


LinkedIn

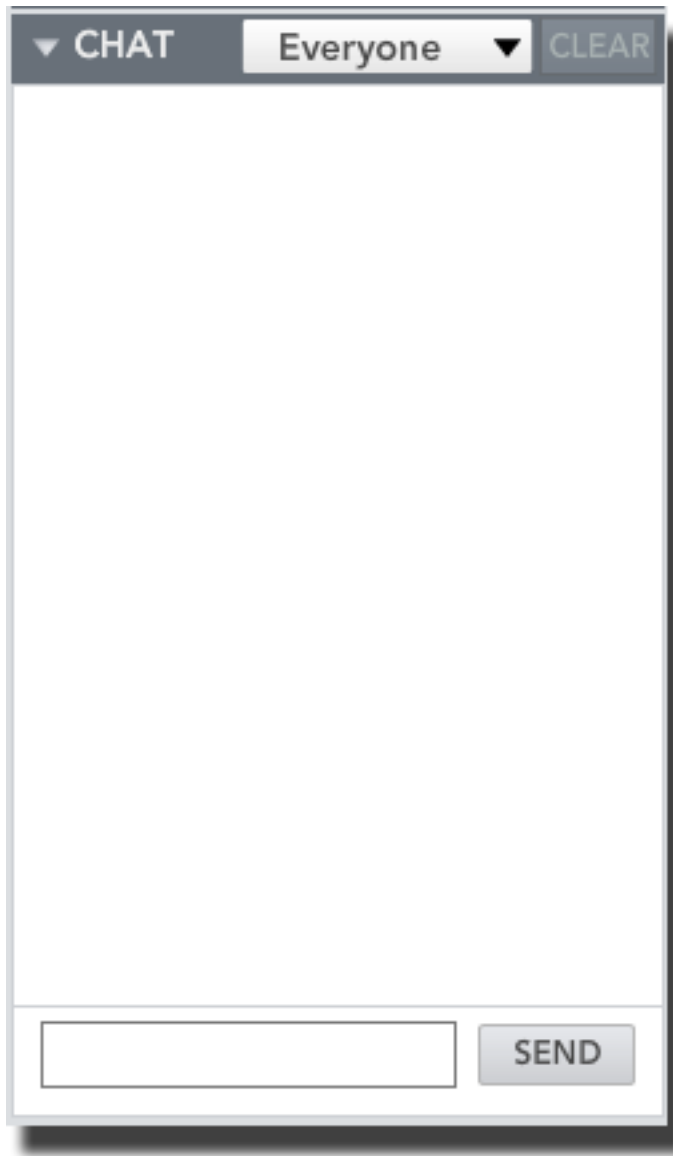
Essentials





www.PeopleAndProjectsPodcast.com

- 
- A close-up photograph of a man with short dark hair, smiling broadly while holding a grey telephone receiver to his ear. He is wearing an orange collared shirt. The background is a plain, light-colored wall.
- Only mute your phone if there's a lot of background noise
 - “This is Andy....”
 - Chat!



