

Gated Talent Webinar: Virtually Networking on LinkedIn (LI) for Career Advancement.

Facilitated by:

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The Career Confidence Coach

www.evolvecareer.com



Webinar Agenda & Objectives.

Session Breakdown



Topic 1

Networking
Fears & Facts

*Create a plan to
overcome networking
fears through facts*



Topic 2

LinkedIn Networking
Prerequisites

*Identify success tips
when winning over
recruiters and new LI
connections*



Topic 3

LinkedIn Networking
Templates & Job Seeker
Success Stories

*Leverage templates to
automate your LinkedIn
networking efforts*

“

When hear the word “Networking” what words come to mind?

Type answers in the chat

”

20%

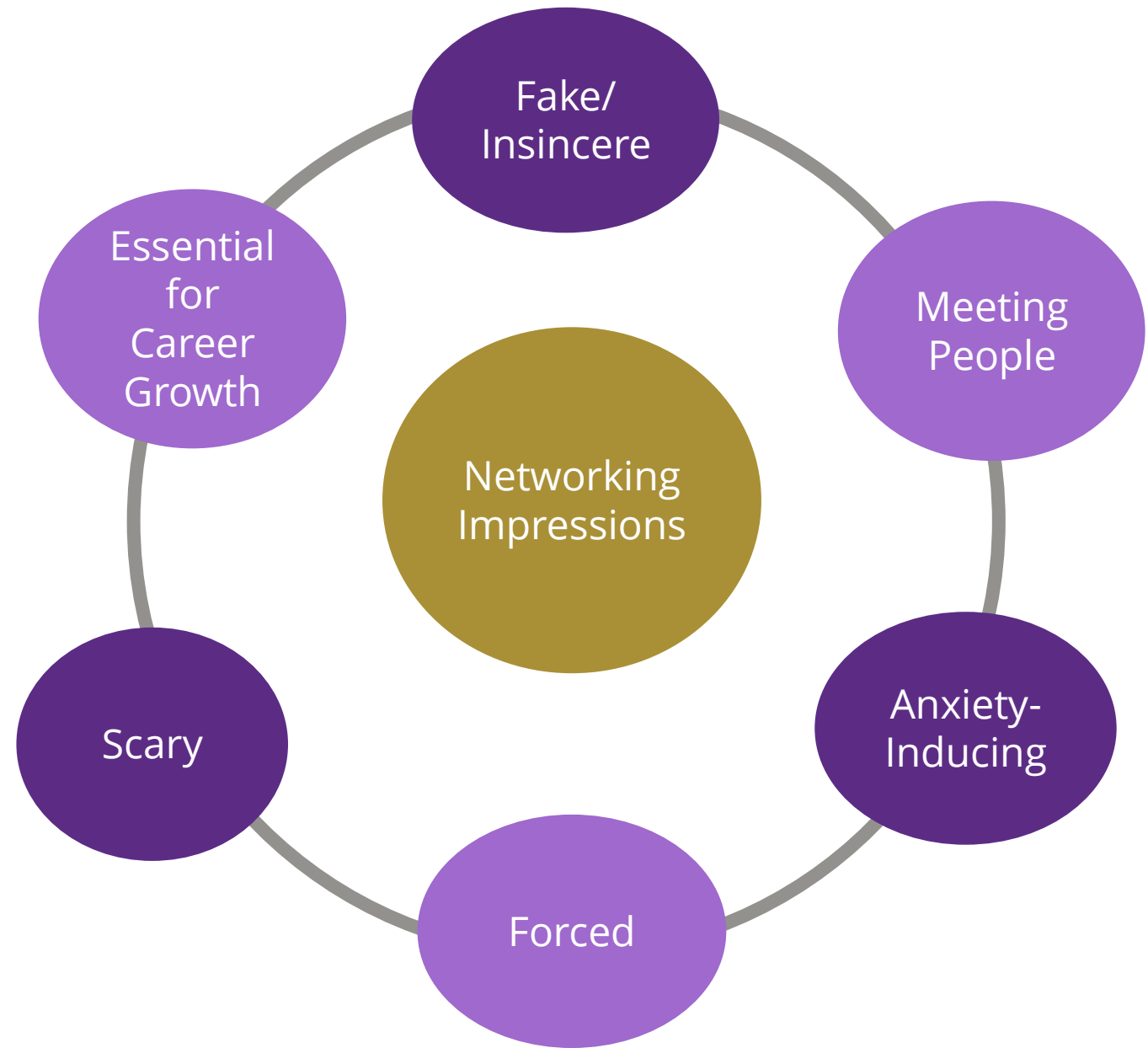
Only 20% of professionals feel very passionate about their jobs.

