
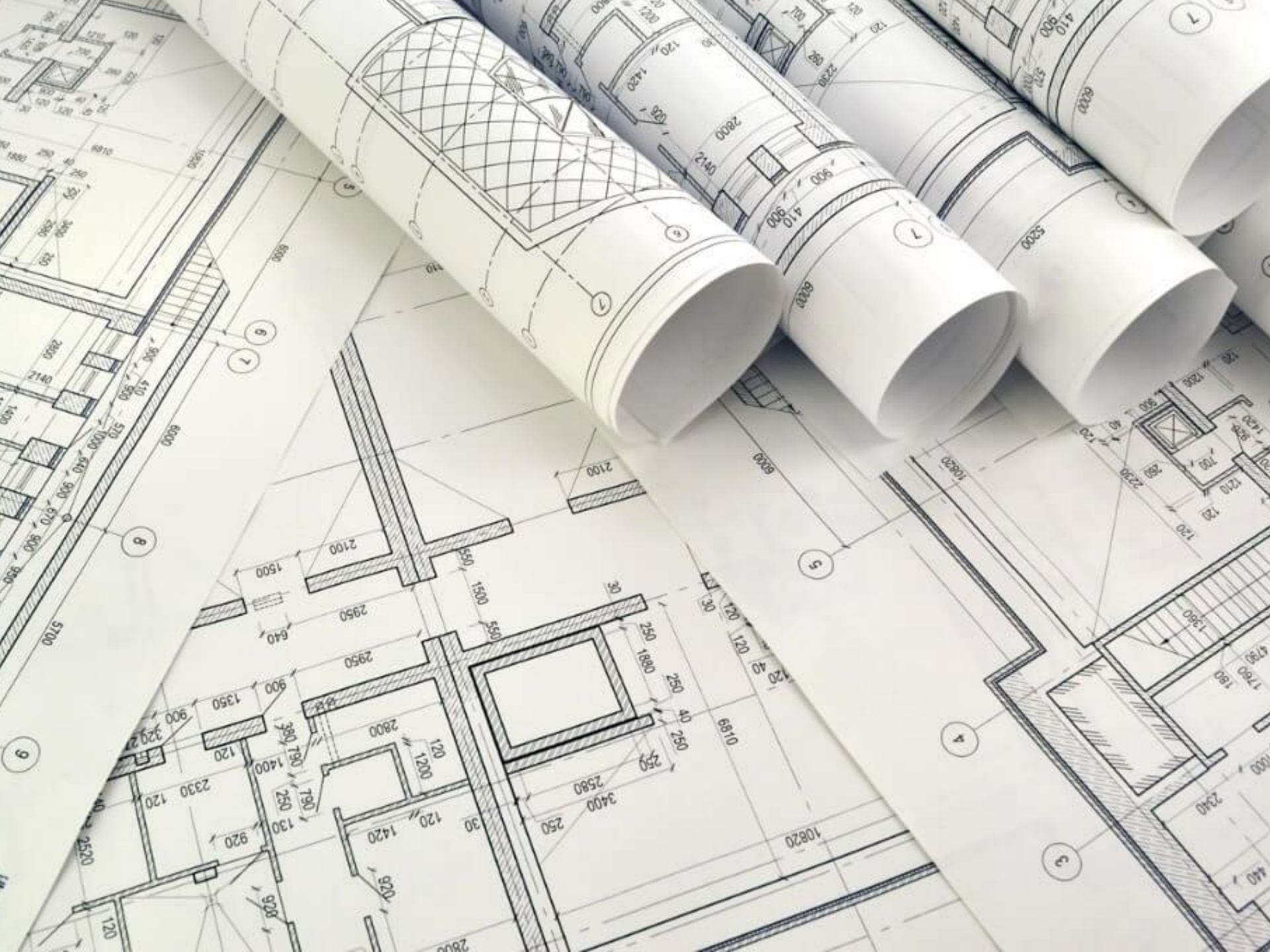


# Leverage LinkedIn

Patrick Leddin, PhD  
Associate Professor  
Business Studies



THIS SPACE FOR RENT







- Explore Your Personal Brand
- Leverage LinkedIn for Your Goals





- **Explore Your Personal Brand**
- Leverage LinkedIn for Your Goals



**WHAT COMES TO MIND?**













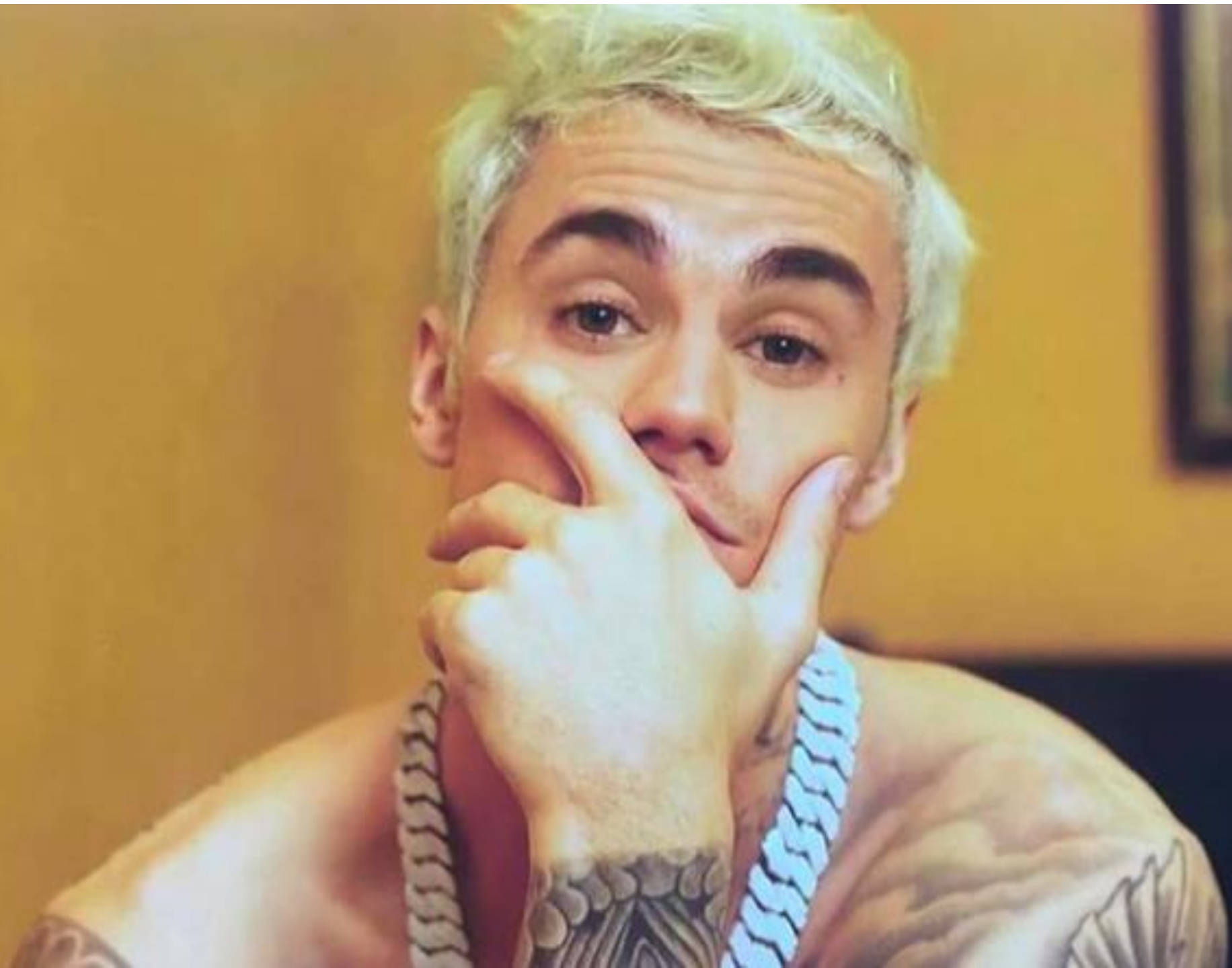








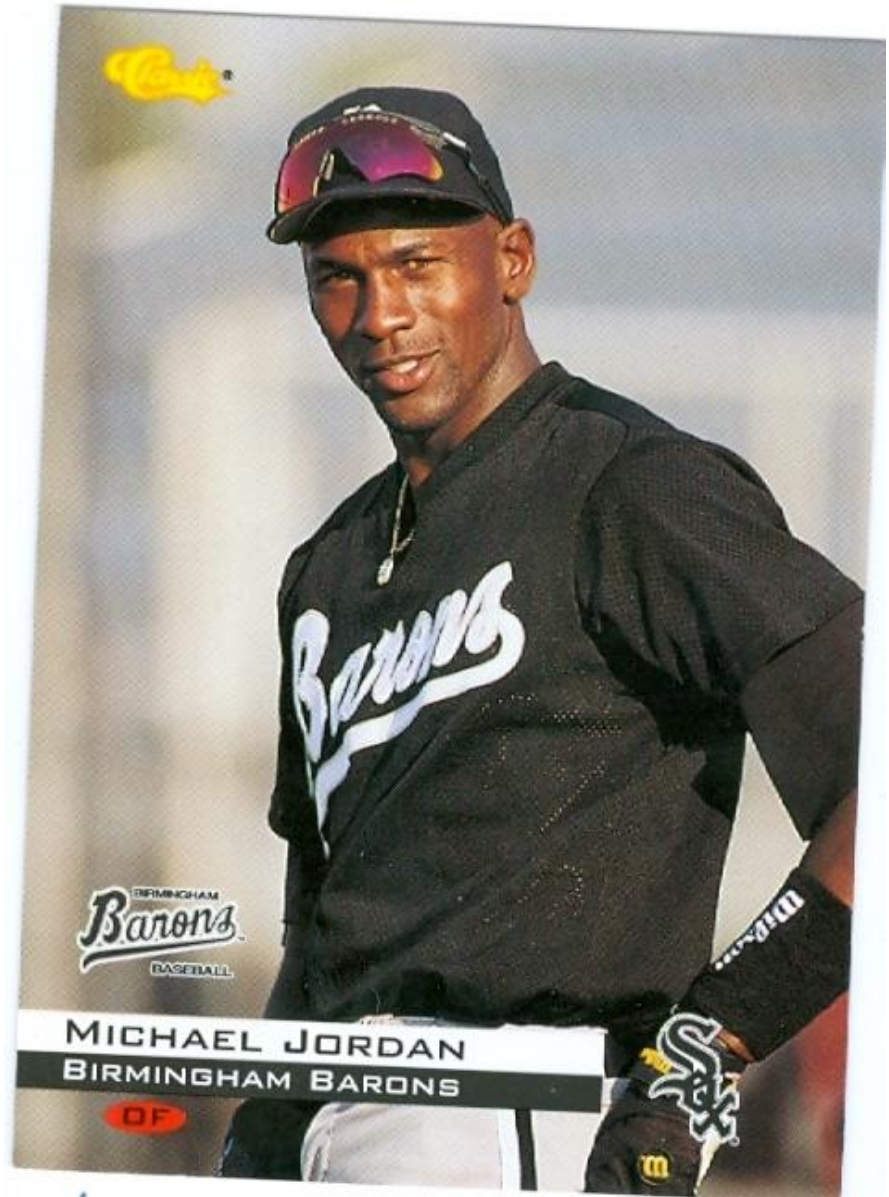






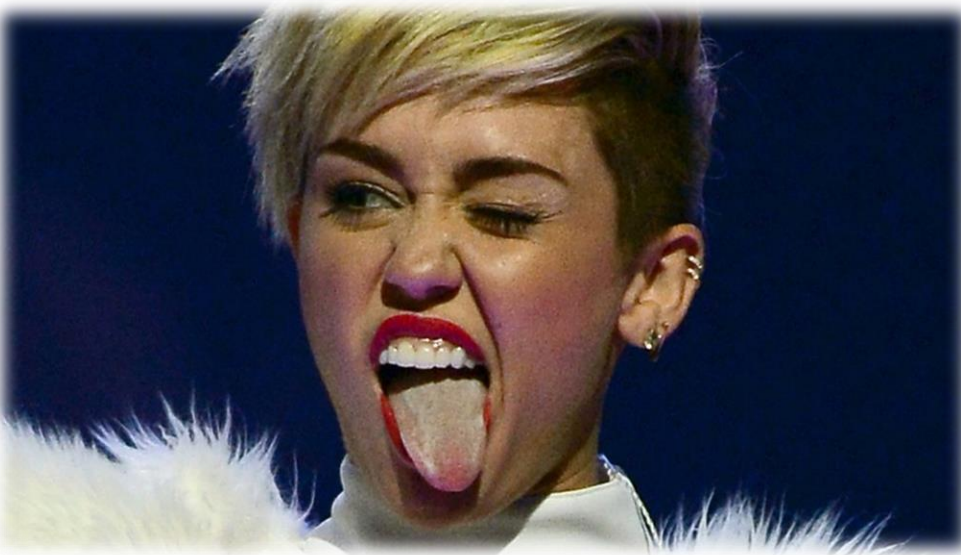
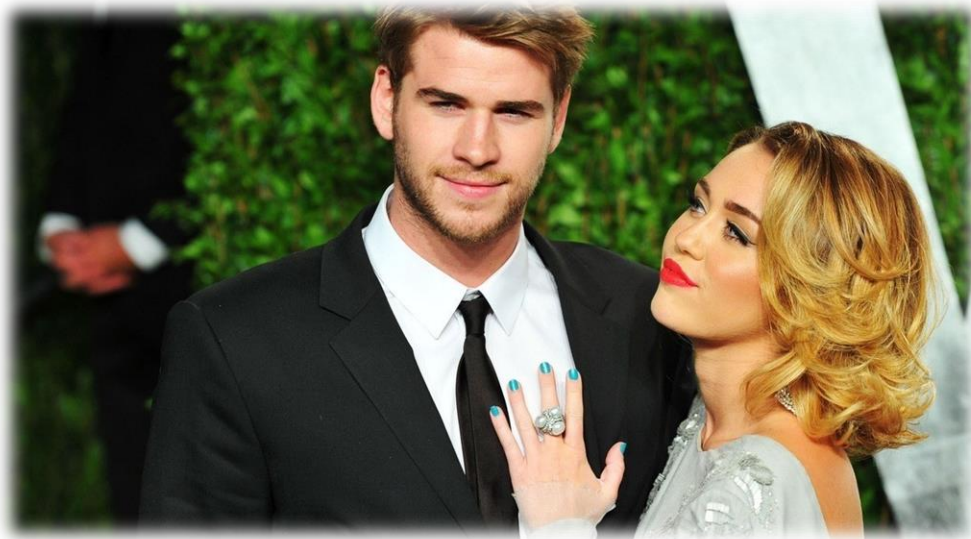






# Reinvention

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# Personal Brand (PB)

PB = Motives + Actions + Results

+ Partnership Factor

	Motives	Actions	Results	Partnership Factor
<b>Classmate / Friend</b>				
<b>Teacher / Boss</b>				
<b>Critic</b>				
<b>Fan</b>				

**Thought Primers**

Pure	Passionate	Long-lasting	Exhausting
Deceptive	Energetic	Impactful	Invigorating
Malicious	Innovative	Worthless	Inspiring
Self-serving	Forceful	Superficial	Fulfilling
Collaborative	Excited	Significant	Confusing
Political	Quirky	Meaningful	Stressful
Helpful	Pragmatic	Astounding	Boring
Rational	Dependable	Miraculous	Tense
Well-intended	Aggressive	On-target	Fun

# 4 Steps to Assessing and Starting to Build Your Personal Brand

1. Fill out the grid to assess what you believe your fans, critics, classmates, and teachers would say about you.
2. Determine what gaps exist between what these voices would say and what you would like them to say.
3. Identify people who have personal brands that you would like to emulate.
4. Reach out and ask those people for a chance to talk to and learn from them – they will rarely say, **no**.





- Explore Your Personal Brand
- **Leverage LinkedIn for Your Goals**



LinkedIn is a tool









## What you do on other social media



I like donuts



Watch me eat a donut



Here's a cool photo of my donut



Here's a donut recipe



I'm listening to "Donuts"



Anyone want a donut?



## On LinkedIn: A professional mindset

-  I hope to operate a donut franchise one day.
-  I'm looking for a job at a donut company.
-  I have three years experience making donuts.
