



The Executive's Guide  
to LinkedIn\*

# LinkedIn: Entrepreneurs' 21st Century Business Accelerator

Rapidly Scale Your Business by  
Building Trusted Relationships Online

# Vision: Chris Rollyson, 20 Years of Experience with Strategic Change

Profile
Edit My Profile
View My Profile
Edit Public Profile Settings

Forward this profile
Go back to Home Page

Christopher Rollyson
you

Strategy / Programs for Engaging Customers in Social Network & Web 2.0 Venues  
Greater Chicago Area

Christopher Rollyson Web 2.0 proposal for energy company 1 day ago

Send InMail

Get introduced through a connection

Add Christopher to your network

Profile
Q&A
Recommendations
Connections

**Current**

- Founder at The Executive's Guide To LinkedIn
- Managing Director at CSRA, Inc.
- Editor in Chief at The Global Human Capital Journal

**Past**

- Vice President of Marketing & Alliances at nVISA
- Principal Consultant at PricewaterhouseCoopers Management Consulting Services, Strategic Change
- Marketing Director, ICE Midwest at KPMG
- Manager of Marketing and Public Relations, reporting to CEO at MBSI/STR
- Principal at Rollyson and Associates
- Interpreter/Business Assistant at Various (Self-employed)

**Education**

- University of Chicago - Graduate School of Business
- University of Chicago - Graduate School of Business
- Freie Universität Berlin
- Kalamazoo College
- Université Blaise Pascal (Clermont-II) - Clermont-Ferrand
- Il Liceo Americano d'Aviano

**Recommended**
 13 people have recommended Christopher  
3 co-workers, 1 client, 9 partners

**Connections**
 500+ connections

**Industry** Management Consulting

**Websites**

- Personal Website
- Journal for CEOs, CMOs & CIOs
- Executive's Guide to LinkedIn

**Public Profile** <http://www.linkedin.com/in/crollyson>

**Christopher Recommends**

**People (14)**

**Robert Lambert**  
Partner, Samurai Business Group LLC®  
I have known Bob for about six months, but we...

**Jack Hilty**  
Managing Principal - Enterprise/SOA Architect, SentientPoint, Inc.  
I highly recommend Jack Hilty as a business...

**Marc Goodman**  
Guru of Social Networking and Manager of Virtual Worlds for Alcatel-Lucent, Alcatel-Lucent  
Marc is a visionary leader who understands how to...

