LinkedIn - Why Bother?
Career Planning & Visibility
PRESENTER INFORMATION

• Presented by Maureen Farmer, Zonta Halifax

• President & Founder – Professional Services

• Chair of the Membership Committee for Zonta Halifax

• Member since 2015
Agenda

• Career Planning
• Internal Career Visibility
• External Career Visibility
• Personal Branding Tools
• LinkedIn Demonstration
Your Career - Internal Visibility

• Your Current Job
• Zonta
• Professional Industry Association
Career Development Model

CREATE YOUR FUTURE
- Personal Career Branding
- Job Search Documents
- Social & Online Networking
- Applications & Interviews
- Work Experience

KNOW YOUR VALUE
- Values
- Interests
- Strengths
- Personality
- Ambitions

PLAN YOUR ACTIONS
- Decision Making
- Goal Setting
- Prioritizing Tasks
- Action Planning
- Reality Testing

EXPLORE YOUR OPTIONS
- Industry Trends
- Occupational Research
- Educational Paths
- Work Environments
- Career Options

www.CareerProCanada.ca
Personal Career Branding

- Leadership Skills
- Technical Acumen
- Visibility

Executive Presence
Personal Career Branding

LEADERSHIP SKILLS

- Resilience
- Business Strategy
- Decision-Making and Negotiation
- Influencing
- Results Orientation
- Ethics and Integrity
- Financial Stewardship
- Stakeholder Relations Presentation Skills
- Change Management
- Risk Taking
- Team Leadership
- Organizational Development
Personal Career Branding

**TECHNICAL ACUMEN**

- Value Proposition
- Expertise
- Market Knowledge
- Credentials
- Unique Skills and Knowledge
- Brand – What you’re known for in the industry (aka reputation)
Personal Career Branding

- Thought Leadership
- Philanthropy (aka Zonta)
- Industry Associations
- Publishing
- Business Networks
- Media Opportunities
- Being Mentored
- Mentoring Others
Business, Financial & Strategic Acumen

Bridging the Gender Gap
You Must Own Your Career
Make Yourself Attractive to Senior Management

UNDERSTAND YOUR VALUE PROPOSITION

• Increase revenue for the company (increase sales, increase # of customers, new products 😊)
• Save the company money (increase efficiency, reduce spending, less overtime)
• Solve a problem (legal, financial, product development, client service, etc.)
Make Yourself Attractive to Senior Management
Feeling Shy About Asking for a Promotion or More Responsibility?
The “I-want-to-move-up” conversation

FACE TO FACE conversation: NOT EMAIL or TEXT

• “Bev, I’m thinking about my career and my future. I’d like to float the idea of my moving into a more responsible role. I believe I’m ready because: ” (value proposition).

  Reason 1 (make money/increase funding)
  Reason 2 (save money)
  Reason 3 (solve a specific problem, such as engineering, legal, etc.)
The “I-want-to-move-up” conversation

You need a “call to action” for this conversation.

• “Bev is this something you would consider? Can we discuss next month/quarter? Can I get your feedback on whether I look ready to you?”

• If Bev says you’re not ready...

  “Bev what do you think I need to do to get ready? What do you think is missing?” Do not be defensive...“What is your recommendation for the action I need to take to prepare for a promotion?”
Performance Reviews & Career Planning

Keep the conversation going with Bev.

• Track your progress and results to share with Bev during your performance review.

• Not only track your progress on a major project or some other major initiative, but you can present this to her in a way that lays out your value.

• Problem – Action – Result.
CASE STUDY | CHAIRMAN, GOVERNANCE

SITUATION

- A historical foundation and museum—rooted in the history of the North West Mounted Police and the Whiskey trade in Southern Alberta—lost its historical direction and was at risk of losing Municipal and Provincial funding and continuing grant monies.
- Public attendance was in decline and revenue from admissions had deteriorated year after year.
- The Board had lost interest and was lacking enthusiasm and the ability to conduct regular meetings and its obligation to discharge responsibilities under the governance structure.

