



The Executive's Guide
to LinkedIn*

Using LinkedIn for International Business

Scale Your Cross-border Business by Building
Trusted Relationships Online

Ecosystem: 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
in

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

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 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

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 (482)

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

Questions & Answers

Expertise in:

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

Christopher's questions (5) - Christopher's answers (30)

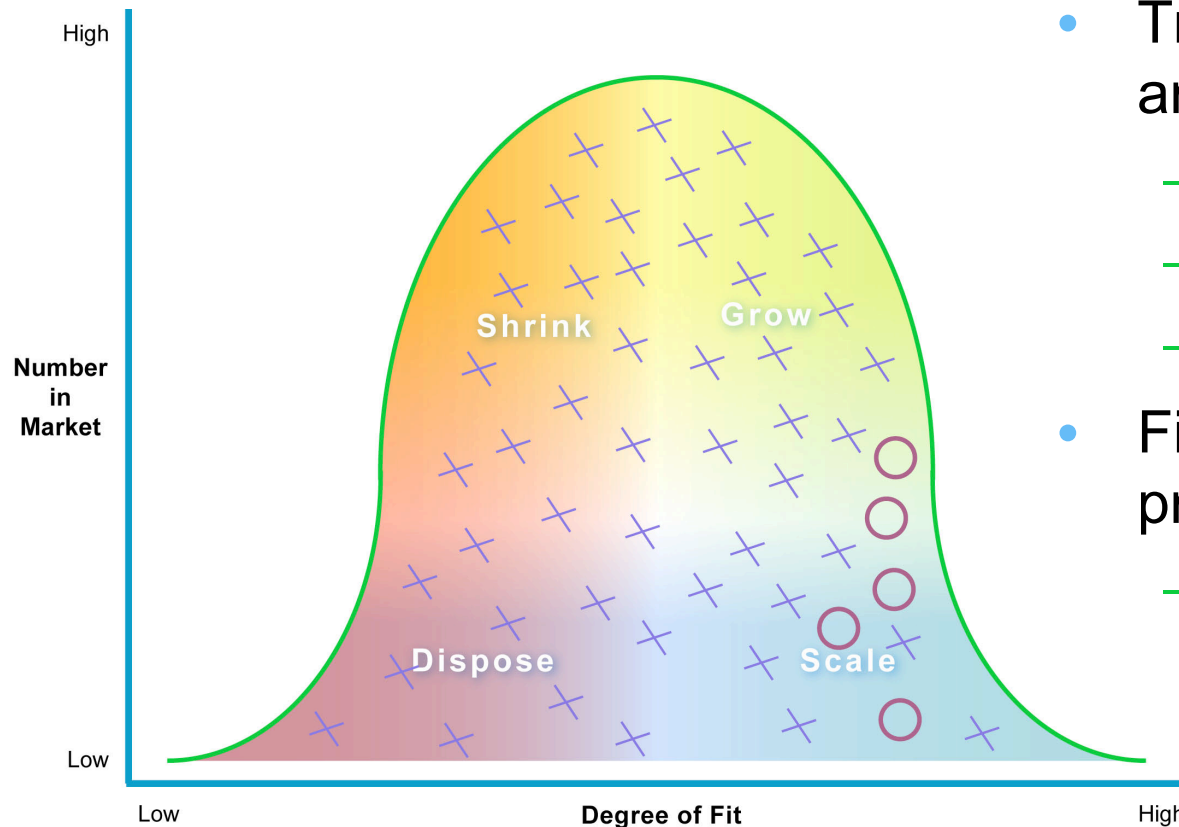
- Global firms, startups, boutiques
- Management consultant
- Marketing executive
- Executive coach
- Disruptive change
- Cross-cultural

Ecosystem: Web 2.0 Overview

- Expertise economy
- Real-time, global
- Many-to-many
- Asynchronous
- Inexpensive
- Ecosystem
- Specific
- Digital
- Fast



