



New Strategy for Enterprise Competitiveness

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Strategy | Knowledge | Innovation | Marketing | Technology

The “Unofficial” LinkedIn User’s Guide for Executives and Professionals

Creating Your Own Professional Network Online

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Introduction: LinkedIn, What Is It and Why Should You Care?

- LinkedIn reduces transaction costs
 - Finding people
 - Helping people
 - Connecting with people
 - Getting things done
- LinkedIn makes your network for actionable
 - For you
 - For others in your network
- Imagine a global, online TechLeaders
- Why I wrote it

This material summarized from free online executive guide

Introduction: Chris Rollyson, 20 Years of Experience with Enterprise Transformation

- Human capital transformation
 - Coached executives and specialists on thriving on economic changes
 - Built pioneering office for one of the largest human capital firms in the U.S.
- Technology transformation: the Internet and enterprise software
 - Leading role in launching Java as an enterprise solution
 - Launched one of the Midwest's first corporate Internet businesses
 - Standards-based technology, distributed computing
- Business process transformation: e-business and knowledge
 - Corporate change agent at Big Five consultancy
 - Built websites, intranets and extranets to change business processes
 - Principal and subject matter expert at Big Four consultancy
 - Led strategy engagements to advise automakers, oil, consumer products, financial services and others on creating the "real-time enterprise"
 - Business strategy for start-ups: transform industries with innovation
- Marketing & relationship transformation: consumer empowerment
 - Customer-led communications revolution: what creates value and how
 - Globalization of colleagues and customers: P2P technology, relationships
 - What will stay the same, what will change

Introduction: How People Use LinkedIn

- Job search
- Score speaking engagements
- Find key employees or consultants
- Land board of advisors positions
- Connect with venture capitalists, angels and bankers
- Connect with people for volunteer work

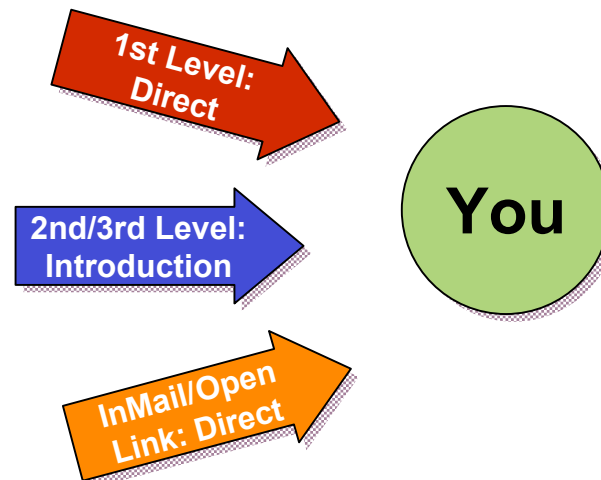
The only limit is your imagination

Introduction: LinkedIn Value Propositions

- Being found by relevant people... and not by others
- Helping people to accomplish what's important to them
- Letting the people in your network manage their information for you
 - Be notified when people in your network update their profiles
 - See who views your profile
- Strategically building a new network
 - Specific connections
 - Global connections
- Making your living from LinkedIn
 - Recruiting
 - Deal making
 - Business development

Demo: Fundamental Tools and Features

- Being found.. by the right people
 - [Privacy features](#)
 - Your two profiles
 - [LinkedIn](#)
 - [Public](#)
- Finding people and organizations
 - Search examples
 - Current employees, advisors or partners
 - Former employees, advisors or partners
 - Constraining searches
- Ability to create trust and collaborate

