', a 'Description' text area with the text 'Welcome to StiltSoft! 'Scrum Master Onboarding' course will help you settle into your new job.', and 'Enroll' and 'Cancel' buttons at the bottom right.

LET PEOPLE SELF-ENROLL

The screenshot shows the Confluence interface for configuring a course titled "Scrum Master Onboarding". The top navigation bar includes "Confluence", "Spaces", "People", "Learning", "Create", and a search bar. The course configuration form includes the following fields:

- Course image:** A placeholder image with a "Upload image" button.
- Description:** A text area containing "This course will help new scrum masters settle into their job."
- Categories:** A dropdown menu with "Onboarding" selected.
- Self-enrollment:** A section with a checked checkbox for "Show in global catalog". A yellow arrow points to this section. Below the checkbox, a note states: "If checked, users will see this course in [Confluence header > Learning](#) and will be able to self-enroll to it."

Additional UI elements include a left sidebar with navigation icons, a right sidebar with "Enroll participants" and other options, and a bottom gear icon for settings.

LET PEOPLE SELF-ENROLL

The screenshot displays the Confluence Learning interface. At the top, a blue navigation bar contains the Confluence logo, 'Spaces', 'People', 'Learning', 'Create', and a menu icon. A search bar and help/settings icons are on the right. Below the navigation bar, the 'Learning' section is titled. On the left, a sidebar lists course categories: 'COURSES' (All courses, Marketing, Sales, HR, Finance Certifications Programs, Onboarding, Uncategorized) and 'ADMINISTRATION' (Manage categories). The 'Onboarding' category is highlighted. The main content area shows four course cards, each with a profile picture, a title, a tag icon, and an 'Enroll' button. A yellow arrow points to the 'Enroll' button for the 'Scrum Master Onboarding' course.

Learning

COURSES

- All courses
- Marketing
- Sales
- HR
- Finance Certifications Programs
- Onboarding**
- Uncategorized

ADMINISTRATION

- Manage categories

Business Analyst Onboarding **Enroll**

Computer Network Architect **Enroll**

Customer Support Agent **Enroll**

Scrum Master Onboarding **Enroll**

Learning Using Courses



Participants

- Easy to start
- Easy to use
- Simple to resume

EASY TO START

The screenshot displays the Gmail web interface. At the top left, the Gmail logo and a search bar labeled "Search mail" are visible. On the left sidebar, the "Compose" button is highlighted, and below it are folders for "Inbox" (with 2 items), "Starred", "Snoozed", "Sent", and "Drafts". At the bottom of the sidebar, a contact named "Katerina" is listed. The main content area shows an email from "Kate Peterson (Confluence) <demo@robots.stiltsoft.company>" dated "Jan 15, 2019, 5:29 PM". The email body contains an invitation: "Kate Peterson **invited** you to take the course 'Scrum Master Onboarding'." Below this is a blue button labeled "Go to course" and a welcome message: "Welcome to StiltSoft! This course will help you settle into your new job." At the bottom of the email, it states "This message was sent by Atlassian Confluence 6.1.1, Team Collaboration Software". At the bottom of the interface, there are "Reply" and "Forward" buttons.

EASY TO START

Confluence Spaces ▾ People **Learning** Create ⋮

Search 🔍 ? ⚙️

Learning

Create course Create quiz Give

- COURSES
 - All courses
 - My courses
 - Marketing
 - Sales
 - HR
 - Finance Certifications Programs
 - Onboarding
 - Uncategorized
- QUIZZES
 - My quizzes
- ADMINISTRATION

Business Analyst Onboarding	Business Writing	Computer Network Architect	Content Marketing
Enroll	Enroll	Enroll	
ALREADY ENROLLED 	ALREADY ENROLLED 		ALREADY ENROLLED

EASY TO USE

Content Marketing

Theory

- ✓ Understanding Content Ma...
- ✓ The Power of Storytelling
- ✓ Ideas for Content
- ✓ Planning a Long-Term Cont...
- ✓ Becomming an Effective Wr...