**Christopher's connections (500+)**

**Peter "Dr. Pete" Meyers**  
President at User Effect / Usability Specialist

**Geary King (gearyking1@yahoo.com)**  
Plains Sales Manager at Rymax Marketing Services

**Karl Aavik**  
President, Intrepid Consulting Group

**Groups you share with Christopher:**

Big4.com member

TECH cocktail Attendee Group member

Illinois Technology Association (ITA) member

**Questions & Answers**

**Expertise in:**

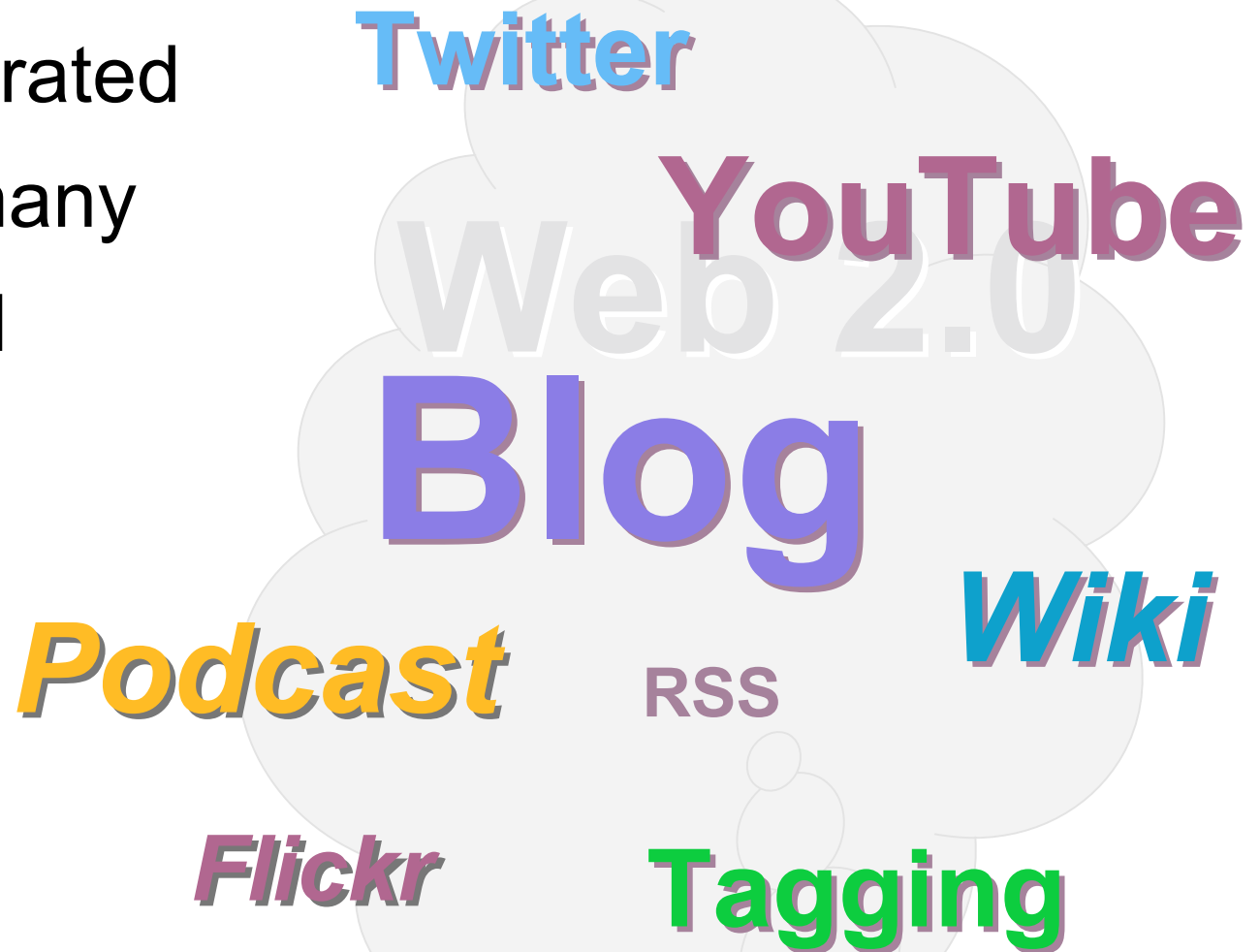
- Internet Marketing (2 best answers)
- Using LinkedIn (1 best answer)

Christopher's questions (7) - Christopher's answers (30)

- Global firms, startups, boutiques
- Management consultant
- Marketing executive
- Executive coach
- Disruptive change
- Cross-cultural

# Vision: Web 2.0 Overview

- User-generated
- Many-to-many
- Distributed
- Digital



# Vision: LinkedIn, Your 21st Century Business Accelerator

- Company point of view
  - Understand social networks' opportunities for your business
  - Apply to sales, recruiting, PR, service, R&D...
- Individual point of view
  - CxO tenures less than 2 years
  - The closest thing to security
  - Your personal network helps to hit the ground running
  - Your network is **yours**

The LinkedIn logo, featuring the word "LinkedIn" in white text on a blue square background, which is itself on a grey rounded rectangle.

2003: 4,800

2004: 1,000,000

2005: 3,600,000

2006: 8,000,000

2007: 10,000,000

2008: 21,000,000

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Orkut logo, featuring the word "orkut" in a stylized, rounded, pinkish-purple font.