Ecosystem: How LinkedIn Changes the Numbers of Profitability

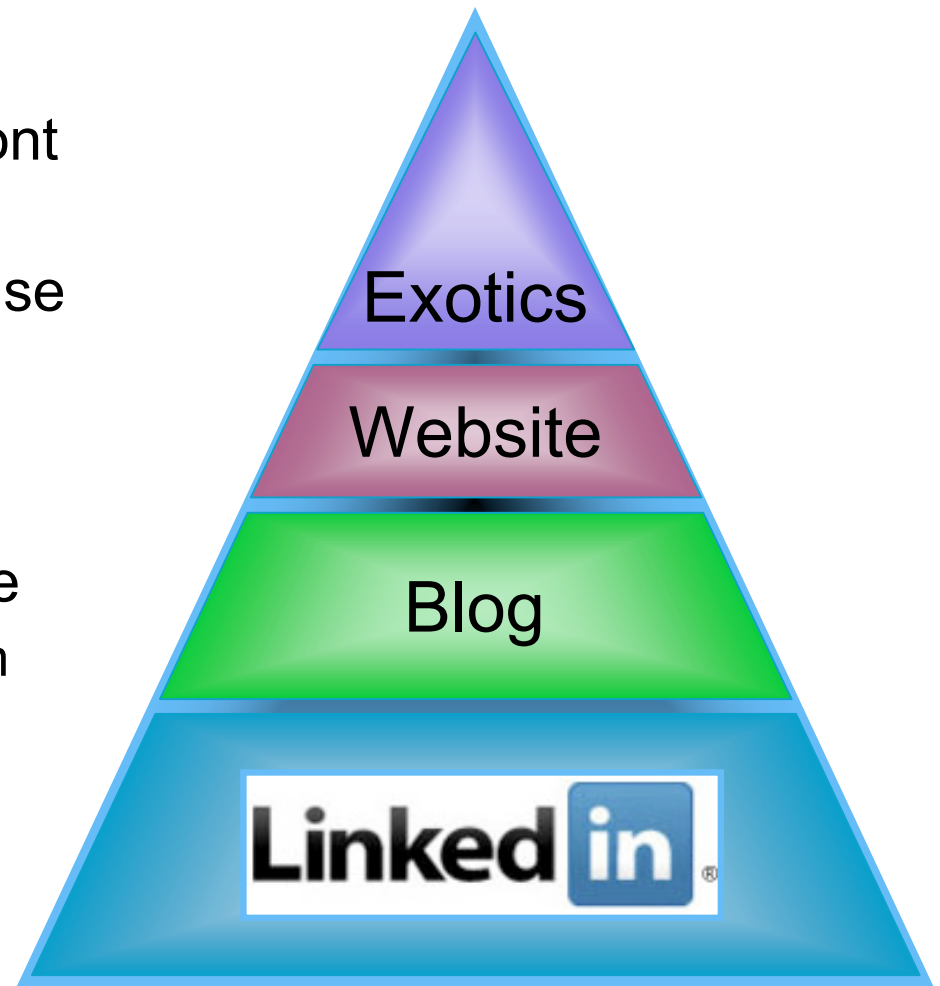


- Trusted relationships are based on
 - Information
 - Relevance
 - Personal connection
- Fit between client and provider
 - Changed economics

The Long Tail means the niche is economically viable

Ecosystem: Using LinkedIn for Business

- LinkedIn: the global storefront for individuals and teams
- Blogs: showcase for expertise
 - Opinions, insights about relevant phenomena
 - Outreach, co-promotion
- Website: static, businesslike
 - Information about your firm
- Exotics
 - Podcasts, video
 - Facebook, MySpace
 - Wikis



Web 2.0 Pyramid for Executives and Professionals

Ecosystem: LinkedIn, Your 21st Century Business Accelerator

- Company point of view
 - Understand social networks' opportunities for your business
 - Apply LinkedIn 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



2003:	300,000
2004:	1,000,000
2005:	3,600,000
2006:	8,000,000
2007:	10,000,000
2008:	35,000,000

