LinkedIn: Landing the Career of Your Dreams

GOALS of Today’s Training:

- Understand what employers look for in your profile
- Learn the mechanics of growing your network on LinkedIn
- Explore ways to become more visible and active
Managing Your Profile

Use an Appropriate Picture
Not like this...

Or this...
Certainly not this...

Good try, but no...
Why even bother...

Owner, Jamaal Al-Din’s Hoops 227 Basketball Camps 1227/1™ YouTube ‘Chili’ NBA
Jamaal Al-Din’s Hoops 227 • 3 Associate Degrees
Boise, Idaho Area • 500+ 

Closer...

Trisha Morris • 3rd
Resume Renew • University of Houston-Clear Lake
Orange County, California Area • 500+ 

InMail
Not closer...

Creative, but...
Now we’re talking...

Bill Gates
Co-chair, Bill & Melinda Gates Foundation
Bill & Melinda Gates Foundation • Harvard University
Greater Seattle Area

Follow

Crushed it...

Arianna Huffington • 3rd
Founder and CEO at Thrive Global
Thrive Global • Cambridge University
Greater New York City Area

Unfollow
Exceptional...

Robert Herjavec • 3rd
Founder of Herjavec Group | Shark on ABC's Shark Tank | Bestselling Author of You Don't Have to Be a Shark
ABC's Shark Tank • University of Toronto
Toronto, Canada Area

Follow

A slight unfair advantage...

Jeff Weiner • 3rd
CEO at LinkedIn
LinkedIn • The Wharton School
San Francisco Bay Area

Follow
Basically, Keep it Professional

Dress Appropriately in Your Picture
Use a Current Photo

Be Consistent Across the Web
Create a Compelling Headline

Please. Don’t...

I am a ninja... no, scratch that, the Chief Ninja. Specialties: cereal, entrepreneurship, building, selling, jujitsu, Greek Mythology, made-up sports
So, unemployed...

Not the worst, not the best...
Good. (Except for the picture)

Don’t Highlight That You Are Unemployed
Add Multiple Current and Past Jobs

Maximize Your Experience
Be Honest

Use Keywords and Skills in Your Summary

Skills
/skilz/

def: Things that a person can do with or without training or natural ability.

eg. Playing the piano well is one of his skills.
Use (Appropriate) Multimedia When Possible

Utilize a Public Profile Vanity URL
Customize Your Public Profile

Select Your Skills & Endorsements
Ask for Recommendations

Add Some Accomplishments
List Any Certifications

The LinkedIn Projects Feature Can Help Show Your Work
Identify Organizations

List Publications to Show Your Research and Your Capabilities
Making Connections

Build Your Network
Be Personable

Join Groups
Post Relevant Content

Send InMail (Sparingly)
Use Answers Section

Comment
Use LinkedIn Jobs and Select Your Preferences

Job Specific Tools and Approaches

Use LinkedIn Jobs and Select Your Preferences
LinkedIn Job Search App (Apple and Android)

- Search, sort, and filter to find just the right jobs for you.
- See who you know at a company, and more about the job poster.
- Apply in just a few taps using your LinkedIn profile.

Follow Companies
Watch For Specific Company Jobs

Request Informational Interviews
## Thank You! – Now, Let’s stay connected!

We would love to have the opportunity to explore how Coeus Creative Group’s behavioral intelligence approach to marketing and talent development could propel you or your business to new heights. Connect with us socially for info, ideas, and innovations. Remember, a conversation with us comes at no cost to you. Reach out today, and let us exceed your expectations.

## CONTACT DETAILS

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