-  My top skills are donut production and sales.
-  Here are 3 recommendations from former donut colleagues.



Here's what I've hired  
LinkedIn to do for me

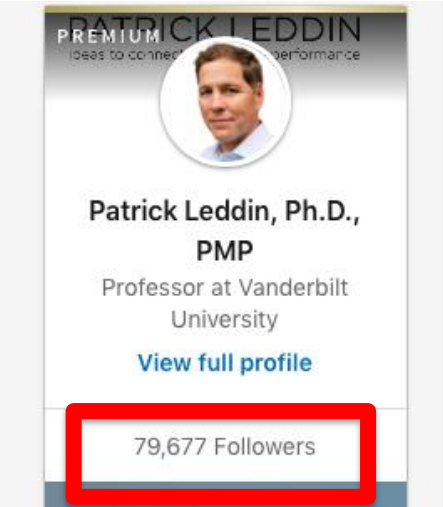





## 6 Leadership Lessons You Can Learn Over Lunch

BY PATRICK LEDDIN | JULY 8, 2019

I've published articles regularly on LinkedIn for several years



**PATRICK LEDDIN**  
ideas to connect performance



**Patrick Leddin, Ph.D., PMP**  
Professor at Vanderbilt University  
[View full profile](#)

79,677 Followers


Patrick Leddin, Ph.D., PMP posted this



**The Surprisingly Powerful Word You Should Use More Often in 2019**

Patrick Leddin, Ph.D., PMP on LinkedIn  
January 1, 2019

[Edit](#) [Delete](#)

 364,141 views of your article

Patrick Leddin, Ph.D., PMP posted this



**Patrick Leddin, Ph.D.** ✓

Professional Disruptive Speaker | Vandy Prof and Leader of the Vanderbilt Disruption Project | WSJ Bestselling Author | Chief Content Officer | Leadership Lab Podcast Host (top 1% globally)

 Top Leadership Voice

Nashville, Tennessee, United States · [Contact info](#)

[www.LeddinGroup.com/leader](http://www.LeddinGroup.com/leader)

101,949 followers · 500+ connections

**LEADERSHIP LAB**  
HOSTED BY DR. PATRICK LEDDIN

FIND PURPOSE AND PASSION WITH AUTHOR ALAINA LOVE

**ALAINA LOVE**

## Episode 133: Find purpose and passion with author Alaina Love

In this episode, Alaina Love joins Patrick to talk about purpose, passion, and inclusion. Alaina is the CEO of Purpose

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PRODUCE AMAZING LEADERSHIP RESULTS WITH BROADWAY PRODUCER BRIAN MORELAND

**BRIAN MORELAND**

## Episode 132: Produce amazing leadership results with Broadway Producer Brian Moreland

Recently profiled as "Variety's 2020 Top

**LEADERSHIP LAB**  
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HELP PEOPLE SEE WHAT YOU'RE THINKING WITH AUTHOR TODD CHERCHES

**TODD CHERCHES**

## Episode 131: Help people see what you're thinking with author Todd Cherches

Do people see what you are thinking? Todd Cherches is a master at helping leaders to do just that. A consultant