**Using the Chat
window, answer:**

**“How would you rate
your current
knowledge of
LinkedIn?”**

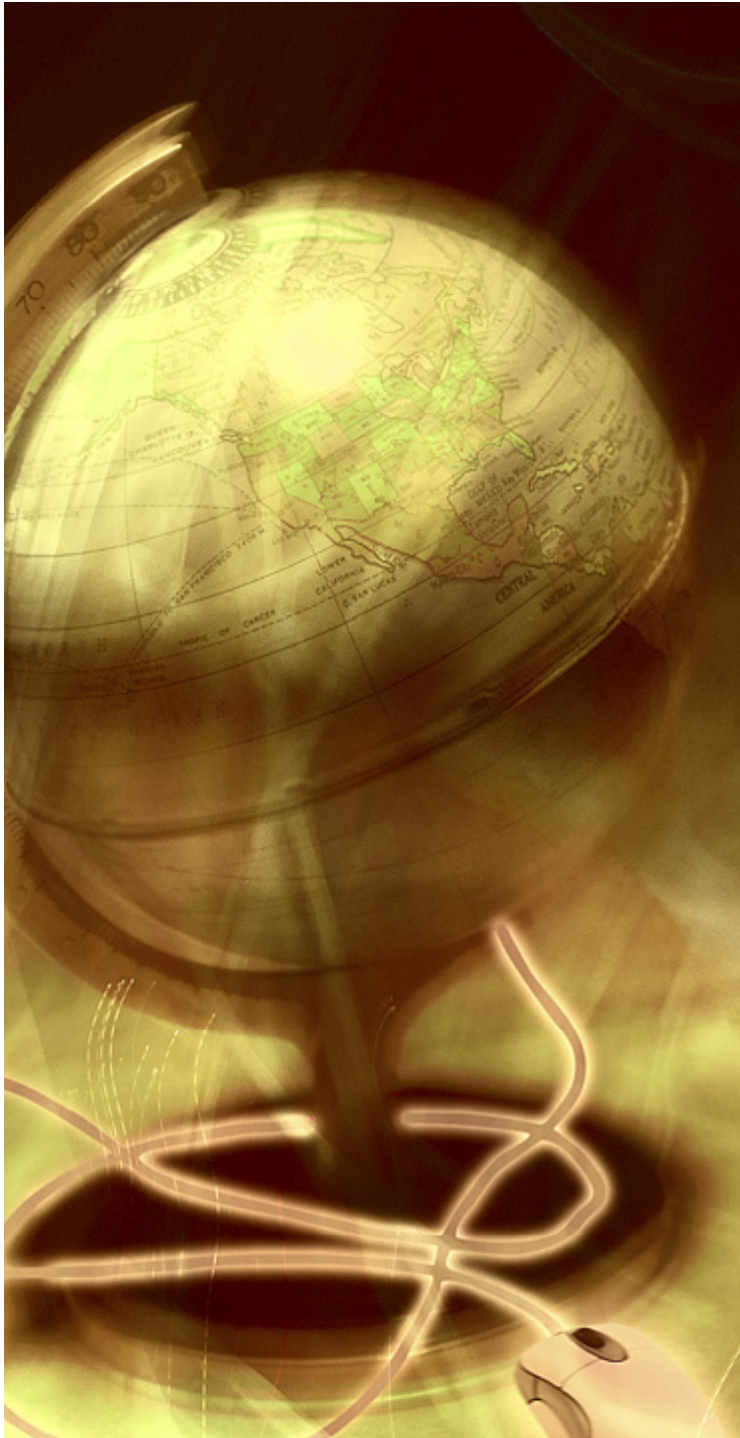
Why LinkedIn?

Slide 5



Using the Chat window, answer:

“How would you summarize LinkedIn in a sentence?”



LinkedIn

“LinkedIn is the world’s largest professional network with over 120 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.”



LinkedIn[®] as a Tool

- Relationship management tool
- People searching tool
- Prospecting/sales tool
- Job search/recruitment tool
- Business intelligence tool
- Reputation management tool
- Marketing tool