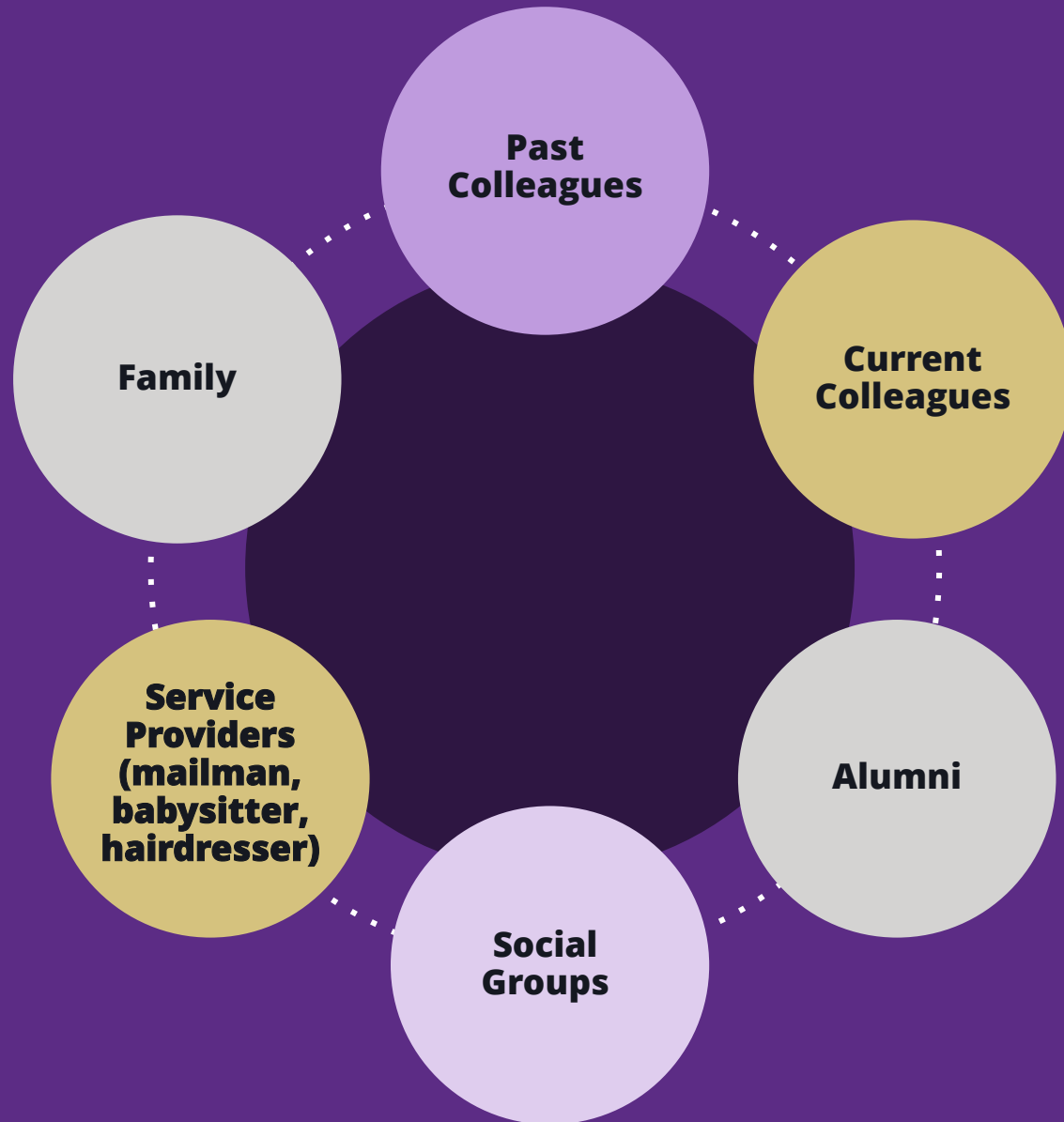
33%

33% of professionals believe they have reached a dead end in their career.