**Global Rank**

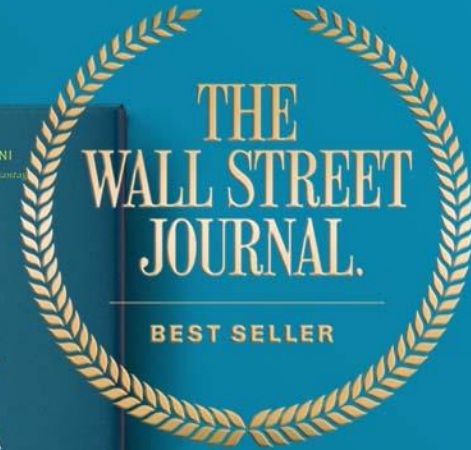
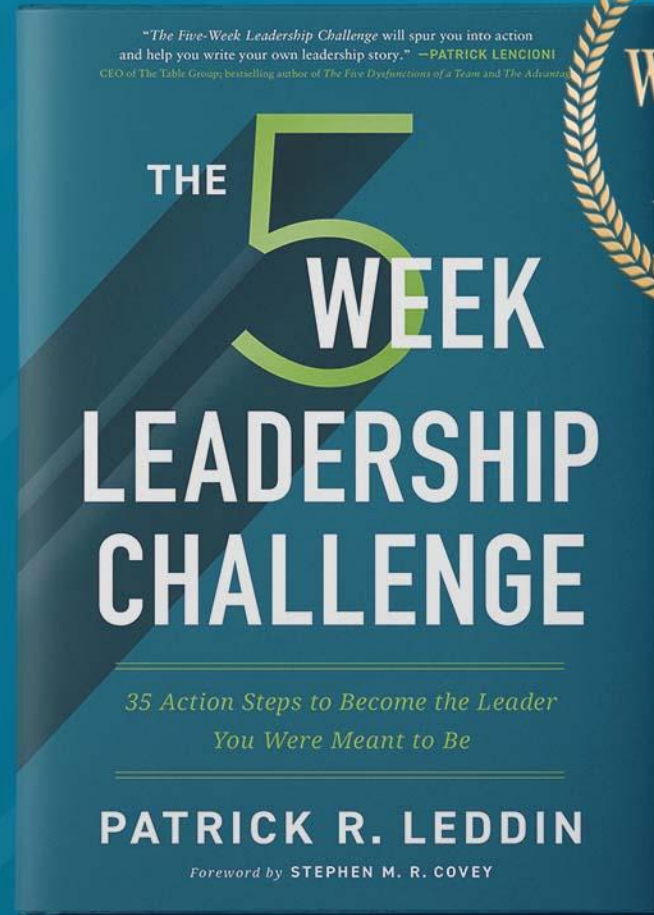
TOP 1%



LEADERSHIP  
CHALLENGE

# 35 Action Steps to Become the Leader You Were Meant to Be

[Take the challenge now!](#)



**WALL STREET JOURNAL BESTSELLER**



We teach a proven process to help leaders build strong teams that deliver great results.

→ HIRE US



Presentations



Work Sessions



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Newsletter



## Leadership Lab Newsletter

Published weekly **24,998 subscribers**

Explore how to grow leaders with a process that actually works. Posing & answering key leadership development questions.

✓ **Subscribed**

What are you hiring  
LinkedIn to do for you?



# Build your professional network and connect to jobs



30 million+ employers are on LinkedIn, with 20 million+ open job opportunities



Millions of mentors and mentees have signed up to give and get career advice on LinkedIn



2.8 million recruiters use LinkedIn to fill open jobs every day

**Did you know?**



9 out of 10 employers use LinkedIn during the hiring process.

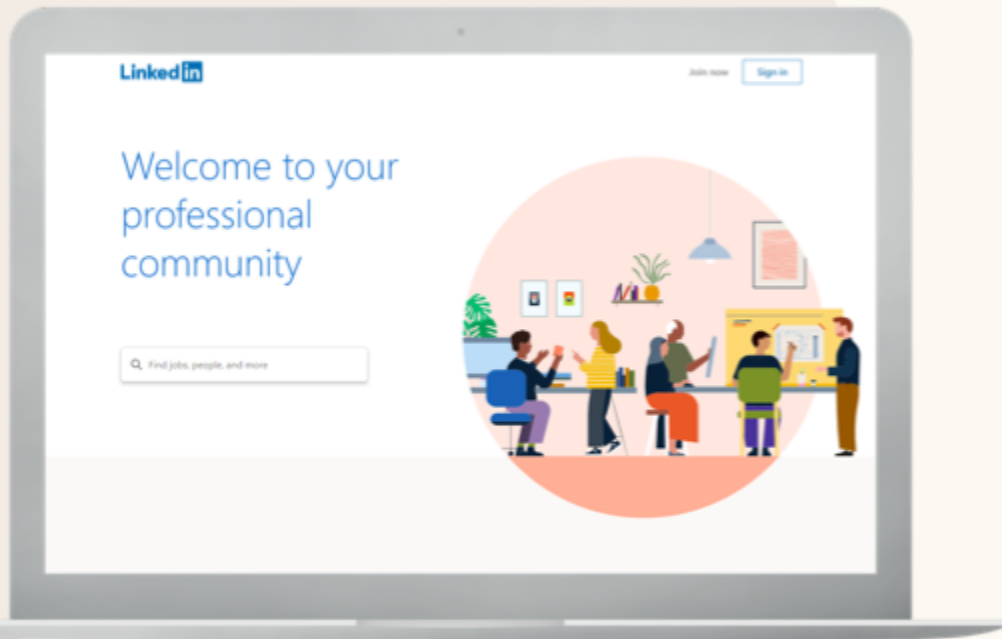
# Build your LinkedIn profile

1. Set up your account
2. Profile vs. resume
3. Take a great photo
4. Edit your profile





Build your LinkedIn profile



# Set up your account

Visit [LinkedIn.com](https://www.linkedin.com) on a desktop computer, or download the mobile app.

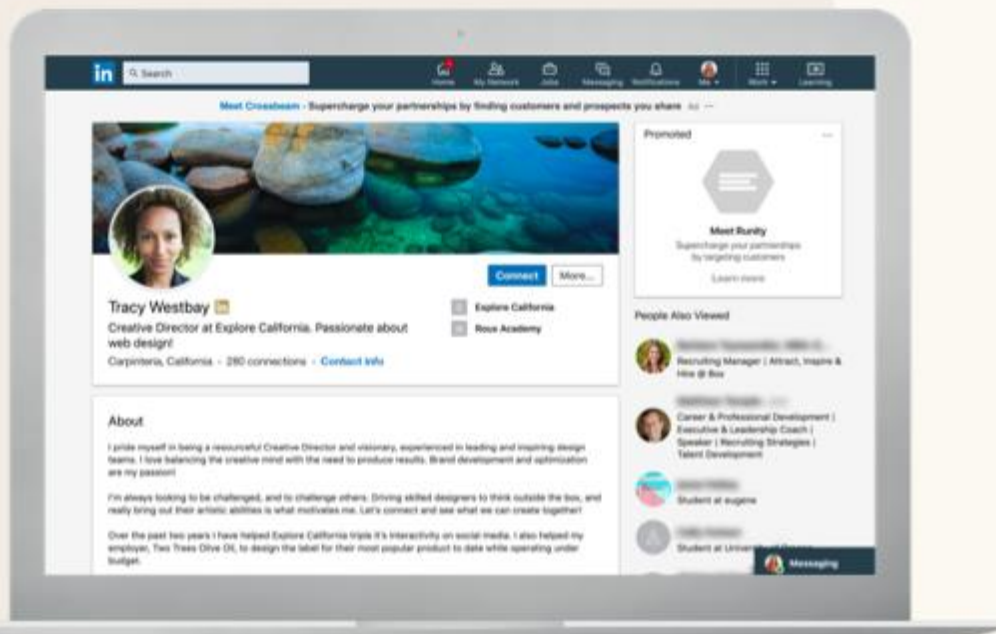


Build your LinkedIn profile

# Profile vs. resume

There are big differences between your LinkedIn profile and your resume. For example, your LinkedIn profile:

- ✓ Speaks to all potential employers, not just a single one
- ✓ Goes into more detail with skills, projects, interests, certifications, and more
- ✓ Allows other professionals and employers to interact, learn, and contact you
- ✓ Contains recommendations and endorsements





## Take a great photo

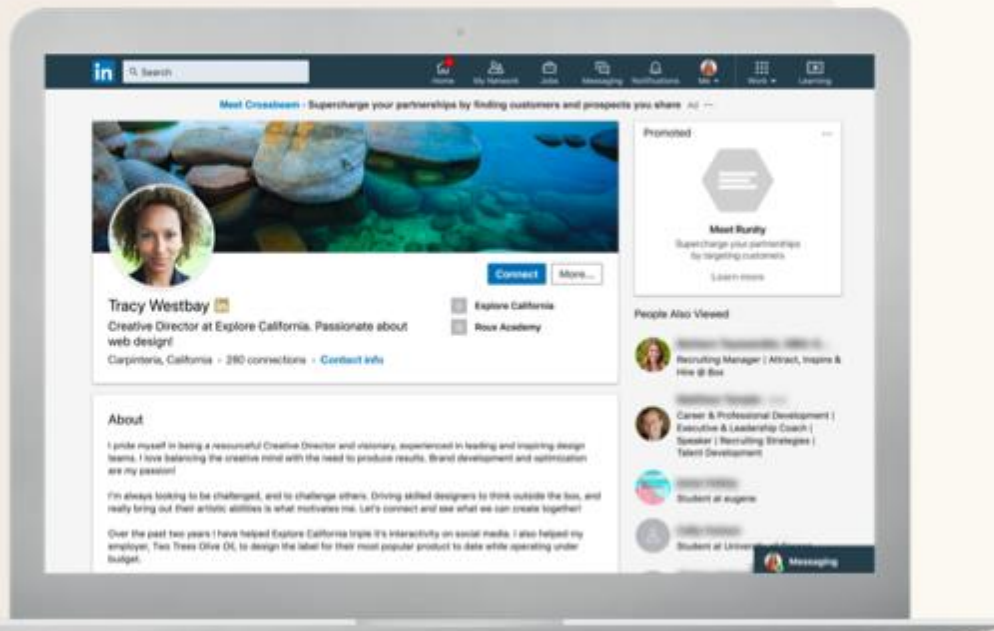
Members with profile photos receive up to **21x** more views and **9x** more connection requests

- ✓ Use a background that isn't distracting
- ✓ Dress for the job you want
- ✓ Smile and have friendly expression
- ✓ Make sure your face takes up a majority of the frame



Build your LinkedIn profile

## Edit your profile: Your story in your words



Click the "Me" icon at the top of your LinkedIn homepage.

