LinkedIn: Let’s Clarify

Using LinkedIn to Your Advantage

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Who is CoachCarla?

- Highly skilled Executive and Leadership Coach
- Professionally ‘groomed’ by KPMG (Consulting Div.)
- Managed Federal / Local Government Projects
  - 30 plus years as a Managing Consultant
- An award winning Industry Partner for excellence in Capital Planning (CPIC) using Earned Value Management

...Unleashing your greatness through clarity
The LinkedIn Advantage: What Will We Discuss?

- LinkedIn: Why do I need it?
- Profiles: What's the big deal? How do I build one?
- Career: What's LinkedIn got to do with it?
- Research: Who is my ideal client/prospect/employee?
- Recruiting: How do I find/attract qualified talent?
- Networks: Do I have to meet strangers?
- More: Questions / Resources?
LinkedIn: Why do I need it?

- **R**ecruiters and HR Professionals use it.
  - Receive and give endorsements and recommendations

- **E**stablishing and showcasing your expertise may be profitable.
  - Use LinkedIn content platform; videos, articles, podcasts.

- **A**llinging your online presence (resume) with opportunity.
  - Updating your experience, etc. is easier than redoing the resume!
  - LinkedIn has extensive job listings and a good search engine.

- **C**onnecting with important business colleagues and leaders.
  - Join professional groups and share your brand.

- **H**elps to build your awareness of what’s hot in industry!
  - Reach our to people who view your profile.
Profiles: What’s the Big Deal?

- **C**atapults you!
- **L**everages you!
- **A**ligns you!
- **R**eflects you!
- **I**ntrigues others about you!
- **T**he resume is vanishing! - *Brigette Tasha Hyacinth*
- **Y**ou are showcased!

*A promising LinkedIn profile is clear, precise and intriguing all at once.*
Profiles: What’s the Big Deal?

Sean Koppelman  ·  2nd  

The Talent Magnet | Career Coach | Career Agent
New York, New York  ·  500+ connections  ·  Contact info

The Talent Magnet
State University of New York College at Oswego
Profiles: How Do I Build One?
Career: What’s LinkedIn Got to Do With It?

- LinkedIn is poised to be everything as far as getting new work opportunities.
  - Endorsements
  - Recommendations
  - Skill Verification and Display
- The “Jobs” tab contains an entire suite for finding new work and new prospects.
- It’s a valuable tool to educate yourself on industry trends and leaders.
- It provides tools to promote products and services via video or podcasts. #usehashtags
Research: What is my ideal client/prospect/employee?

- Use the ‘Search’ capabilities to find notable individuals by name, title or company.

- Search and explore organizations associated with one or two characteristics that you possess. For example, “System Integrators” or “remote work.”
Recruit: How do I Find and Attract Qualified Talent?

- LinkedIn Talent Solutions contain a full suite of recruiting tools.
  - Post job openings
  - Attracted talent aligned with requirements
  - Communicate with candidates
Network: Do I Have to Meet Strangers?

- **Posts** valuable pieces of information, in addition to promotional ones
- **Research** to find your ideal clients/company/teammates
- **Outreach** by inbox messaging; running surveys; writing and posting articles.
- **Meet** new colleagues and find those you have lost touch with
- **Only** business related activity. No ‘party’ socials.
- **Tag** others and use hashtags
- **Enhance** business rapport by endorsing and recommending colleagues and acquaintances.

*Promoting others increases your chances of being #promoted.*
More Questions / Resources

• How to promote a trade association LinkedIn profile?
  • [https://blog.higherlogic.com/2016/08/12/6-tips-guaranteed-to-make-your-associations-linkedin-page-more-effective](https://blog.higherlogic.com/2016/08/12/6-tips-guaranteed-to-make-your-associations-linkedin-page-more-effective)

• To optimize your resume and LinkedIn profile, contact Patriece Nelson
  • [https://www.linkedin.com/in/patriecenelson/](https://www.linkedin.com/in/patriecenelson/)
Rise and Shine!

Create a life you don’t need a vacation from! ~ Unknown