# Rosetta Stone: Five Areas Ripe for Process Innovation

- Business development
  - Find new clients and partners
- Client service
  - Increase wallet share: serve clients better
- Recruiting
  - Recruit/engage experts, employees
- R&D
  - Introduce crowdsourcing to drive innovation
- PR
  - Encourage support by developing fans

1

2

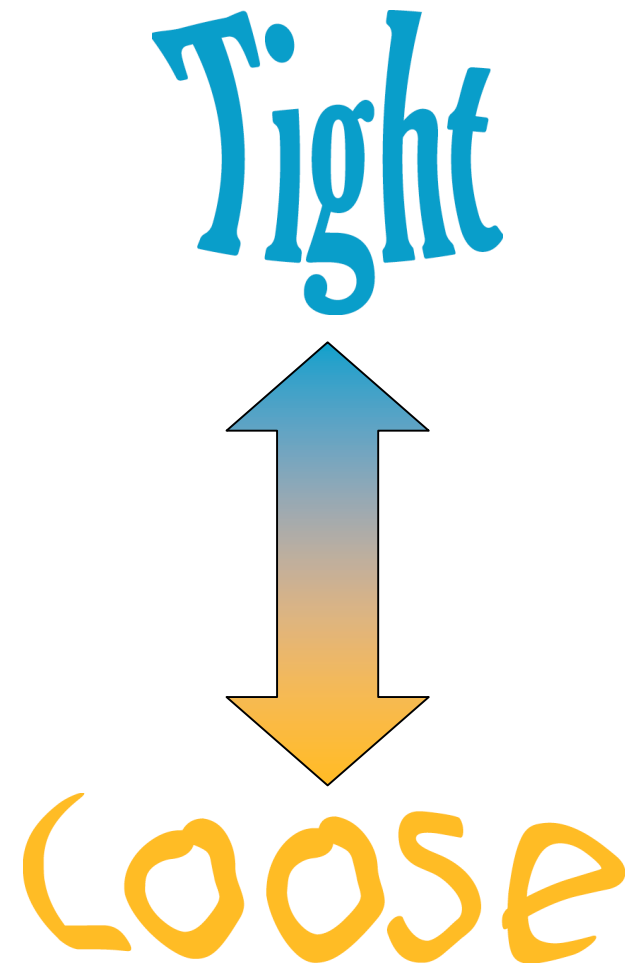
3

4

5

# Rosetta Stone: Envisioning Your Community

- The two poles
  - Tight ties
  - Loose ties: let the LIONS roar
- Manage expectations
  - Know yourself... what suits you?
  - Know your people... what suits them?
- Your role as host
- Managing connections on the grid.. and off



# Advanced Technique: Recommendations Overview

- Writing
  - Reward your strongest connections
  - Be specific, sincere and short
  - How the person made impact
- Requesting
  - Specify what you want
  - Ask diverse people

## Recommendations

*Ask the people who know you to endorse you on LinkedIn*

- 1 Choose a position**
- 2 Decide who you'll ask**

Your connections:
- 3 Create your message**

From: Christopher Rollyson

Subject:

*LinkedIn: recommended people contacted 3x others*

# Advanced Technique: Answers... and Questions

- Professional crowdsourcing!
- Build your expertise by answering questions
- Ask for advice by asking questions
  - The entire LinkedIn community
  - Only your trusted (1st Level) connections





# Advanced Technique: Groups

- Controlled exposure: contacts with Groups members
- Private groups invisible except to members
- Create your own affinity group



facebook



twitter

M | E | N | G  
MARKETING EXECUTIVES  
NETWORKING GROUP

My  
Linking Power  
Forum

xPRICE  
PwC ALUMNI



{tla}  
technology leaders association



EGLI  
Alum

# Executive's Guide to LinkedIn: Contact Information

Christopher S. Rollyson, Founder EGLI

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- <http://executivesguide-linkedin.com>
- <http://executivesguide-linkedin.com/blog/>

Contact  
Information

The Global Human Capital Journal

- Reports on Web 2.0, social networks
- CEOs, CMOs and CIOs
- <http://globalhumancapital.org>

Thought  
Leadership