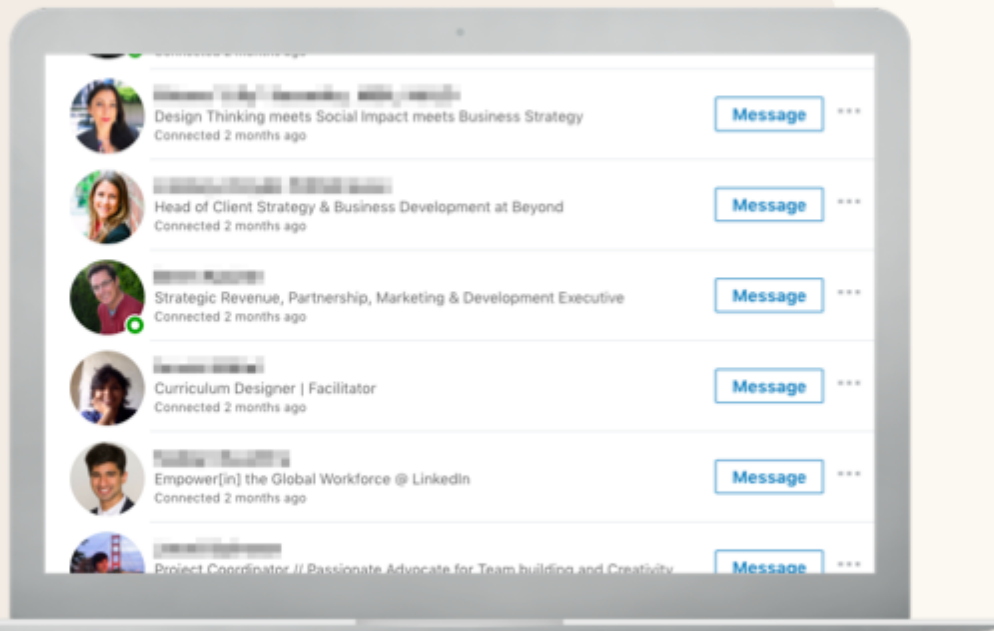
On the right side of the page, click "Add new profile section" to begin editing and adding to your profile.

Add your:

- ✓ Location & industry
- ✓ Education\* & certifications
- ✓ Work & internship experience
- ✓ Skills
- ✓ Volunteer experience
- ✓ Program or organization

\* You can choose whether you want to display your education in your intro.

## Edit your profile: Headline

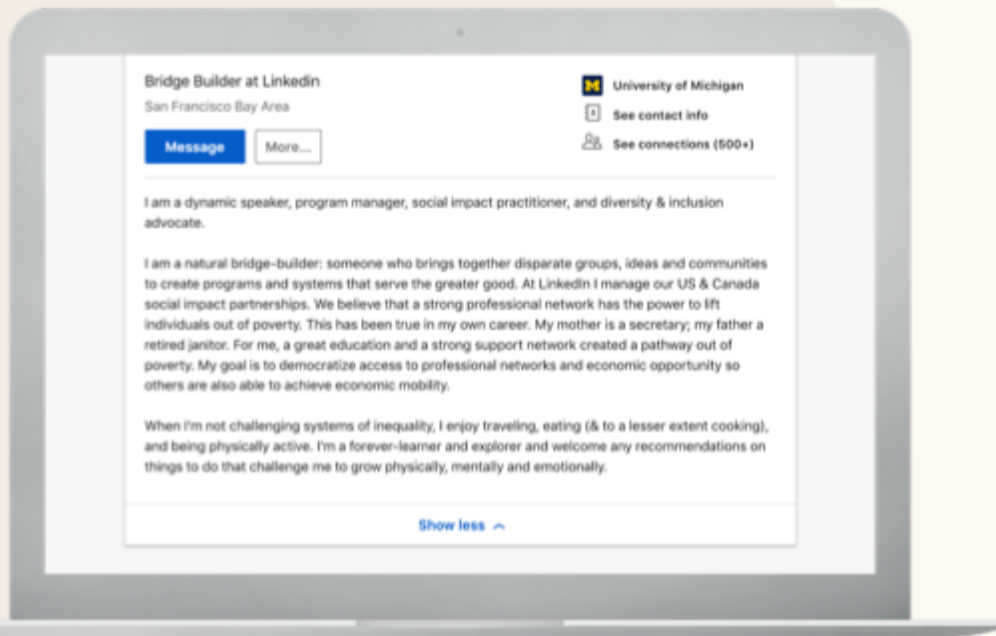


Your headline is an opportunity to show what you are – not just what you do.

When writing your headline, ask yourself:

- ✓ If this is the only thing someone sees, what does it say about me?
- ✓ Does this represent my professional brand and show why I am unique?
- ✓ Does it capture what a recruiter would care about?

## Edit your profile: Summary



Your summary is the best place for you to communicate your professional brand and put your own spin on your experience. Here's an easy formula we recommend:

- ✓ 1-2 sentences about who you are
- ✓ 3-5 sentences about your experience, top skills and key passions
- ✓ 1-2 sentences about your future goals and how other members can engage with you



*Make sure to include a summary of at least 40 words to show up in the search results of other members.*



# Build your professional network

1. Build your professional network
2. Discover existing connections
3. Search for new connections
4. Expand your network strategically



Did you know?

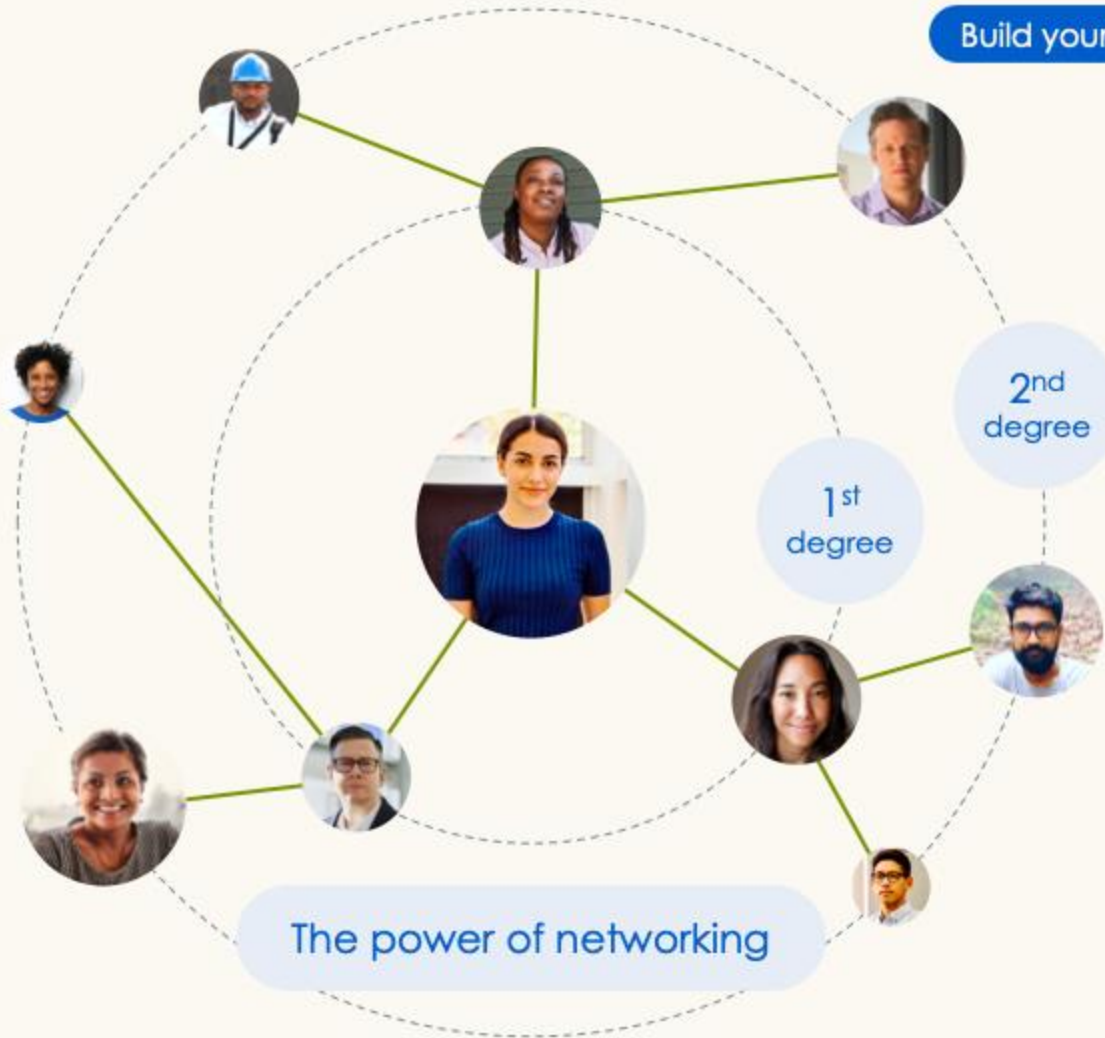
50%+ of hires  
result from  
a personal  
connection