Did you share a fear or a fact word when describing "Networking" in the chat box?

Most people have some word association with the term "Networking". Let's review the most common ones and see where you fall.





What Makes Up Professional Network?

Have you ever stopped to think how many people are in your professional network? If not, you should.

Your network is growing each and every day. If you aren't intentional of who you are adding into your "circle" you may miss great opportunities for personal relationship growth and career mobility.

“

Are you nervous about your next networking occurrence?

Type answers in the chat

”

80% +

Don't be...most people at networking events are equally as nervous. Consider yourself on even playing field and just be yourself.

Many are more attracted to authentic people that exude confidence rather than perfect people.

LI Networking Success Tips.

Create an Impactful LinkedIn Profile

600,000,000

There are 600 million users and 2 people join the LinkedIn Network **every second**.

6x More

Your LinkedIn profile will be viewed up to six times more frequently with a **stellar headshot**.

LinkedIn Best Practices



Profile Picture

Do you have a current picture that makes you feel confident & reflects your current professional brand?



Cover Photo

Do you have a cover photo/background that reflects your brand and shows some of your personality?



Headline

Does your headline include your desired roles, top 3 super powers, and brief brand statement?



About/Featured

Does it list your expertise, specialties, career aspirations, & hobbies? Work Samples? Resume?



Experience

Do your titles and job descriptions include key words and accomplishments that attract readers?

Craft 5 stories for Networking Convos.

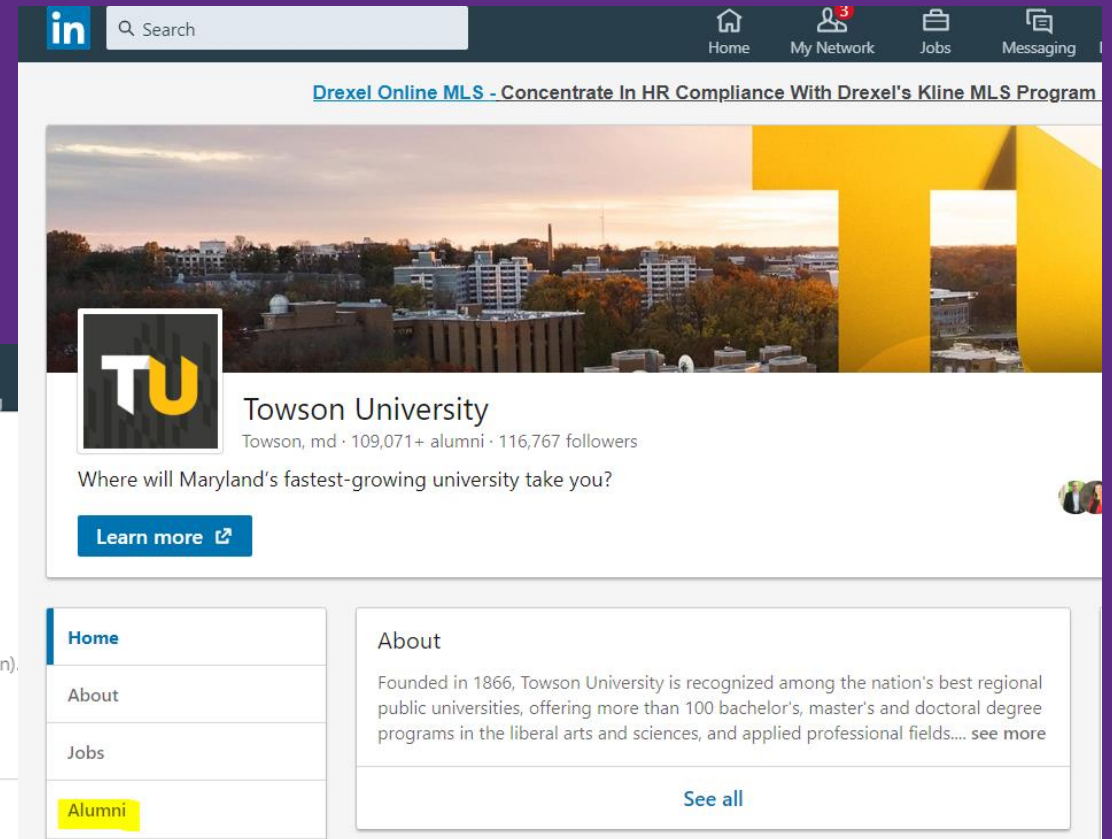
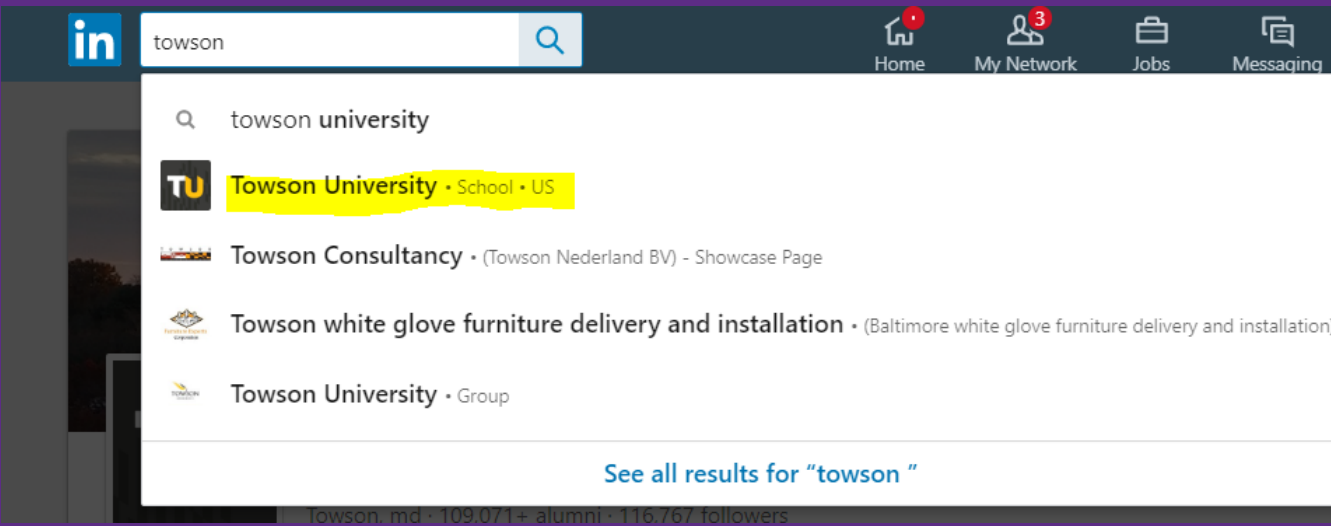
1. *Leadership*
2. *Team Building*
3. *Strive for Excellence/Customer Service*
4. *Career Passions - How you knew you were supposed to be in your desired industry*
5. *Your Brand – How others describe you and perceive you (LI Headline)*



