Transforming Your Professional Brand

#Belonging  #RockYourProfile
Our Mission
Connect the world’s professionals to make them more productive and successful

Our Vision
Create economic opportunity for every member of the global workforce
Use LinkedIn to build a brand and realize your potential

- Building a Powerful Network
- Keep Learning
- Establish Your Profile
- Thought Leadership
- Realize Your Earning Potential
Build Your Professional Brand on LinkedIn

Your step-by-step guide to telling your story.
Online Presence is Key!

78% of professionals first search online for information on a new colleague or prospective hire.

Curate your online brand.

Source: Landit
Why Is Building Your Professional Brand Relevant?

- Positions you for success as you shape your career identity
- Can yield better opportunities and career success
- Identifies your niche in today's ever-changing job market
- Shows how your values align with your actions
- Creates a platform to uplift colleagues as well
Add a Photo

Members with a photo get up to:

9x More connection requests
21x More profile views
36x More messages
Add Your Industry

- More than 300,000 people search by industry on LinkedIn every week

9x

More profile views than those without industry information
Draft a Compelling Summary

• Focus on career accomplishments, aspirations, and strengths
• 40 words or more
Detail Your Work Experience

Members with up-to-date positions receive up to:

5x More connection requests
8x More profile views
10x More messages
Add Examples of Your Work

• Upload photos, presentations, and videos
• Give a dynamic, visually appealing representation of your professional story
Add Skills and Get Endorsed

- Add at least 5 skills (soft skills & technical skills)

27x

More likely to be found by recruiters via search than members with less than 5 skills
Thought Leadership

Share your insights on important industry conversations or unique passions.
Why Is This Relevant?

• Establishes your expertise and reinforces your value
• Tells your colleagues and your network what you are working on
• Invites collaboration and collective learning with others
• Sharing your thoughts and knowledge on industry trends keeps you visible
What Should I Write?

- Timely topics
- Breaking views
- Trends
- Unique insights & perspectives
Getting started....
Building a Powerful Network

Stay top of mind with your connections for that next opportunity.
Why Is This Relevant?

• 70-80% of jobs are not published
• Building a win-win ecosystem of relationships is critical to success
• Your ability to unlock the knowledge assets of your network is part of your value
• Being a connector is powerful
Keep Learning

Demonstrate aptitude and passion for what matters most to you.
Developing Your Continuous Learning Plan

- Volunteer for projects that interest you and align with your career vision
- Seek advice and feedback from sponsors/mentors to ensure you're on the mark
- Ask your boss to consider you for a high-visibility project or one in your chosen field of study
- Identify what learning is needed to reach your desired role
Advance Your Career

Schedule time to pursue relevant courses online at LinkedIn Learning or in-person at your local institution.


Try LinkedIn Learning free for one month.

Start my free month

Learn in-demand skills with LinkedIn Learning

Personalized Recommendations
Know the skills that are in-demand based on your experience.

On Your Schedule
Access courses from your computer or mobile device - anytime, anywhere.

Industry Experts
Learn from passionate instructors with real world experience.
Realize Your Earning Potential

Accessing LinkedIn’s Salary App
Why Is This Relevant?

• 44% of workers who are satisfied, ask for and get the salary that they requested
• 75% of people who ask for a raise, get a raise
• 31% of women report that they were uncomfortable with salary negotiations
• Negotiating without undervaluing yourself is an important career management skill
LinkedIn Salary

Discover your earning potential

Popular job titles

- $120K, Software Engineer in San Francisco Bay Area
- $73K, Business Analyst in Dallas
- £49K, Project Manager in London
- $80K, Registered Nurse in New York
Go Deeper

More resources to stay on top of our game....
Sources

LinkedIn

- Diversity, Inclusion & Belonging
- Corporate Communications
- LinkedIn Publishing/Caroline Fairchild
- LinkedIn Learning

Research and External Partners
- Stanford University– Center for the Advancement of Women’s Leadership
- Landit.com
- ABI