The power of networking

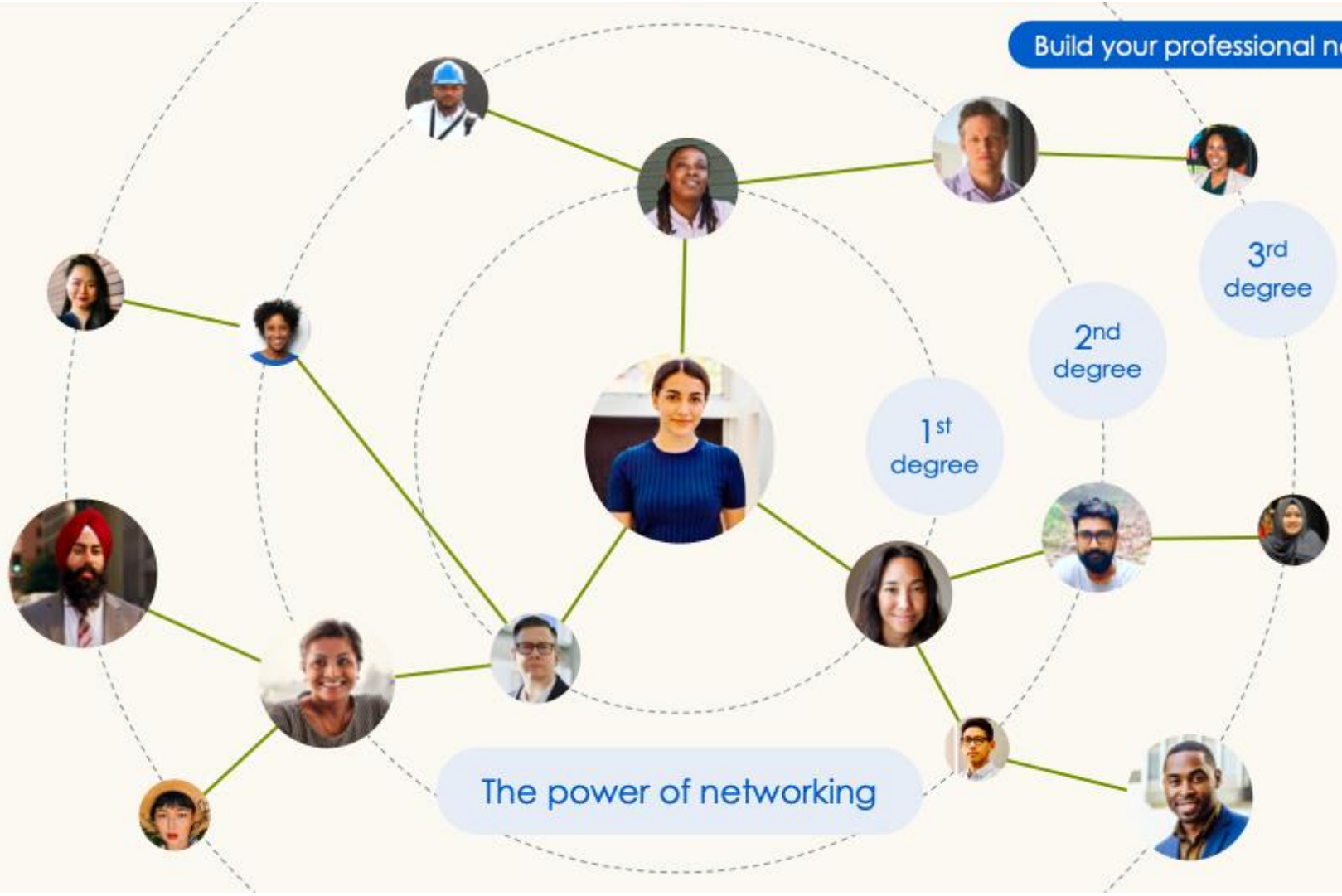


Build your professional network



The power of networking

Build your professional network



1st degree

2nd degree

3rd degree

The power of networking

Build your professional network

You can customize this invitation ✕

Include a personal message (optional):

Hi Dan,

I found your profile through our mutual connection, Rob. I am currently exploring career paths in the technology industry and admire your experience. I would love to join your network.

98



2<sup>nd</sup>  
degree

The power of networking

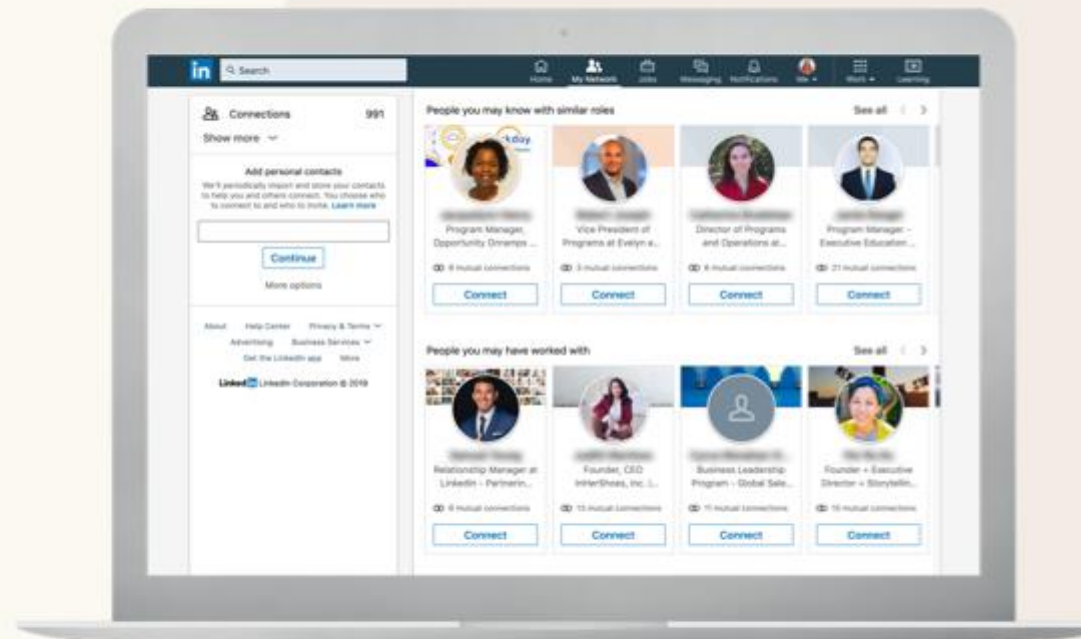
Build your professional network

# Discover existing connections

Click "My Network" in the top navigation to find people you already know, including:

- ✓ Friends and family
- ✓ Current and former colleagues
- ✓ Current and former managers

Our "People you may know" feature improves over time as you build your network.



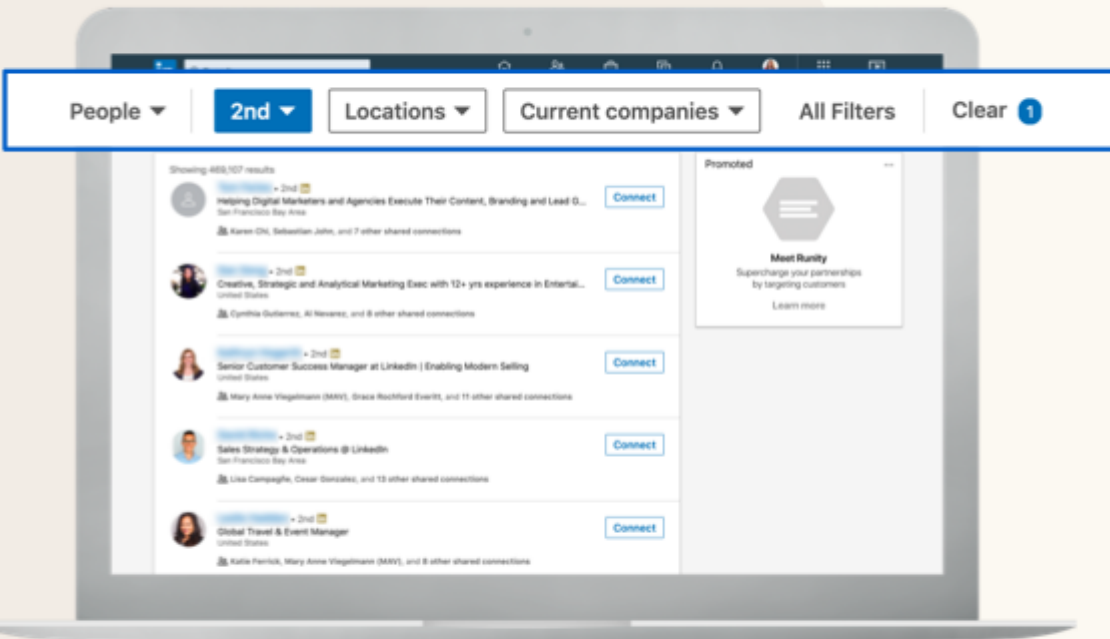


Build your professional network

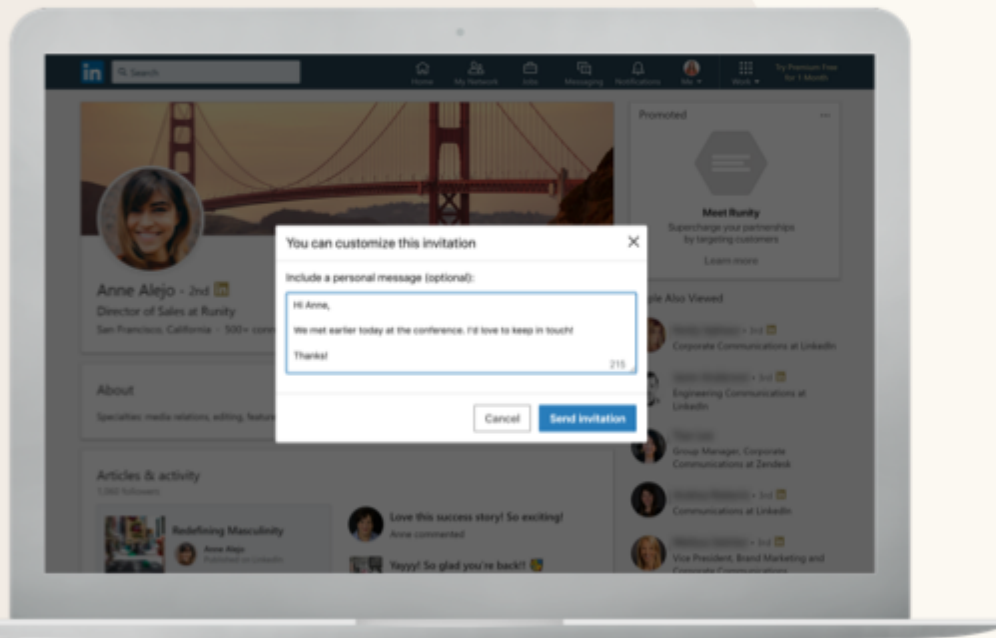
## Search for new connections

Use the search bar in the top navigation to find new connections by:

- ✓ Name
- ✓ Company
- ✓ Location
- ✓ Keyword



Build your professional network



## Search for new connections

After clicking "Connect," you can send your invitation immediately or personalize your invitation request by selecting "Add a note."