Utilize LinkedIn Search Functions

LinkedIn Alumni Tool: Internal Referral Partners.

Search for University in LI Search Bar & select Alumni Tab.



Towson, md · 109,071+ alumni · 116,767 followers

LinkedIn Jobs: Recruiter Job Posters.

The screenshot shows a LinkedIn job posting for the position of Director, Worldwide Learning and Professional Development at ICMA. The job is located in Washington, District of Columbia, and was posted 3 weeks ago with 191 applicants. The job description includes details about ICMA's mission and the specific responsibilities of the role. The applicant's match score is highlighted as 'PREMIUM Applicant rank' with a 'Top 50% of 191 applicants' badge. A list of skills is provided, including E-Learning, Human Resources (HR), Leadership Development, Finance, Training & Development, Conferences, Solid Professional Standards, Supervisory Skills, and Society for Human Resource Management (SHRM).

Connect or Send LI InMail to Recruiters Job Poster.

This section shows the profile of the job poster, Kylie Privratsky Wilson, MBA 2nd, Executive Recruiter - Texas Re... She is a premium member, and a 'Send InMail' button is highlighted. Below the profile, the job details are listed: Seniority Level (Director), Industry (Non-profit Organization Management), Employment Type (Full-time), and Job Functions (Administrative). The job description text is also visible, detailing the responsibilities of the Director role.

LinkedIn People: Recruiter or Talent Acquisition Specialist Search.

Search for Recruiters with LI People Search.

