Networking and Branding Using LinkedIn

Walden Career Services
Develop Your Career Success

Dr. Herminia Ibarra is not affiliated with Walden University, nor does she sponsor or endorse Walden University products or services.
Objectives

• Define your brand
• Review the importance of networking
• Build your network online using LinkedIn
• Cultivate your professional relationships offline
Your Professional Brand

Your brand captures your strengths, experiences, and attributes that make you unique and stand out from a crowd.

*It is your competitive edge!*
Develop Your Brand

1. Focus on your vision, purpose, values, and passions
2. Identify future career goals
3. Reflect on your core strengths
4. Obtain feedback
5. Complete a SWOT analysis

(Guiseppi, 2012)
Communicating Your Brand

Clarity

Consistency

Constancy

Your Brand

(Guiseppi, 2009)
Your Brand: Elevator Statement

• I am ___(title/field)_____
• I help ____ (who/what)_____
• I am looking to connect with _(who/what)___

(McAfee, 2009)
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BUSINESS ANALYST | CLIENT RELATIONS

- Performance driven business analyst with one year of successful facilitation of support services and working in fast-paced office operations
- Advanced understanding of analyst assessments and defining boundaries for new and existing projects
- Strong organizational and communication skills with the ability to concurrently direct multiple business activities

EDUCATION
Master of Business Administration, Corporate Finance 2012
Walden University, Minneapolis, MN

Bachelor of Science in Accounting 2005
University of Virginia, Charlottesville, VA

BUSINESS EXPERIENCE
Business Analyst 5/2012-Present
Jones Financial, Richmond, VA

- Develop risk assessments, options for resolutions, and propose recommendations with strong reasoning
- Collaborate with colleagues to define project scope and boundaries for successful completion
Alishia Johanssen
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Your Brand: Business Card
Branding Is Key to Successful Networking

*Networking* is the art of *building* and *sustaining* mutually beneficial relationships.

Brand yourself as a professional who is sincere, continuously cultivates relationships, and gives back.
Why Is Networking Important?

- Research
- Networking
- Job Search
- Interview
- Career Mgmt
Online Branding and Networking

LinkedIn  TED.com
Facebook  Blogging
Google+  Twitter  MeetUp
www.LinkedIn.com

- World’s largest professional network
- 200+ countries and territories
- Students and recent college graduates are the fastest-growing demographic
- Companies have LinkedIn Company Pages
- Members share insights and knowledge in LinkedIn Groups

http://press.linkedin.com/about
Importance of LinkedIn For You

• Establish your professional presence
• Stay in touch with current and former colleagues
• Connect and share your expertise with other professionals
• Identify thought leaders, new ideas, and trends
• Know your field’s qualifications
• Track competitors
Build Your Brand with LinkedIn

Annette S. (See Full Name)

IT/Procurement Executive with significant savings & operational results through "right sourcing" & process transformation
Greater Philadelphia Area | Pharmaceuticals

Summary

Strategically thinking Global Executive with impressive background in IT and Procurement generating millions of dollars in savings and increased efficiencies for companies. Solid reputation for quickly analyzing the current situation, envisioning the future, establishing clear objectives, and rendering successful results. Collaborative Leader who builds strong high...
Build Your Network on LinkedIn

• Search your email contacts
• Seek out “people you may know”
• Ask for your network for introductions
• Connect with individuals at Walden
RE: Join my network on LinkedIn

Jane Bozarth · Author, "Social Media for Trainers"
To: Nicolle Skalski
Date: February 3, 2013

You get the prize for best invitation to connect. I hope you find the book useful.
Jane

On January 14, 2013 8:51 AM, Nicolle Skalski wrote:

Hi Jane,
I am reading your book, Social Media for Trainers, as I am a Career Advisor with Walden University, which is 100% online and based in Minneapolis. When I read your bio, I realized that we have a lot in common and I would love to connect with you on LinkedIn.

Cheers,
Nicolle Skalski
Join LinkedIn Groups to Expand Your Network

Group member benefits:

• Connect with likeminded professionals
• Access to group information, job postings, activities, and discussions
• Showcase group logos on your profile
• Support your professional brand
Cultivate Your Network Offline

- Volunteer
- Career Fairs
- Neighborhood
- Professional Association
- Community Activities
- Seminars
- Lectures
- Informational Meeting
- Walden Community
- Toastmasters
- Classes
- Alma Mater
Informational Meeting

• Informal meeting in which an individual requests guidance and advice for career management

  – **General:** learn about various career fields

  – **Advice and suggestion:** meet with people in the job you want—learn how to land that kind of job, the pros and cons

  – **Job prospecting:** meet with those in a position to hire you to inform them of your qualifications and interest so they consider you when an opening occurs
Who Will You Connect With Next?
How Will You Contribute To Your Network?

- Give a presentation
- Stay in touch via email
- Be a mentor
- Pass along an article
Resources

- www.vistaprint.com
- http://press.linkedin.com/about
Final Thought

You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.

Dale Carnegie