*We recommend that you always add a personalized message to make it clear to the other person why you are reaching out.*

# Expand your network strategically

## Who should I reach out to on LinkedIn?

- People you have something in common with
- People who have a job or work at a company that interests you
- People who may be able to connect you to someone who can help you achieve your goals

## What should I say?

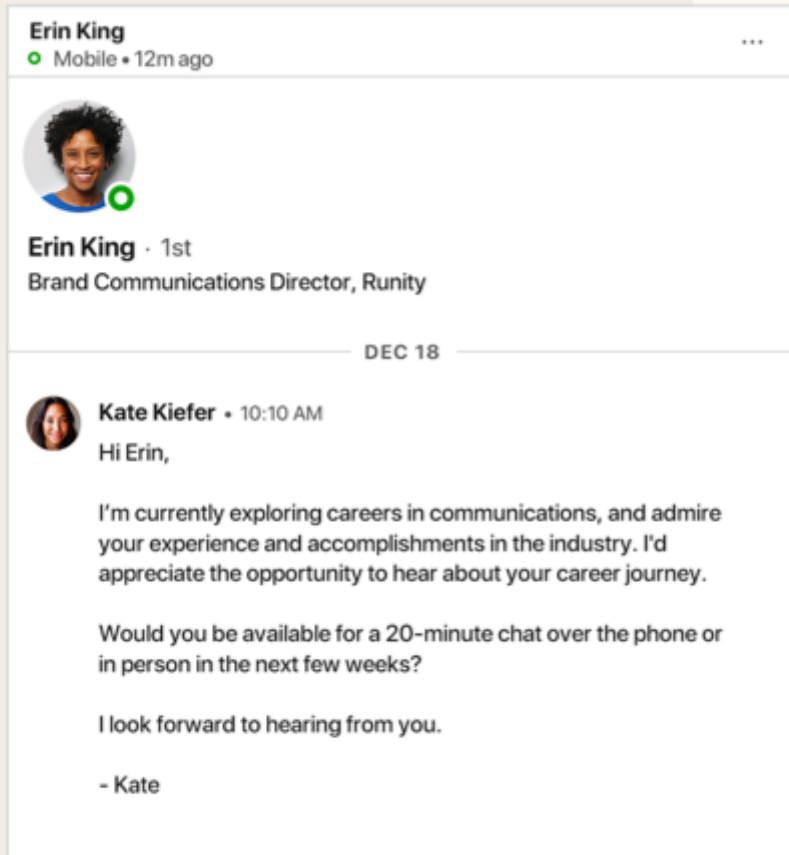
- Who you are
- How you came across their profile
- How they can help you



**Did you know?**

LinkedIn members  
are 9X more likely  
to get hired  
when referred





## Ask for informational interviews

The purpose of an informational interview is for you to:


- ✓ Gain advice on your career path
- ✓ Learn about an industry you are interested in
- ✓ Learn about a specific company you'd like to work for
- ✓ Establish a professional bond



*After an informational interview, professionals may also consider you for future job openings they learn of.*


Use your network

**Seth Soon**  
Mobile • 30m ago



**Seth Soon** · 1st  
Program Manager, FixDex Communications

JAN 12

 **Kate Kiefer** · 2:02 PM  
Hi Seth,

Hope you are doing well! I saw that FixDex is hiring a Communications Specialist, and I'm very interested in applying. This role seems like a great fit for me because it needs a self-starter who can operate within a complex environment.

Would you be willing to share any information on the position, the team, and what they might be looking for in a candidate? I'd be greatly appreciative.

Let me know if you have any questions about my experience as it relates to this role.

All the best,  
- Kate

## Request referrals

Ask for a job referral by reaching out to your connections at companies you intend to apply to.

Make sure to include:

- ✓ Why you are interested in the specific role
- ✓ Your appreciation for your connection's consideration

**DID YOU KNOW?** More than **60%** of the workforce has referred someone to work at their company.

Use your network

## Request recommendations

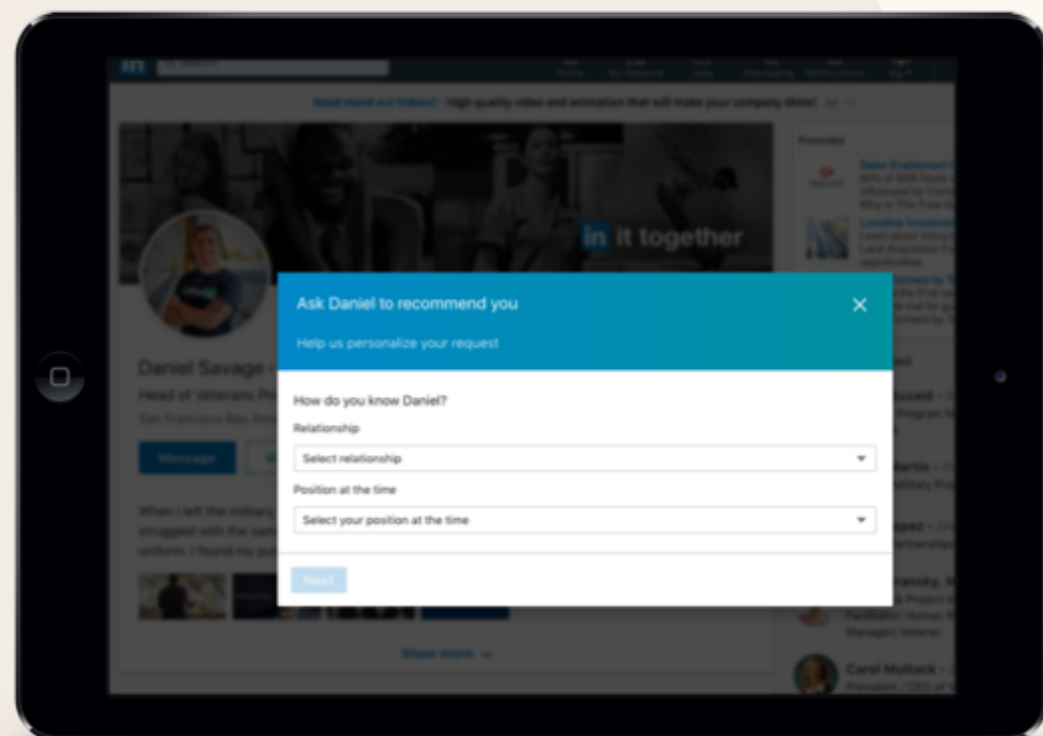
Recommendations on LinkedIn are like references from people in your network.

On a connection's profile, click **More...** and then **Request a Recommendation**.

You can select your relationship to this person, indicate whether you worked with them in a particular role, and customize your message.

Who should I ask to recommend me?

- ✓ Current or former managers
- ✓ Current or former colleagues, even those that were not directly on your team but who you worked closely with
- ✓ People who have mentored or advised you professionally, including through nonprofit training programs



# Add value and engage with your network



**Invest** time in your Connections and request informational interviews



**Like and share** things that people in your network will care about and post



**Join** groups and exchange insights with school or program alumni



**Give** testimonials and recommendations to others

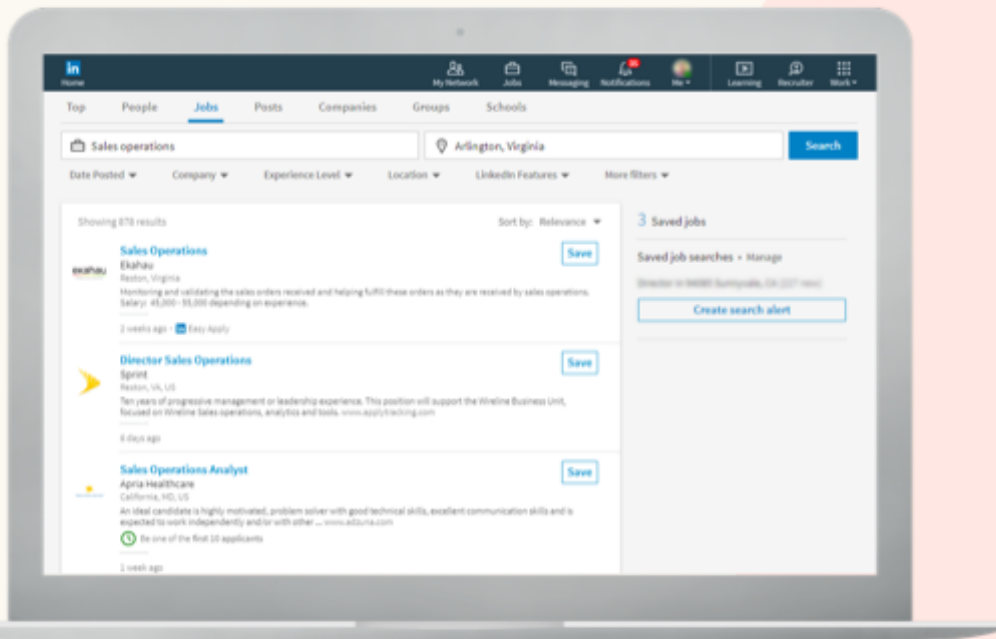


Did you know?