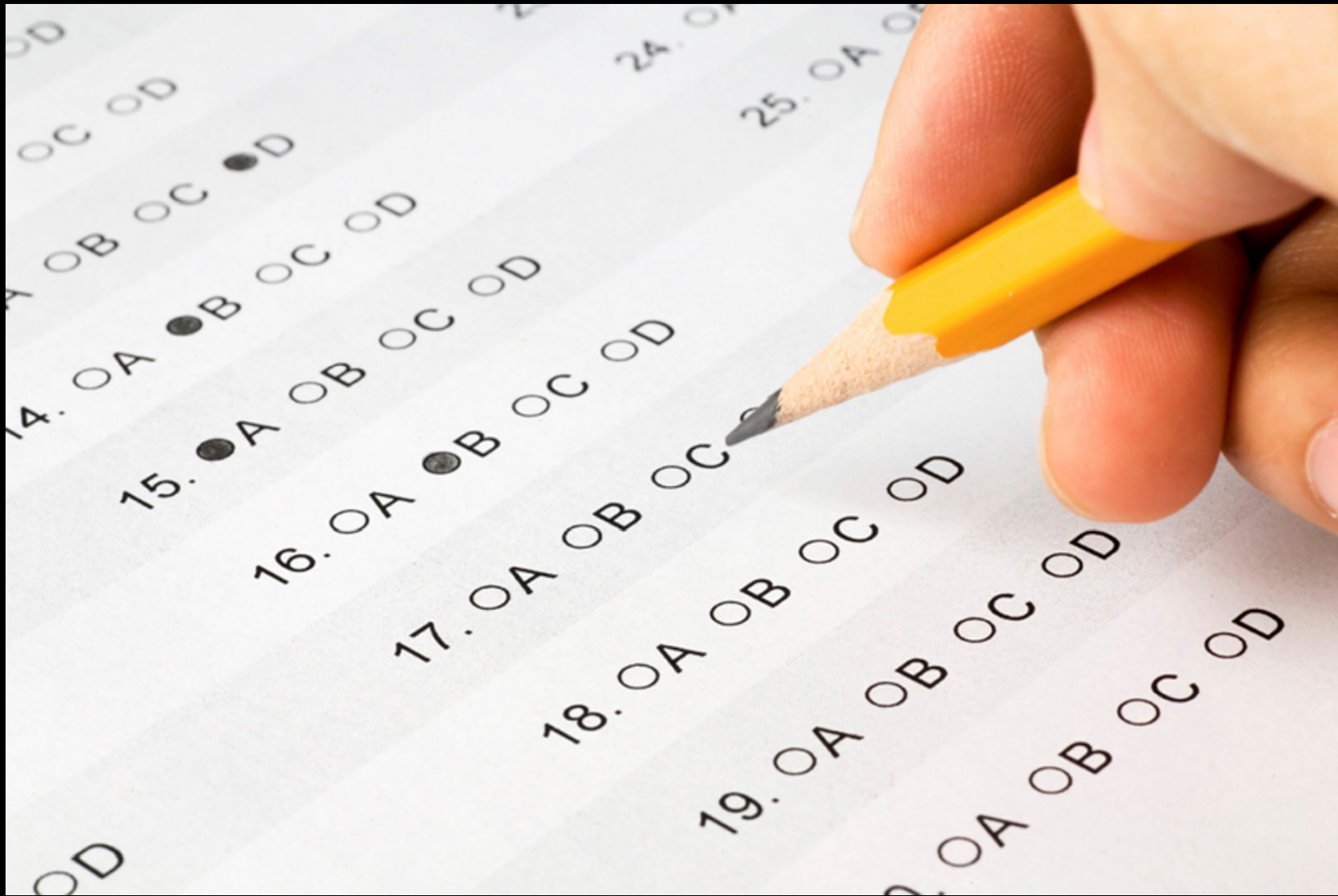




LinkedIn[®] as a Tool

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THE BANKRUPT RECOVERY OF BUSINESS







Linked ®
is ultimately about
relationships

What's Your Strategy?

Start With Your Personal Brand



What are some of
the first words
people would use to
describe you?



**“I’m treated
like the
Class Clown”**

Start With Your Personal Brand



The Brand I'm Working On

Developing leaders

Delivering projects

Engaging, practical, & helpful

Easy to work with

Makes problems go away

Start With Your Personal Brand



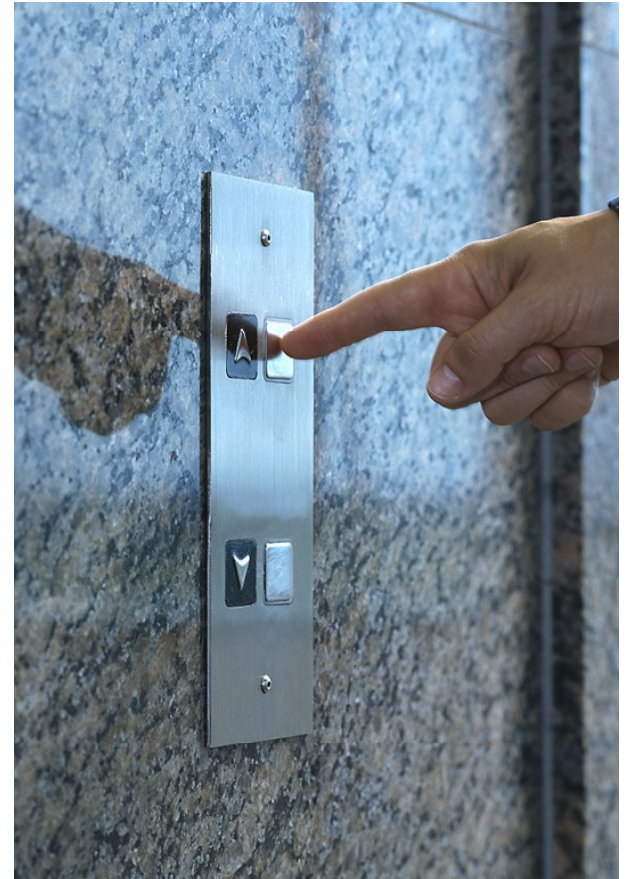
What brand are
you building?

Elevator Speech



Elevator Speech

- Succinct way to answer questions such as:
 - ✓ “So, what do you do?”
 - ✓ “What does your company do?”
 - ✓ “Tell me about your team?”
 - ✓ “What’s this project about?”