The screenshot shows the LinkedIn search interface. At the top, the search bar contains the word "Recruiter". Below the search bar, the navigation menu includes Home, My Network (with a notification badge), Jobs, and Messaging. The search filters are set to "People", "Washington D.C. Metro Area", "1st", and "Current companies". The "All Filters" button is circled in red. Below the filters, there is a banner for "Hire Developers With Ease". The search results show 61 results. The first result is for Jacqueline Wallace, a Senior Talent Acquisition Recruiter at Optum, United Health Group, in the Washington D.C. Metro Area. A red arrow points to the "Washington D.C. Metro Area" filter. The "Senior Talent Acquisition Recruiter" title is highlighted in yellow.

LinkedIn Groups: Hiring Manager Search.

Check out the Jobs Tab in a LinkedIn Group

Tip: Add industry to
search bar to find
professional groups

Jessica Samuels, M.S., M.Ed.,
CPCC, CPRW, NCOPE
Joined group: Feb 2010

Recent

- The eLearning Guild
- eLearning Industry
- Training&Development
- Evolve Career Confidence Co...
- Evolve Career Confidence Co...

Groups

- The eLearning Guild
- eLearning Industry
- Training&Development
- Evolve Career Confidence Co...
- Evolve Career Confidence Co...
- UMBC Instructional Systems ...
- Instructional Systems Design...
- eLearning Professionals Net...
- Career Services Professional...
- Education Technology & eLe...
- Learning, Education and Trai...
- Women Leaders of America ...
- Towson University Instructio...
- The NRWA (The National Re...
- UMBC Alumni Network
- Association for Talent Devel...
- Certified Professional Career...
- Resume Experts
- Professional Association of R...

See all

Events +

Followed Hashtags

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THE eLEARNING GUILD.
Community & Resources
for eLearning Professionals
www.eLearningGuild.com

The eLearning Guild
Listed group

Start a conversation in this group

Rakesh H • 3rd+
Marketing Consultant
23m

Online training solutions, open up avenues for organizations to customize their L&D initiatives & get better training ROI. Here's more on Online Training Solutions & the Art of Enterprise Training Delivery <http://bit.ly/35xiqyz> ...see more

Online Training Solutions & Art of Enterprise Training Delivery
kitaboo.com

Like Comment

Be the first to react

Rashmi Verma • 3rd+
Digital Marketing Executive at Infopro Learning, Inc.
2h

Social Media can be highly effective as [#CustomLearning](#) training solution.

58,669 members See all



Invite members

About this group

This is the LinkedIn Group for members of The eLearning Guild, a world-wide community of practice for eLearning professionals: designers, developers, and managers. Our goal is to create a place where eLearning professionals can share their knowledge, expertise, and ideas to build a

Show more

Group rules

The eLearning Guild's LinkedIn Group is here to share weekly updates on Guild-related news including events, resources, and publications. We encourage communication and discussion among eLearning professionals. Please refer to the following guidelines while participating in the Group:

Discussions Tab (main posting area):

The purpose of the Discussions tab is to encourage real discussion among members of the Group. With there not being a Promotions tab anymore, self-promotions, marketing and advertising can no longer be supported in our group. Discussions should remain on topic featuring eLearning articles, questions and insights. Only on-topic, non-promotional posts will be allowed on the Discussions tab. All other posts will be removed at the manager's discretion. The Jobs tab remains the same and can be used as a resource for job searches and posts. We continue to encourage our Group members to post, ask questions and engage within the LinkedIn eLearning community.

Jobs Tab:

Job seekers and companies with positions to fill in the eLearning industry are encouraged to make use of The eLearning Guild's Job Board (http://www.elearningguild.com/job_board/jobs/index.cfm?action=viewcats&selection=doc.25), as well as the "Jobs" tab in this group. All jobs that are not relevant to the eLearning field will be deleted. Posts regarding résumé- and job-seeking services are not appropriate for this forum and will be removed.

LinkedIn Groups: Hiring Manager Search.