Your LinkedIn network is yours

Ecosystem: The New Phenomenon of Global Executive Networks

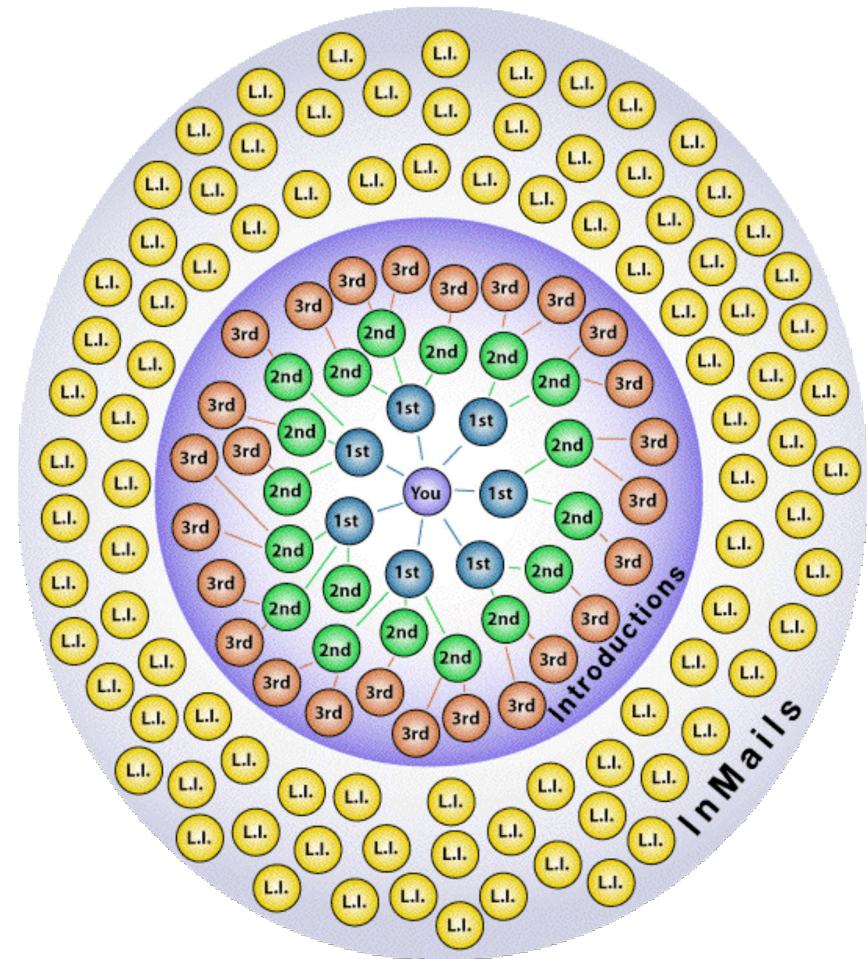
- Stay in touch with people you already know
 - Maintain contact with them, and vice versa
 - Receive their news real-time
 - Promotions, new projects, papers published
 - Questions they answer
 - People with whom they connect and recommend...
- Meet people you don't know
 - Locate experts globally based on specific criteria
 - Approach them and engage in meaningful conversation
 - Deepen the relationship by helping them online and increasing trust



Executives need to learn how to tap the network

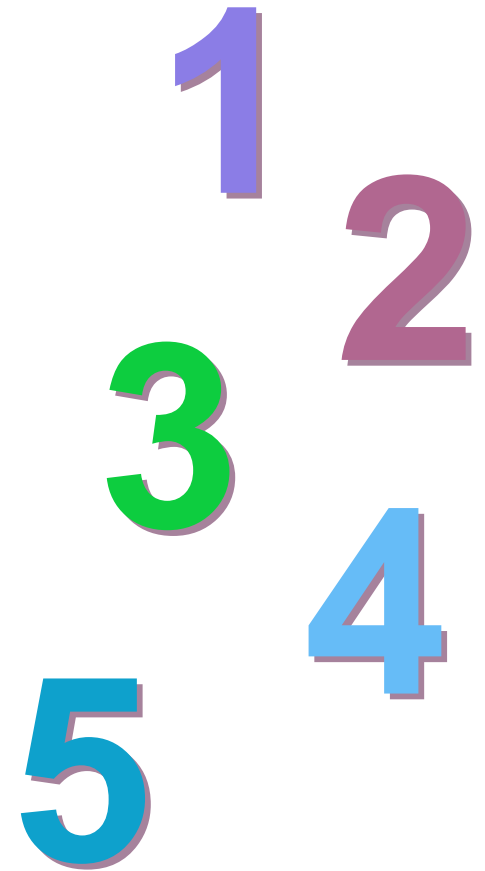
Technique: Network Review

- Networks, connections and levels
 - Your network
 - The LinkedIn network
 - Intros and InMails
- Accounts
 - Free
 - Business and Plus
 - Enterprise
- Privacy & controls