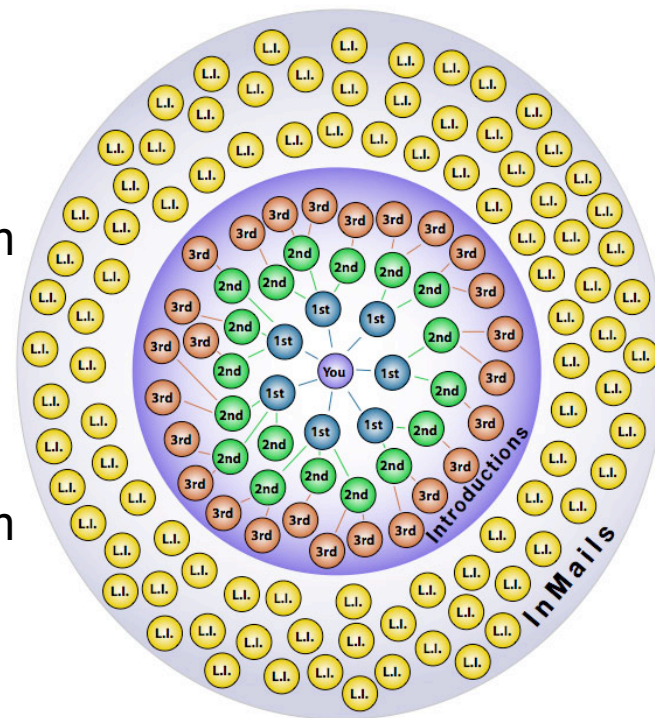


- Accounts: free vs. paid
 - Number of introductions
 - InMails
 - Number of LinkedIn Network results

Balancing privacy, efficiency and collaboration

Demo: The Levels of Your LinkedIn Network

- 1st level: your trusted connections
 - Can see your L.I. profile
 - Can contact you directly
- 2nd level: friends of friends
 - Can see your L.I. profile if you let them
 - Can only contact you through an
 - Introduction from your 1st level
- 3rd level: friends of friends of friends
 - Can see your L.I. profile if you let them
 - Can only contact you through an
 - Introduction from your 1st level
- LinkedIn
 - Can see your L.I. profile, minus name, if you let them
 - Can only contact you through InMails, if you let them



Demo: Using the Profiles

- Professional Presence: allow people to find you
 - Time: 1-3 hours set-up, 1-2 hours/month inviting connections
 - Return: former colleagues will likely reach out to you; speaking and job opportunities
 - CSFs: excellent profile
- Network Management: let your network manage itself
 - Time: 1-3 hours set-up, 1-2 hours weekly, inviting & writing recommendations
 - Return: connections manage themselves; aware of opportunities
 - CSFs: profile, clear value messages when inviting
- Network Building: grow a network in a new area
 - Time: 1-3 hours set-up; 4-6 hours weekly, inviting, recommendations, answers
 - Return: new network to develop opportunities
 - CSFs: inviting approach, leading/monitoring your network, community building
- Network Living: innovate with LinkedIn and drive revenue
 - Time: 20+ hours/week; several profiles
 - Return: clear, measured returns you're measuring
 - CSFs: innovation, leadership, process execution

Demo: Creating Your Own Professional Community

- Two strategies
 - Low numbers, tight ties
 - High numbers, loose ties
 - Optimizing between tight *and* loose
 - Your network is a community
 - Build with purpose and vision
 - Responsiveness, courtesy, consideration
- Key tactics
 - Pre-qualifying people
 - Uninviting people
 - Recommendations

It's yours forever: you are beholden to no employer, client

Demo: Advanced Features

- LinkedIn Answers
 - Responding:
 - Increase your expertise rating
 - Posting questions
 - Ping your network... or all of LinkedIn
- LinkedIn Groups
 - Your school
 - Your associations
 - Your employers, past and present
 - LinkedIn message boards

Learning More: Resources for Executives and Professionals

- The Executive's Guide to LinkedIn
 - Select LinkedIn resources
 - Enhanced paper edition, Q1 2008
- “Unofficial” LinkedIn Users Guide free online in 3 parts
 - Executive summary and news release
 - Review helps to evaluate LinkedIn
 - User's Guide helps to reduce time investment and enhance your returns
- More information on both
 - <http://www.executivesguide-linkedin.com>

Learning More: Contact Information

Contact Information

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Additional thought leadership

- The Global Human Capital Journal
 - Focus on global P2P relationships, strategy and transformation
 - How to thrive in “The World Is Flat” environment
 - Innovation and Web 2.0 channel
 - <http://www.globalhumancapital.org>