Check out the Roles
of the LI Group
Members Posting

Tip: Reach out people
with Manager, Director,
VP, SVP, CEO, etc. in
their title

The screenshot shows a LinkedIn group interface. At the top, there's a search bar and navigation icons for Home, My Network, Jobs, and Messaging. The group name is 'Instructional Systems Design...'. Below the group name, there's a list of 'Recent' groups and a list of 'Groups' with 'Instructional Systems Design...' highlighted. A post by Dolly Oberoi, CEO, is visible, mentioning a search for Instructional Designers (ISDs) in Ft. Meade and Ft. Belvoir, Newport News, Montgomery, AL, and Oklahoma City areas. A red arrow points to the text 'We are looking for ISDs in Ft. Meade and Ft. Belvoir, Newport News, Montgomery, AL, Oklahoma City areas.' Below the post is a large black advertisement with a yellow border. The ad text reads: 'WORK WITH THE BEST TEAM', 'You deserve to join a high performing fast growing company', 'CHECK OUT OUR OPENINGS!', 'C2TI.COM', 'GENERAL MANAGER - AEROSPACE & DEFENS', 'PROGRAM MANAGERS - DEFENSE TRAINING', 'INSTRUCTIONAL DESIGNERS- FS POLY', 'INSTRUCTIONAL DESIGNERS', 'CURRICULUM DEVELOPERS'. A red arrow points to 'C2TI.COM'. The bottom of the page shows a footer with '©Evolve Career Confidence Coaching 2020' and the page number '14'.

LinkedIn Networking: Client Success Story.

Let's take a look at a past client that landed a new job in **1 week** after utilizing my LinkedIn profile networking strategies.



He changed roles, industries, relocated from D.C. area to CA, and increased his salary by **\$30K** after working with ME!

No Time, Company Culture Insights

Hi there, No problem! Honestly, I have not been at Clever long enough to answer your question. I might recommend reaching out to someone who has been at Clever longer or who started as a contractor and now works full time. From what I've seen Clever treats all employees with grace and respect, I'd imagine that is the experience for contractors as well! Hope this helps, best of luck!



Hiring Advocate

Hi there, happy to connect. What kinds of job interests do you have in Ed tech?

If you can send a calendar zoom invite to my email for our chat that would be great!

Nice chatting! Send me your resume tomorrow so I can refer you for the role.



Internal Referral Offer & Company Application Advice

Definitely all roles, they won't take you very seriously if you have an out of state address.

Another key piece of advice (which it seems like you're doing) is to message any and all connections you have at the company vs. blindly applying!



LinkedIn Networking Templates: Alumni.

Connection

Hi [First name],
I noticed that we are both [School Name] alumni and thought it would be nice to connect with some alum from my alma mata. It would be great to stay in touch on LinkedIn to share personal networks, advice, articles, and opportunities with one another.
[Your Name]

Conversation

Hi [First name],
Thanks for accepting my LI connection request. I'm interested in learning more about your career journey and your role at [company]. I'm interested in applying to positions at [company] and would appreciate learning about your experience as an employee. Would you be open to a 15-minute virtual coffee meet up later this week? Looking forward to hearing from you soon.
[Your Name]

LinkedIn Networking Templates: Recruiter

InMail Message Subject: [Job Title] Job Candidate: [Your Name]

Hi [LI Recruiter Name],

I hope this LinkedIn message finds you well. I'm very interested in your [Job Title] at [Company Name]. Based on my XX years of [competency 1], [competency 2], and [competency 3] experience, I believe I could be a great organizational fit.

I've attached my cover letter and resume for quick reference. Please let me know if you'd be open to a short conversation to discuss this position. I'm happy to provide you with any additional information you might need. I look forward to hearing from you soon.

Best regards,
[Your Name, Education Abbreviations]

****Don't forget to attach your cover letter & resume to LI InMail.**



LI Networking Tactics.

Networking is a key component of your personal brand! You can communicate your unique value & skill set with a consistent message and image.



Alumni Connections by Location



Industry 1st & 2nd Connections



Company Employees & Recruiters



Webinar Summary.

YOU SHOULD BE MORE CONFIDENT IN YOUR ABILITY TO...

1

Create a plan to overcome networking fears through facts

2

Identify success tips when winning over recruiters and informational interviewees

3

Leverage templates to automate your LinkedIn networking efforts

4

Utilize LinkedIn to build your network through Alumni, 2nd Connections, Recruiters, and Company Employees

Career Coaching Services.

Let me help you leave a good impression the first time



Resumes, Bios, Cover Letters

Ensure your resume is polished, precise, and ATS-Friendly



Career Confidence Coaching

Define your dream career by identifying transferrable skills that help you increase confidence about your next career move



LinkedIn Coaching & New LI Profiles

Learn the power of LinkedIn – from landing your next job to building a brand you're proud of



Executive & Leadership Coaching

Build your Leadership toolkit before you land your next Executive role

Thank You and Q&A!

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