25M+

job seekers visit LinkedIn  
jobs every week

Search and apply for jobs

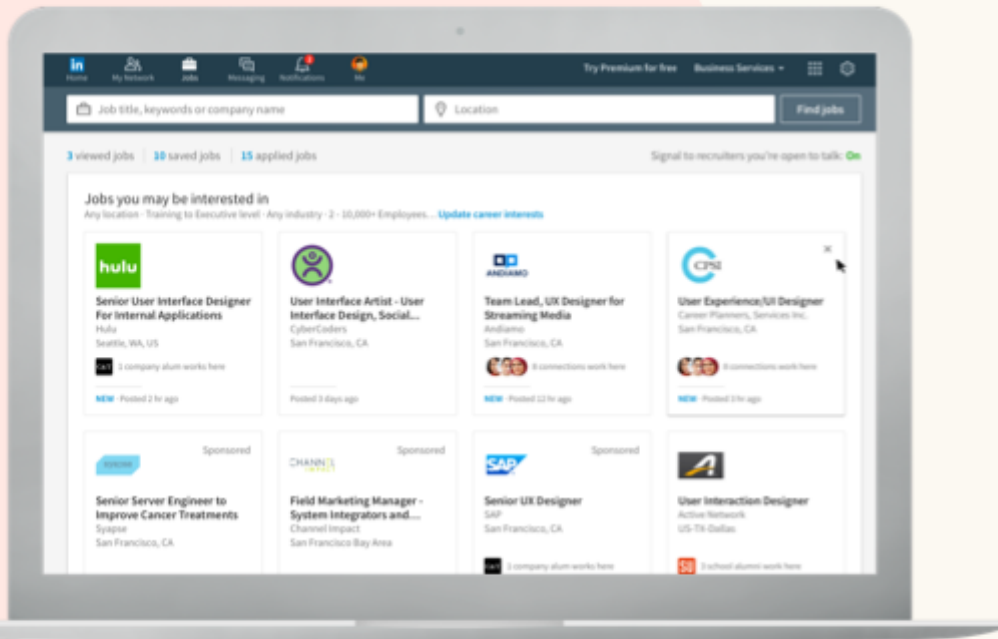


## Search for jobs

Use LinkedIn's search filters to find jobs by:

- ✓ Keyword
- ✓ Job title
- ✓ Company
- ✓ Location
- ✓ Function
- ✓ Experience level
- ✓ Date posted

Search and apply for jobs



## Review jobs you may be interested in

For the best job recommendations, make sure your profile is filled out with accurate:

- ✓ Work experience
- ✓ Skills
- ✓ Location information



consultant

Nashville, Tennessee, United States

Search



Jobs

25 mi

Date posted

Experience level

Company

Job type

On-site/remote

All filters

Consultant in Nashville, Tennessee, United States

12,868 results

Set alert



### Client Relationship Consultant 2 (Banker)

#### Goodlettsville TN

U.S. Bank

Goodlettsville, TN



16 connections work here

Promoted · 0 applicants



### D862: Franklin, TN Retail Event Marketer -

#### \$18/hour + Commission

The Job Network

Franklin, TN (On-site)

Promoted



### Senior Consultant - eMobility Charging

#### Infrastructure

Accenture

Nashville, TN

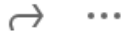
\$73K/yr - \$192.6K/yr (from job description)



88 connections work here

Promoted · 0 applicants

## Client Relationship Consultant 2 (Banker) Goodlettsville TN



U.S. Bank · Goodlettsville, TN 1 day ago



Full-time · Associate



10,001+ employees · Banking



16 connections · 112 school alumni

Apply

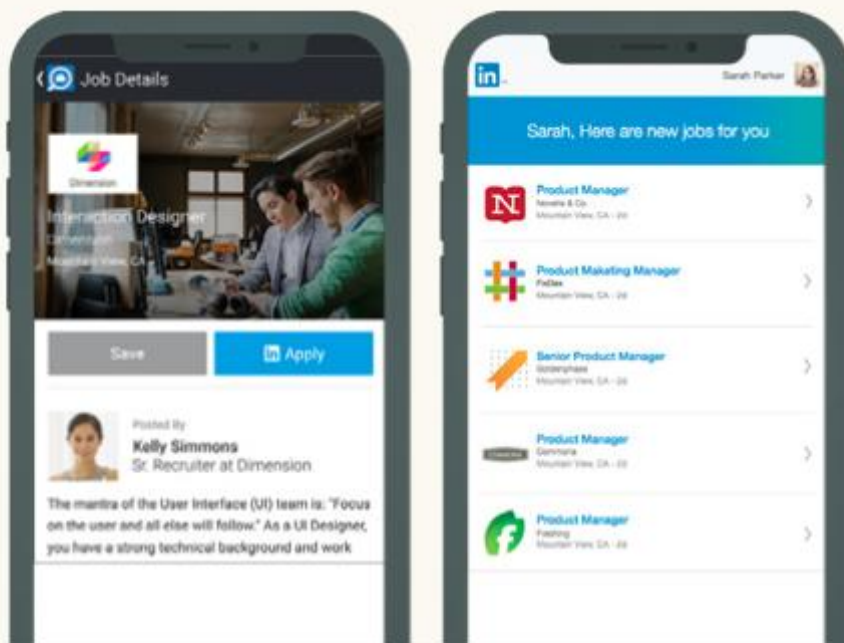
Save

### About the job

At U.S. Bank, we're on a journey to do our best. Helping the customers and businesses we serve to make better and smarter financial decisions and enabling the communities we support to grow and succeed. We believe it takes all of us to bring our shared ambition to life, and each person is unique in their potential. A career with U.S. Bank gives you a wide, ever-growing range of opportunities to discover what makes you thrive at every stage of your career. Try new things, learn new skills and discover what you excel at—all from Day One.



Search and apply for jobs



## Apply actively

Use the "Easy Apply" or "Apply on company website" button to quickly apply for a job you want.

Stay on top of your job search by using the LinkedIn mobile app to find and apply for new jobs, anywhere, any time.



Applicants who apply to jobs within the first three days of posting are **13% more likely** to get the job.

Jobs ▾

Easy Apply

25 mi ▾

Date posted ▾

Experience level ▾

Company ▾

Job type ▾

All filters

Reset

Consultant in Nashville, Tennessee, United States

2,286 results

Set alert



### Senior Tax Accountant

Jobot

Nashville, TN (On-site)

\$60K/yr - \$85K/yr (from job description)

3 alumni work here

Promoted · **0 applicants** · Easy Apply



### Tax Accountant

Insight Global

Franklin, TN (Hybrid)

7 connections work here

Promoted · **2 applicants** · Easy Apply



### Senior Internal Auditor

Ardent Health Services

Brentwood, TN (Hybrid)

\$68K/yr - \$90K/yr · 5 benefits

3 connections work here

Promoted · Easy Apply

## Senior Tax Accountant



Jobot · Nashville, TN (On-site) 5 days ago

\$60,000/yr - \$85,000/yr (from job description) · Full-time · Mid-Senior level

501-1,000 employees · Staffing and Recruiting

3 connections · 3 school alumni

Easy Apply

Save

### About the job

Want to learn more about this role and Jobot? Click our Jobot logo and follow our LinkedIn page!