How to Write a Blog Post, ...

- 🔒 Measuring and Analyzing Y...

Practice

- 🔒 Content Marketing Certifica...



Unless there's something you absolutely MUST include (say, a section that your sales or managerial team is expecting in a post that you agreed to deliver), your outline is not carved in stone. Remember – an outline is a guide, not an immutable series of commandments. If something doesn't work, whether it be a sentence, a paragraph, or even a whole section, don't hesitate to make the cut. Be ruthless with your work.

That's All She Wrote...

Blogging is one of those jobs that seems easy until you have to do it. Fortunately, it does get easier, and with time and practice, you'll be blogging like a pro in no time.

If there's an aspect of writing a blog post that I didn't cover, or you have specific questions about my process or anything generally blog-related, let me know in the comments – I'll answer them as best I can.

Now take up thy pen, go forth, and blog like a badass.

Mark as completed

SIMPLE TO RESUME

The screenshot displays the Confluence Learning interface. At the top, the navigation bar includes 'Confluence', 'Spaces', 'People', 'Learning', 'Create', and a search bar. The main heading is 'Learning', with buttons for 'Create course', 'Create quiz', and 'Give'. A sidebar on the left lists categories: COURSES (All courses, My courses, Marketing, Sales, HR, Finance Certifications Programs, Onboarding, Uncategorized), QUIZZES (My quizzes), and ADMINISTRATION. The main content area features a grid of course cards. A yellow arrow points to 'My courses' in the sidebar, and another points to the 'Financial Analyst Certification' card, which shows a progress bar at 64.7% completed. Other visible course cards include 'Customer Support Agent', 'Facebook Marketing', 'Content Marketing', 'Human Resource Development', 'Digital Marketing', 'Google Analytics', and 'Lead Management Course'.

Learning Create course Create quiz Give

COURSES

- All courses
- My courses**
- Marketing
- Sales
- HR
- Finance Certifications Programs
- Onboarding
- Uncategorized

QUIZZES

- My quizzes

ADMINISTRATION

Customer Support Agent
Start course

Financial Analyst Certification
64.7% completed

Facebook Marketing
Start course

Content Marketing
Start course

Human Resource Development

Digital Marketing

Google Analytics

Lead Management Course

SIMPLE TO RESUME



Content Marketing

Continue

Description

Content marketing is a strategic marketing and business process focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, and ultimately, to drive profitable customer action. This lesson will introduce you to the world of content marketing and provide you a big picture view of everything you need for a successful content marketing strategy.