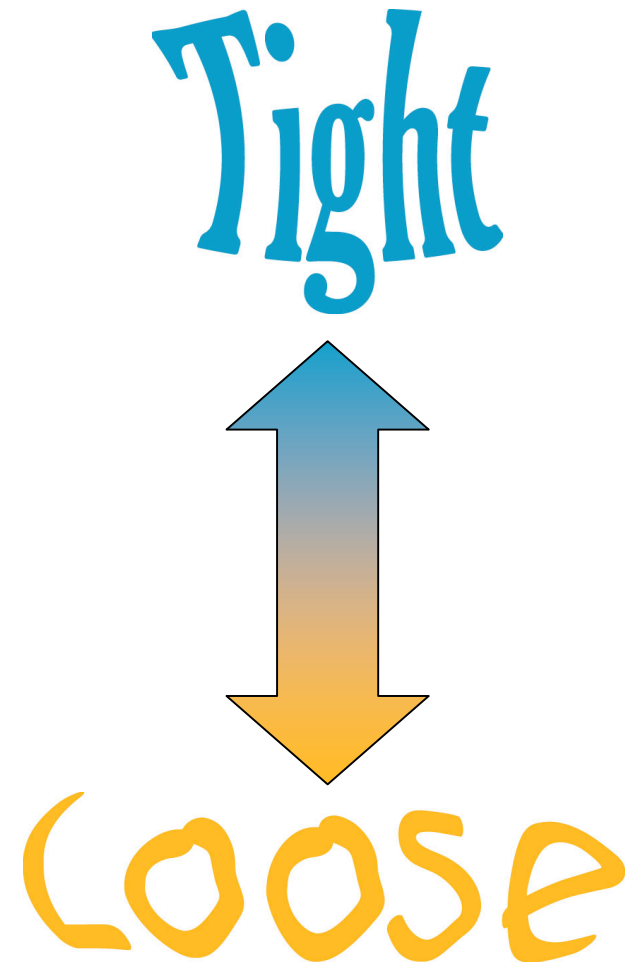
Technique: Key Processes

- **One:** write Profile
 - Appealing to people of other cultures
- **Two:** add Connections
 - Approaching people cross-culturally
- **Three:** respond to Invitations
 - How to respond to people
- **Four:** search
 - Foreign languages, expressions
- **Five:** forward Introductions
 - Understanding multiple cross-cultural connections and collaboration



