Optimize your LinkedIn Profile for Networking & Career Advancement

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Why have a LinkedIn Profile?
Dig the Well BEFORE you are Thirsty!

- Build your network **before** there is a need to find a job

- You need to have a large network to access later

- Don’t only reach out to people when **you** need a job or a favor

- Be active. Provide value. Stay in touch.
Career Strategy

- Be “discoverable”. Opportunities come to passive candidates with effective profiles.

- Find out how you compare to your peers. Do they have qualifications you don’t?

- What steps do you need to take to progress your career?
Stay Relevant & Current

- Be in the know!
- Customized news delivered daily
- Access business articles
- Join & interface w/ industry groups
- Monitor when your connections change jobs
See and Be Seen

- Candidates you are interviewing will look you up on LinkedIn.

- Potential employers and volunteer organizations will look to see how connected you are.
Tips & Techniques
Summary

Proven financial executive with expertise in the high-growth, cloud-computing industry. Results-oriented and hands-on with broad experience in all aspects of accounting and financial management, demonstrated ability to manage various financial operations of large and small organizations. Strong team builder and facilitator, with strengths in creative problem solving, multi-tasking and dedicated follow-through.

Recommendations

Dave Henry
CFO at American Superconductor

“ I would recommend Ray for a position as a finance executive. Ray has very good technical accounting skills. His background includes both accounting and tax which is a great asset. Ray has a tremendous amount of drive and strives to understand the business along with the accounting. During my time managing him, I appreciated his desire to make improvements in business... more

May 6, 2010, Dave managed Ray at AMI Semiconductor, Inc

Jeff Faust
Application Products Group Business Unit Controller @ ON Semiconductor

“ Ray is a results-driven finance manager who fosters a positive team environment. Ray effectively supports and empowers his employees and encourages "out of the box" approaches to solving problems. Ray maintains a can-do attitude and partners well with peers and business associates outside his direct organization. As a result, Ray is quickly respected by members of his... more

May 6, 2010, Jeff worked with Ray at AMI Semiconductor, Inc
Always include a photo

- Use a professional looking photo
- Personalize it, but to a point
- Do not misrepresent your appearance
- Great posture, open eyes and a smile
- No “selfies”
Winning Profile Pics
Set Privacy Settings

Privacy Controls
- Turn on/off your news mention broadcasts
- Choose whether or not to share your profile edits
- Select who can see your activity feed
- Select who others see when you've viewed their profile
- Turn on/off How You Rank
- Select who can see your connections
- Choose who can follow your updates
- Change your profile photo & visibility
- Showhide "Viewers of this profile also viewed" box
- Manage who you're blocking
- Manage how people who have your phone number can connect with you
- Turn on/off meet the team

Settings
- Manage your Twitter settings
- Manage your WeChat settings

Helpful Links
- Edit your name, location & industry
- Edit your profile
- Edit your public profile
- Manage your recommendations
Maximize Your Connection Request

- Don’t use the standard request
- Tailor your connection request
- Remind people how you know them
A Few Additional Tips

- Include interests & hobbies (but keep it neutral)
- Be selective about disclosing political affiliations, etc.
- Make sure your employment dates are accurate
- Log in frequently. The more you give, the more you get
- Add a backup email address to your account
Contact me...

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