Elevator Speech Formulas

- **Marketing Formula**

For Andy

✓ **Target**

PMs, executives, aspiring leaders

✓ **Problem**

Slipped deadlines, poor performing teams, insufficient leadership bandwidth

✓ **Desired Outcome**

Successful project delivery, highly performing teams, improved business results

✓ **Story**

(Stories from past coaching clients, training clients, meeting planners)

✓ **Call to Action**

Click to learn more, free report, call for info, free coaching session

[Communication Mgmt Degree - Communication Mgmt Master's Online. Download Your Free Br](#)

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Andy Kaufman, PMP [Edit](#)

Speaker, Author, Coach. Helping companies improve their ability to deliver projects & lead teams (www.i-leadonline.com)

Greater Chicago Area | Professional Training & Coaching

[Edit](#)

 Summary [Edit](#)

Project Management Keynotes & Training in Chicago, North America, & Around the World

Andy Kaufman, PMP is an international speaker, author, and executive coach, and President of the Institute for Leadership Excellence & Development Inc. Andy works with organizations around the world, helping them improve their ability to deliver projects and lead teams.

Andy's keynotes, workshops, and executive coaching services have reached tens of thousands of people from hundreds of companies over the years, helping them deliver their projects, become more confident leaders, take focused action, and deliver results. He brings a rich background of over 25 years of experience in executive management, technology, team leadership, project management, consulting, and coaching.

Andy is a certified trainer and author of "Navigating the Winds of Change: Staying on Course in Business & in Life", "Shining the Light on The Secret", and an e-book entitled "How to Organize Your Inbox & Get Rid of E-Mail Clutter", all published by Zurich Press. He is a certified Project Management Professional (PMP®) and a member of the Project Management Institute (PMI®).

Andy is the host of "The People and Projects Podcast" (<http://bit.ly/ppcast>) which provides interviews and insights to help listeners lead people and deliver projects. The podcast focuses on the intersection of People and Projects—where work gets done in the real world.

Andy is a recognized expert on topics related to leadership, project management, managing conflict, networking, relationships, time management, team-building, and delivering results.

Meeting planners: Visit <http://www.i-leadonline.com/meeting-planners.asp> for information on how to book Andy for your upcoming event.

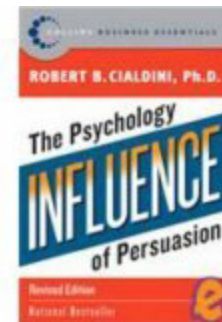
Visit our "Leadership in the Real World" blog (<http://www.LeadershipInTheRealWorldBlog.com>) for practical insights on leading projects and people.

Specialties

Keynote speaker, certified trainer, executive coach

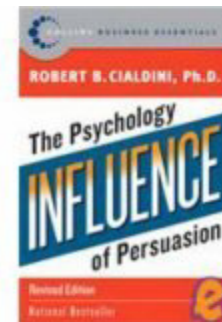


*“Hi! I’m Dr.
Robert Cialdini,
persuasion &
influence
expert!”*





Through extensive research, identified
six *weapons of influence*



Cialdini's Weapons of Influence and LinkedIn

- Reciprocation
- Commitment & Consistency
- Social Proof
- Authority
- Scarcity
- Liking



Liking

- “People prefer to say “Yes” to individuals they know and like.”
- Evaluate the deal/offer/situation, not just the person



Slide 29



Physical Attractiveness

- Greater advantage than once supposed
- “Halo effect” extends favorable impressions



Physical Attractiveness

- The way we dress has been proven to impact our ability to get people to say “Yes”
- Implications for your LinkedIn picture



“Talk to the ScrumMaster at tomorrow’s standup to find out how many story points we can fit in the next sprint!”

Similarity

- We like people who are like us
- More willing to say “Yes” without much critical consideration
- We would do well to better learn & use the language of the business.
- LinkedIn: Phrasing, Skills, Groups, Alumni



Praise

*Be careful
about faking it
or over-doing
it!*

- Generally speaking, compliments enhance *liking*
- Can back-fire if insincere
- LinkedIn can provide a platform for dishing some praise!



Increased Familiarity

- Repeated contact under positive circumstances
- Consider the opposite!
- Increase contact outside the heat of battle
- LinkedIn: Status comments, Likes, brief messages

LinkedIn[®] and “Liking”



*Do these things and
you'll be more
influential*

- Present ourselves well
- Building bridges to build similarity
- Platform for being generous with compliments
- More contact in positive situations



Key: Have a strategy

Social
Networking?



Strategy Depends on Role

- Salesperson
- Job seeker
- Business owner
- Corporate leader
- Author

A person wearing a blue floral-patterned shirt is holding a white rectangular sign. The sign has the text "Social Networking?" written on it in a dark, serif font. The person's hands are visible at the top of the sign, and their arms are extended outwards. The background is a plain, light-colored wall.

Social
Networking?