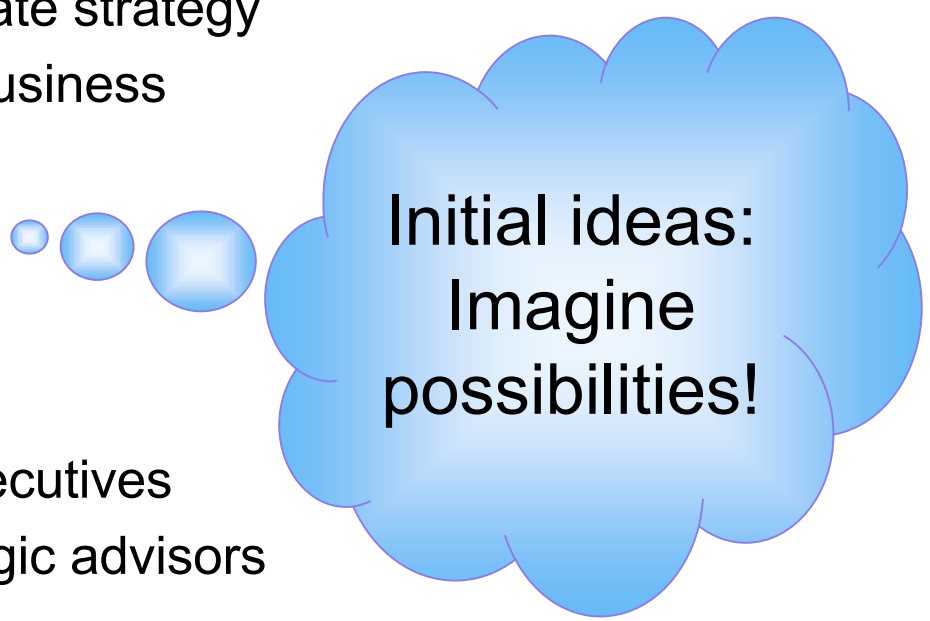
Technique: Envisioning Your Community

- 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



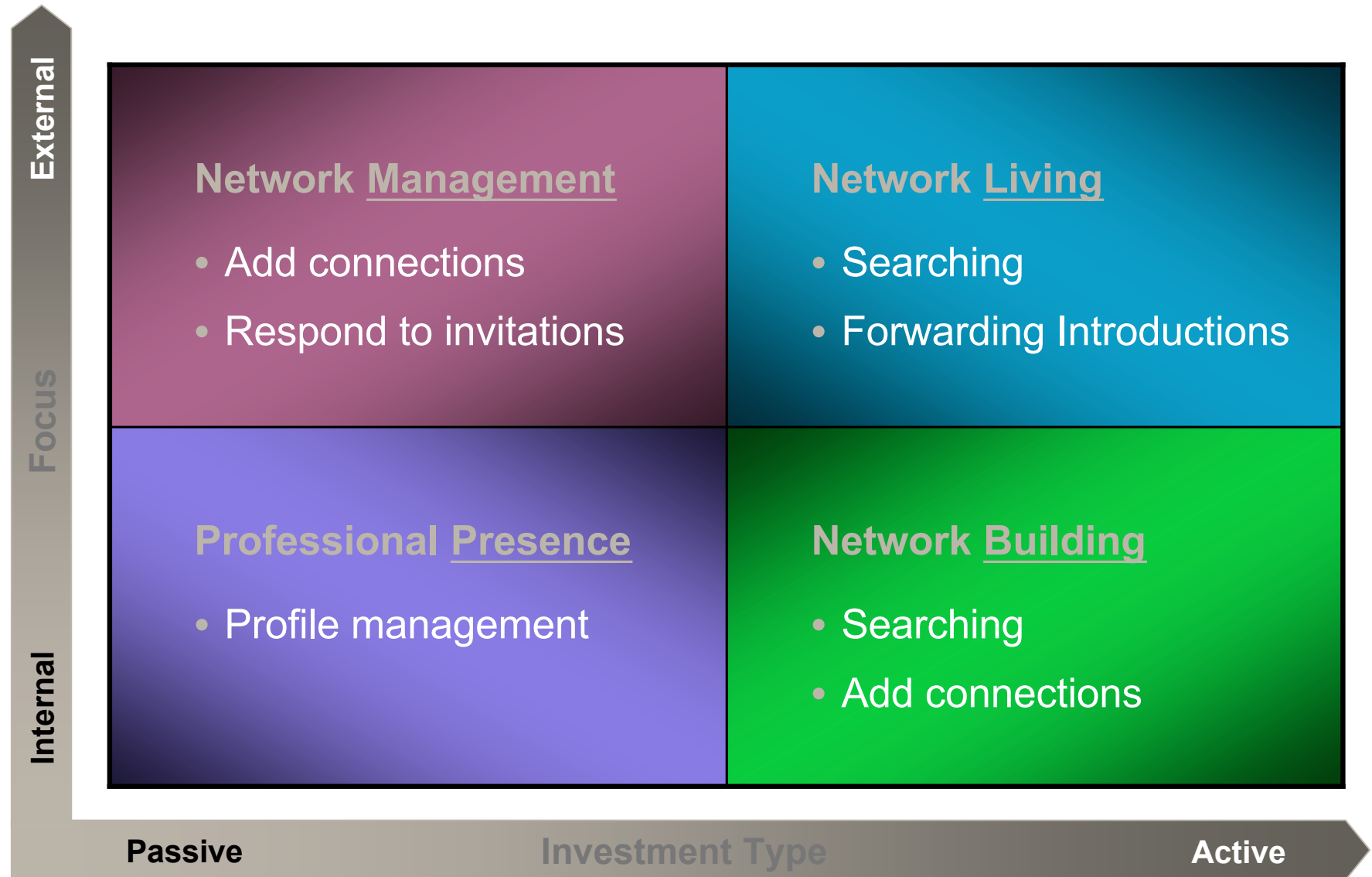
Technique: Applying LinkedIn to Global Initiatives

- Market entry
 - Research feasibility and create strategy
 - Discover and engage with business partners
 - Target key customers
 - Locate critical employees
- Mergers & acquisitions
 - Uncover targets and key executives
 - Find and engage with strategic advisors and investors
- Product/service launches and expansion
 - Locate experts with specific product knowledge



Initial ideas:
Imagine
possibilities!