RESULTS

- Attendance and revenue from admissions increased to double digits in Year I.
- Presentations delivered to funding sources, including private sector patrons, resulted in sustainable and increased financial support.
- Historical focus was restored with renewed emphasis on the role of First Nations.
- Achievements were regularly promoted through press and media releases restoring public confidence and trust.

ACTION TAKEN

- I was recruited as new Chairman to rapidly correct the future direction of this important and historically significant organization within the established governance framework.
- In 30 days, I set out to re-establish the historical significance of the museum. I emphasized the importance of attendance and responsible, active participation of board members.
- I established Board Committees, replaced members with historians, authors, and subject matter experts, including First Nations participants.
- I recruited, interviewed, selected and hired the new site General Manager, creating a close working relationship and robust decision making and accountability framework.

“Martin is a stand-out professional in every way. His discipline, rigor, and commitment to clients is superior. He never settles and is always striving to find solutions. He will bring optimism to your challenges, and he will not rest until your results are achieved.” Strategic Business Consultant
"Jane Doe is a stand-out professional in every way. Her discipline, rigor, and commitment to clients is superior. Jane spearheaded our client engagement survey and produced excellent results. In fact, 99.5% of our clients participated in the survey thanks to her efforts. The results will enable us to ensure we continue to deliver excellent service to our valued clients."

Executive Director | ABC Organization | City, Province, State

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Branding Tools

Most people struggle with trying to determine their “brand” or “reputation” or “what they’re known for”.

This outreach is simple:

• Choose a handful of people who know you well and whom you trust.

• Ask them what your strengths are.
Outreach to Your Professional Network

Please complete the following statements.

• I am best known for the following three competencies:
  1. 
  2. 
  3. 

• I have demonstrated these competencies in the following ways.
  1. 
  2. 
  3. 

• Complete the following question: “I remember a time when “[client name] ....”
Raising Visibility Externally with LinkedIn. Why Bother?

Get found on LinkedIn by recruiters and hiring managers
Your Career - External Visibility

• Your Public Profile
• Labor Market
• Professional Associations
• Philanthropy
• Media
What is LinkedIn?
Global Professional Community

- Social media platform for professionals
- 562 million users worldwide
- 146 million users in the US
- 40% of users are active everyday
- 61 million are senior-level influencers
- 40 million are decision-makers
- 13% of millennials use LI (87 million professionals)
Who uses LinkedIn

• Social media platform for professionals
• LinkedIn members have an average annual salary of $100,000
• Becoming more of an engagement tool and companies are using it more
LinkedIn

• **99%** of company recruiters, hiring decision makers and 3rd party recruiters around the world are using LinkedIn to **source and verify** job applicants and job candidates
Trinity of the LinkedIn Profile

1. Photograph – Professional
2. Headline
3. Summary
LinkedIn Optimization

• It is important that your LinkedIn Profile is optimized for your targeted role in the marketplace so that hiring managers can find you and determine if you match their needs.

• This means including the right or most appropriate words in your profile that will help people (who don’t know you already) to identify you).
Headline 120 characters - max

Public Relations Professional | Strategic Communications Specialist | Corporate Communications in Biotechnology – 113 characters
How Recruiters Look at Your Profile

• Current Business Title
• Location
• Industry
• Keywords relative to their job posting
LinkedIn Headline

Kevin McNabb • 1st
Business Development & Sales • Account Executive • Business Turnarounds • Construction • Commercial • Residential
BPSK9 Security Services • Southern Alberta Institute of Technology
Calgary, Alberta, Canada • 348 38
LI Profile Summary (partial)


Unwavering commitment to occupational safety

I have earned a reputation as a tenacious sales leader and “hunter” in every industry I’ve worked. As the go-to guy to get things done and build the business, I have delivered revenues, market expansion, and profitability delivered with impeccable customer service. In fact, clients request to work with me time and again, because I establish trusting relationships with an eye on clear solutions that help my clients build their business.
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LinkedIn Demonstration

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