



Future U

LinkedIn

Starter Kit

About Us

Future U Coaching mission is to inspire you achieve your career goals so that you can lead a rewarding and satisfying work life. We believe that achieving your career goals requires a strategy that matches your values, strengths, skills and work preferences so that they align with the work you do. We support you in developing a career strategy which best fits with you and your goals.

We create unique, bespoke coaching-focused programs that inspire and drive you to succeed in your career. Our programs are made up of coaching sessions that help you identify the best strategy for you and activities that ensure you achieve immediate and tangible results.

We specialise in:

- Kick starting careers that may have stagnated.
- Identifying your best career options based on your strengths and work preferences.
- Positioning you so that you are seen as the “right person” for any promotion.
- Creating memorable and authentic personal brand that helps to drive your career forward.
- Developing your leadership skills.
- Supporting you by creating stand out CVs and applications
- Preparing you for the all-important job interview

Our Range of Services include

- Creating your personalised career strategy
- Bespoke career coaching
- Leadership development coaching
- Personal brand creation
- Creating powerful LinkedIn profiles
- Social media strategy
- Reviewing & creating CVs for specific jobs
- Job interviewing coaching and preparation

For more information refer to our website: www.futureucoaching.com.au

About this Starter Kit

This Starter Kit has been created to assist you in setting up your LinkedIn account. The information presented in by no means comprehensive, rather it is designed to get you started and engaged with the world’s most powerful social network for professionals.

In this kit we have provided the basic information that your need to know to establish a function and attractive LinkedIn account. We provide the essentials that will engage you with the power of LinkedIn.

What is LinkedIn?

LinkedIn is often referred to as the Facebook of the professional world. Whether you're an executive at a major company, a business owner who runs a small local shop, an entrepreneur or a first year college student looking to explore future career options. LinkedIn is for anybody and everybody who's interested in taking their professional lives seriously by finding new opportunities to grow their careers and to connect with other professionals.

LinkedIn gives your career a global boost.

Why use LinkedIn?

There are many reasons for using LinkedIn. These can stem from the career and business growth it can provide, the global connections it can help you build, it gives you a platform by which to showcase your skills and knowledge and it can help you efficiently and effectively promote your business or events to a local, state, national or international audience.

LinkedIn is an extremely powerful tool for personal branding. Through LinkedIn you can create a strong personal brand that will give you industry recognition on a local, national and global level. There is no better way of branding yourself with your purpose, values, strengths and identifying all your career and educational achievements without sounding like you are big noting. Could you imagine the reaction you would have when talking to colleagues about these things? Probably eye rolling and a view of you as being a "big-head"! Not on LinkedIn because this information is expected.



Setting Up Your Account

The Essentials

- Professional Photo
- Headline
- Summary (Conversational Tone)
- Industry
- Experience – list current role and last 3 positions
- Education qualifications
- 5 skills
- 50 connections
- Complete all details in your profile

Some Tips

- Keep all your posts and comments professional.
- Disagreeing is fine but personal criticism is not acceptable.
- Make sure your "Share Changes" button is switched off when editing.
- Only make edits in the browser
- Share good professional news about yourself, your career or your business.
- Use the new LinkedIn video facility (in a professional manner)



Setting Up – The Detail



Professional Photo

It is crucial to have the highest quality photo possible as your profile photo. The photo should be from your mid-chest up. You should be in your “work clothes”, holding professional pose, have a warm and positive. Your background should be neutral



Headline

This is a key personal branding opportunity because everyone reads the headline. You have 120 characters to get a strong personal brand across to the reader. **IMPORTANT** choose keywords that employers and recruiters would use to find a person like you.

My preferred approach is to list

Job role | Keyword | Keyword | Keyword|

Some Possible Examples:

- CEO | Executive Leader | Business Strategist | Strategic Planning | People Leader
- Sales Leader | Sales Strategy | Account Manager | Relationship Manager
- Finance Business Partner | Finance Analyst| Governance | Compliance | Project Finances



Summary

This is a very important part of profile even though it is not read very often by your connection. The importance of this page is that it allows you to tell your story; create your personal brand AND allows you to “load up” with keywords for your industry to best help you be found by the employers and recruiters looking for people just like you.

I strongly recommend you use conversational or informal tone when writing your summary. Definitely talk about yourself in the 1st person. Let your personality shine. This section is all about you and not about the business you work for. There is no need to mention the business

My preferred model for writing the summary is:

My purpose; M values; My key skills; My key successes.

Don't forget your keywords!



Industry

Make sure you identify your correct industry as this will impact on when and where you show up.



Work experience

This is like the CV part of LinkedIn. It is useful to list your current role and your last 3 or 4 roles. Key information needed here are:

- Job Title
- Business name
- Time span of your employment
- Some information about task, skills and achievements



Setting Up – The Detail



Skills

List as many skills as possible. The way I would encourage you to identify your skills are

- Think about the tasks you do in your role(s) and the skills needed to do the role effectively.
- Look at the position description for your current and past roles. They always contain a skill section.
- Ask others around you what they see as your skills.

FINALLY, ask your friends, colleagues and connections to endorse your skills. The more endorsements the higher your skill shows up on your profile.



Education

List your education qualification clearly identifying the name of the qualification, where you completed it, the years and any particular study focus area. For example:

Certificate IV in Business and Workplace Coaching

Open Learning Group

Focus: Business coaching for Executives: Coaching for Higher Performance.

Timeline: 2016 – 2016.



Getting connected

Having lots of connection in LinkedIn is important for numerous reasons.

These include

- 500 connections seems to be a “magical” number with LinkedIn. Having less pretty much makes you invisible.
- It gives you credibility with prospective employers & recruiters.
- The higher the number the more your posts and comments are circulated.

There are many ways of growing your connection numbers quickly.

These include:

- Reaching out with Connection Requests.
- Adding the people on your email contact list.
- People you meet @ networking events.
- Anyone who gives you a business card
- Joining LinkedIn groups

Other ways you can grow your audience include:

- Starting private conversations on LinkedIn.
- Asking for your network for introductions.
- Sharing other people’s blogs or posts.
- Writing Blogs or business updates