My Social Networking Strategy



1. Stay in touch with minimal time commitment.

- ✓ Facebook
- ✓ LinkedIn
- ✓ Twitter and
- ✓ Send Out Cards

My Social Networking Strategy



2. Add value to others by connecting people.

✓ **LinkedIn**

My Social Networking Strategy



3. Build my business by building relationships.

- ✓ Facebook
- ✓ Twitter
- ✓ LinkedIn and
- ✓ Domain specific sites such as ProjectManagers.net, Test Republic

My Social Networking Strategy



4. Learn by experimenting

- ✓ Social networking is here to stay.
- ✓ Understand the models so you can leverage the tools.



Keep in Mind

- You have to manage your *brand*
 - ✓ What messages are you sending?
 - ✓ Use a professional picture
 - ✓ Think before you post
- Key decisions
 - ✓ What are my goals?
 - ✓ Which tools? E.g. **ping.fm**, **hootsuite**
 - ✓ How much time?
 - ✓ How personal?

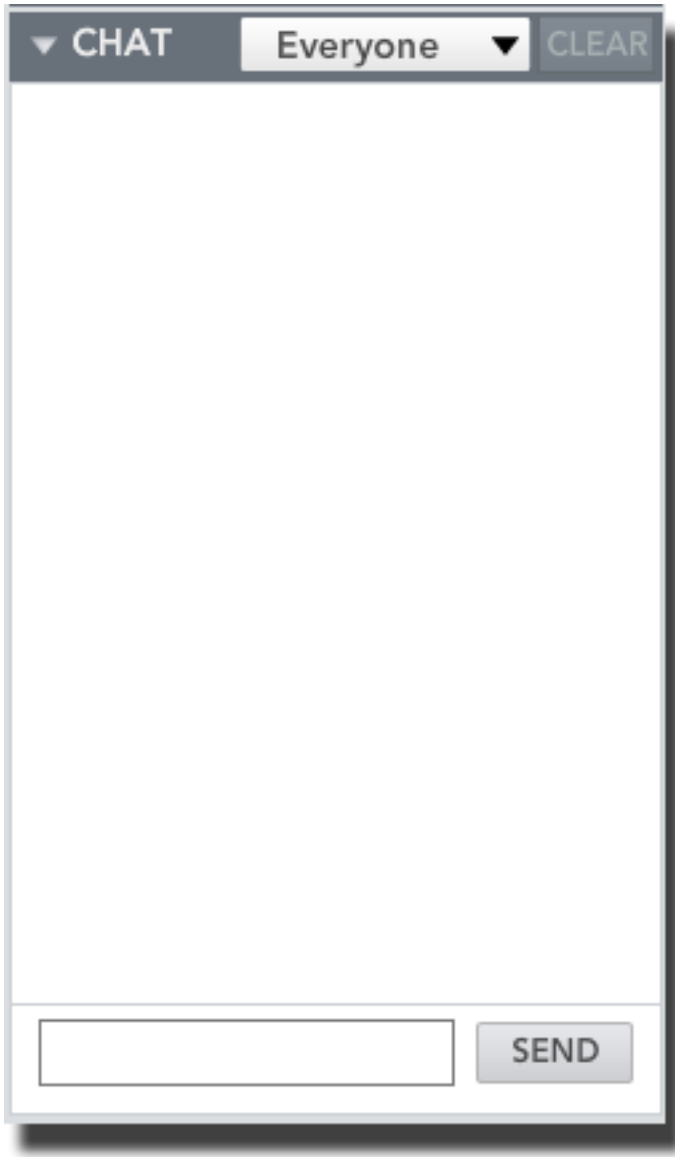
Exploring LinkedIn



- Join if you're not on it today
- Update your profile to reinforce your brand, elevator speech
- Invite colleagues
- Join a couple groups
- Brainstorm on how you could use Box.net, SlideShare, other apps
- Select a couple ***Answers*** categories to follow



- 15-30 minutes a week
 - ✓ Update your status
 - ✓ Answer a question
 - ✓ Comment on someone's status update
 - ✓ Post or reply to a group
 - ✓ Send an e-mail to a contact
 - ✓ Write a recommendation (or request one)



Questions

What's a question that you have?

Taking Action

- **Work on your strategy**

- ✓ Draft Elevator Speech
- ✓ Develop your networking strategy

- **Start using the tool**

- ✓ Update your LinkedIn profile
- ✓ Start using it weekly



My Gift to You!



Free LinkedIn profile review

E-mail me a link to your profile

My Gift to You!



**E-learning discount
(\$27 instead of \$97)**

<http://nanacast.com/dirty-little-secret>

Use coupon code **SECRET-27-GIFT**



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