Job details

### Looking for a Senior Tax Accountant in Nashville

This Jobot Job is hosted by Caitlin Johnson

 **My jobs**

 **Job alerts**

 **Demonstrate skills**

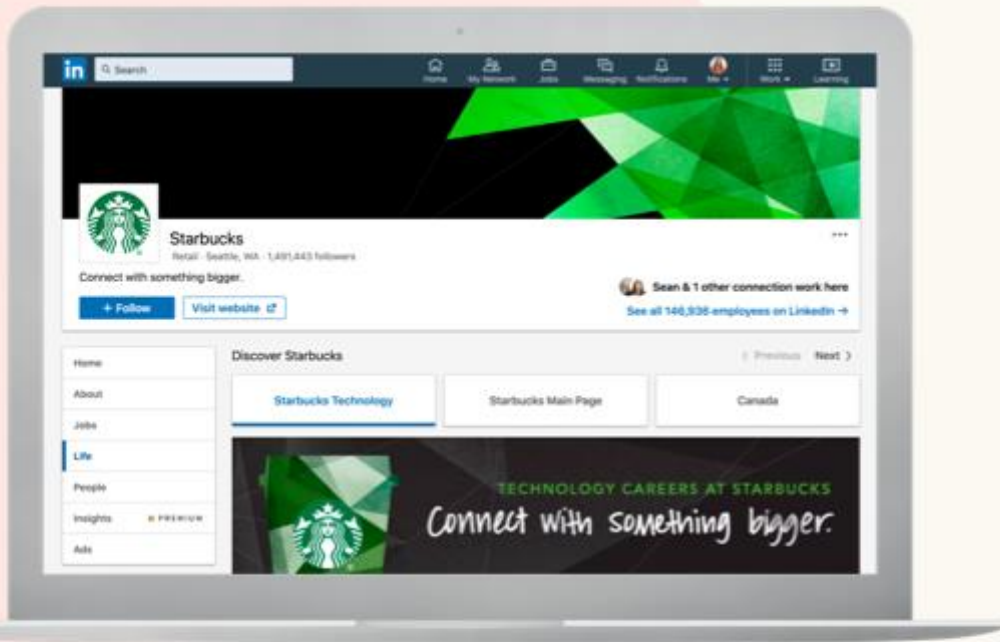
 **Interview prep**

 **Resume Builder**

 **Job seeker guidance**

 **Application settings**

Search and apply for jobs



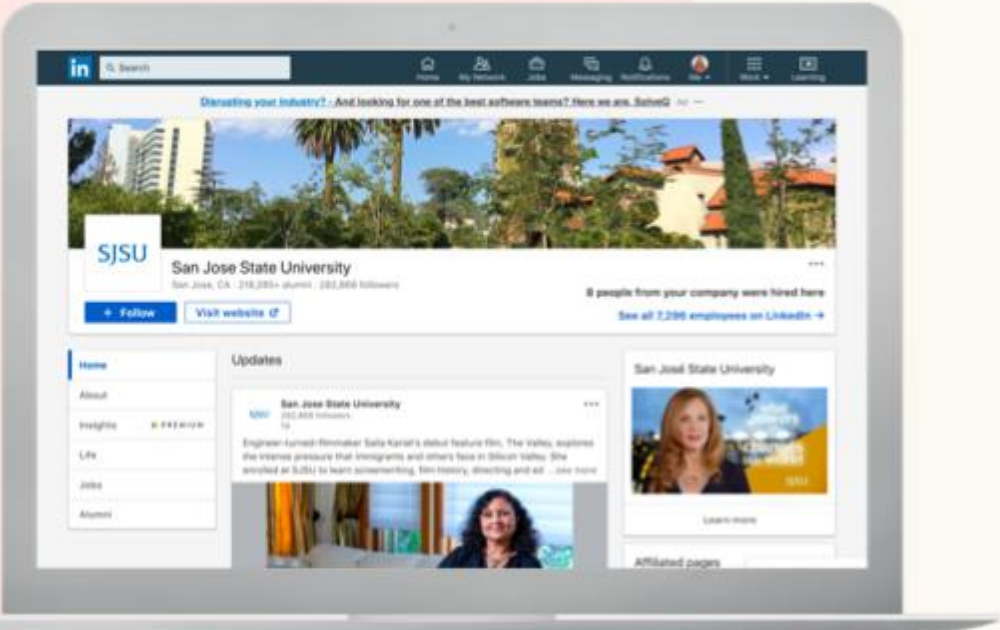
## Follow companies

Explore employers you are interested in working for by following their company page.

Check out the "Life" section to learn more about the company's culture, values, and professional development opportunities.



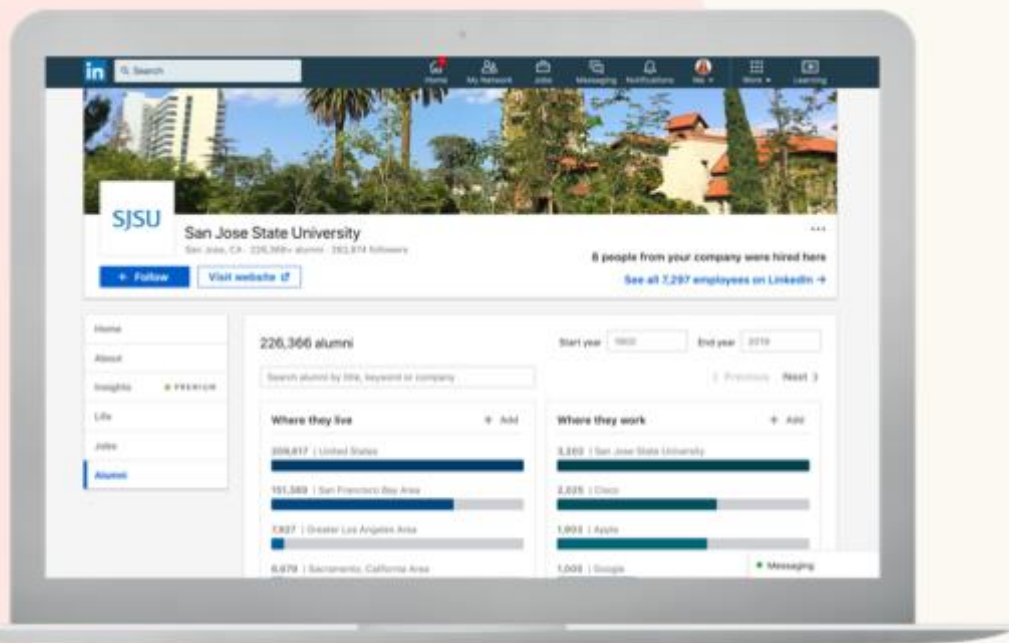
*Recruiters on LinkedIn can filter specifically for candidates who have engaged with their company page. Make sure to show your interest by taking this easy step.*



# Explore schools

Find and view the latest news from schools you have attended or are interested in attending by filtering for "Schools" using the search bar.





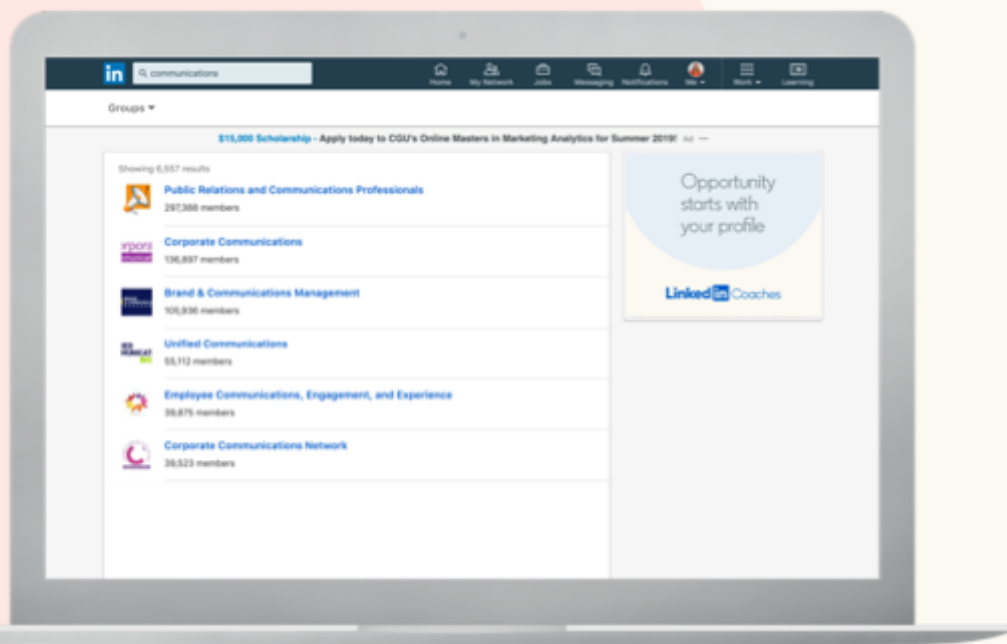
## Explore alumni

Explore the career paths taken by school or program alumni.  
By clicking "Alumni," you can view:

- ✓ Where alumni live
- ✓ Where alumni work
- ✓ What alumni do
- ✓ What alumni studied



*Consider reaching out to anyone whose career interests you for an informational interview.*



## Join groups

Find and join groups of professionals to give and get career help and resources by filtering for "Groups" using the search bar.

Consider joining groups for:

- ✓ Professionals in your industry
- ✓ Alumni of your school or training program

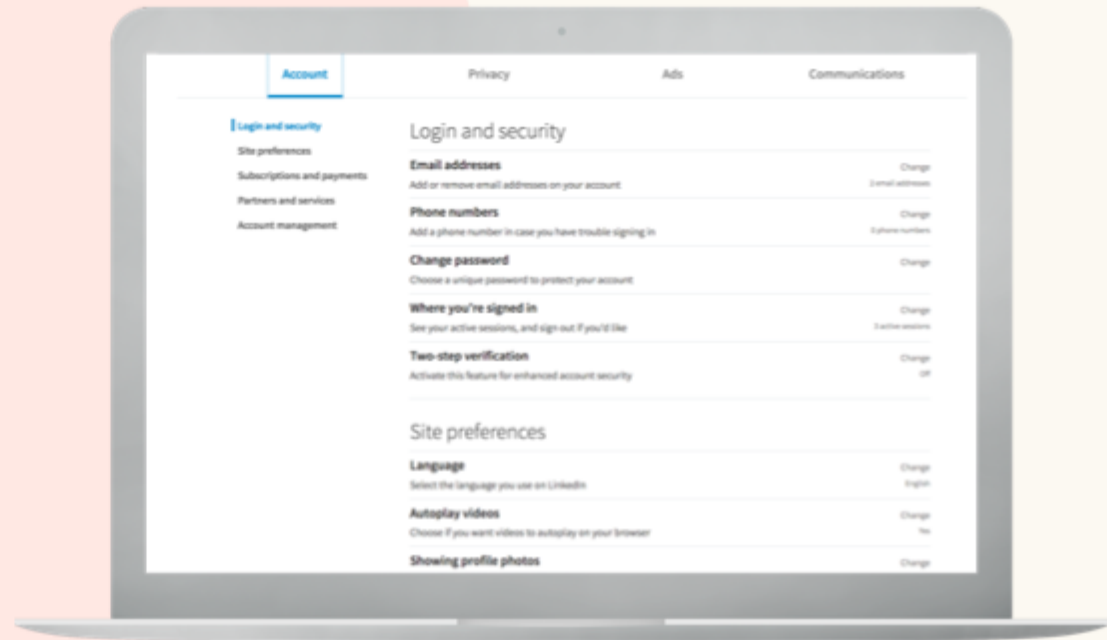
# Privacy settings

Click the "Me" icon at the top of your LinkedIn homepage.

In the dropdown menu, select "Settings & Privacy" to begin managing your preferences.

For example, you can:

- ✓ Change the language you use on LinkedIn
- ✓ Change your password
- ✓ Control your notification preferences



# The Career Center can help develop your LinkedIn

## We can help students gain clarity about:

- Handshake and numerous other online resources
- Career and Major Exploration
- Interview Prep
- Job and Internship Search
- Resumes and Cover Letters

**... and more!**

Scan here for  
Career Center  
Drop-In hours.



# Handshake – Your Career Services Platform

## With Handshake, you can ...

- Check out events hosted by Career Center Staff and by employers
- Apply for jobs and internships
- Schedule coaching appointments

**... and more!**

Scan here to  
view Career  
Center events.





# QUESTIONS



**Patrick Leddin**

Patrick.R.Leddin@Vanderbilt.edu



**Follow Me on LinkedIn**

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