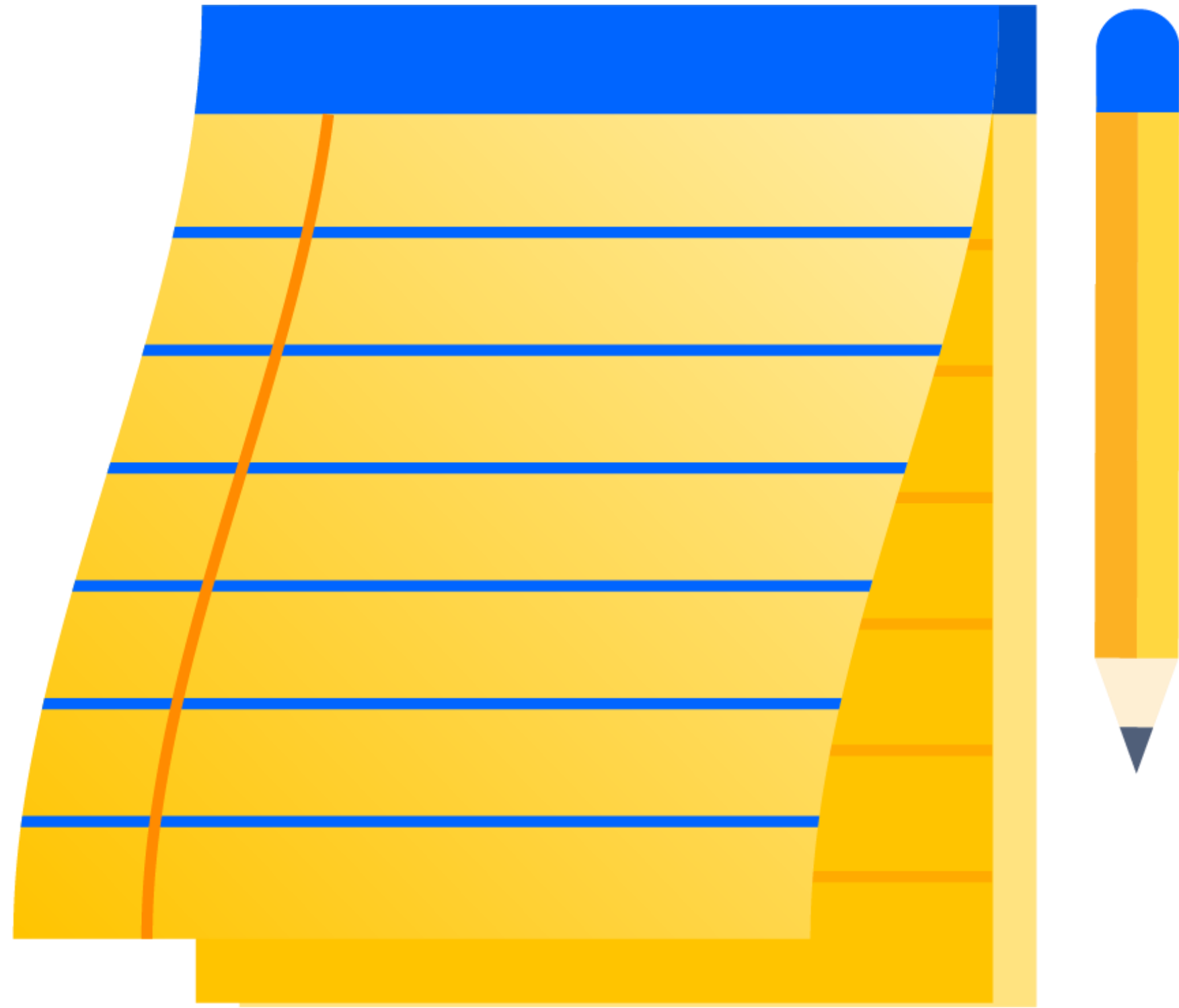
Content

Theory

- ✓ Understanding Content Marketing
- ✓ The Power of Storytelling
- ✓ Ideas for Content
- ✓ Planning a Long-Term Content Strategy
- ✓ Becoming an Effective Writer
- ▶ How to Write a Blog Post, Step 1: Planning
- 🔒 Measuring and Analyzing Your Content

Practice

- 🔒 Content Marketing Certification



Quizzes (tests)

QUIZZES FOR TESTS AND ASSESSMENTS

Learning

[Create course](#) [Create quiz](#) [Give feedback](#)

COURSES

[All courses](#)

[My courses](#)

QUIZZES

[My quizzes](#)

ADMINISTRATION

[Manage categories](#)

Welcome to Learning!



Learning administrators

Start creating educational or knowledge assessment content to:

- Train and educate employees and customers
- Organize onboarding
- Assess knowledge, competences and skills of your job applicants and new hires
- Create tests for employee training, compliance, certification

Make your first **course** or **quiz**.

Participants

Have a little patience while your learning administrators are working on courses and quizzes for you. 😊

Once they enroll you to a course or quiz, or open some courses for self-enrollment, this page will show you learning information.

Courses and Quizzes – LMS app



Use Cases

- Train and educate employees and customers
- Organize onboarding
- Assess knowledge, competences and skills of your job applicants and new hires
- Create tests for employee training, compliance, certification



Courses and Quizzes – LMS app

Free trial

<https://goo.gl/s4Fsn3>



Courses and Quizzes – LMS app

Try on Demo Site

<https://goo.gl/9ub7m6>

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Q&A



Thank you!

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