Advanced Tools: Action Templates, the Key to Proactivity and ROI



Advanced Tools: 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**

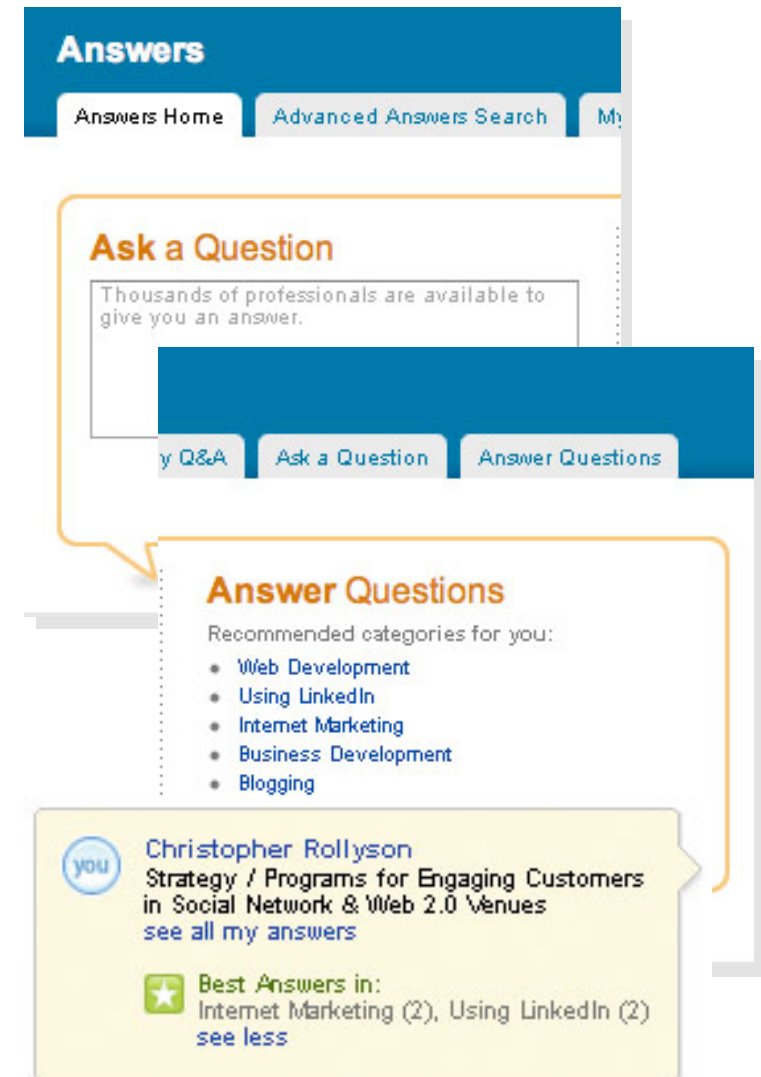
From: Christopher Rollyson

Subject:

LinkedIn: recommended people contacted 3x others

Advanced Tools: 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 Tools: Groups, Bonanza for Associations

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





The Executive's Guide to LinkedIn*

Learning More

- Contact Information
- Links to Online Resources
- Descriptions of Professional Services

Learning More: Contact

- The Executive's Guide to LinkedIn
 - Use LinkedIn to drive company and individual value
 - Blog rated top 10 worldwide by Technorati
 - <http://executivesguide-linkedin.com/blog/>
 - **Online Guide:** <http://executivesguide-linkedin.com/tools.html>
- More Web 2.0 thought leadership
 - The Executive's Guide to Twitter
 - Management advice, articles and websites
 - <http://executivesguide-twitter.com>
 - The Global Human Capital Journal
 - CEO/CMO/CIO journal for transformation, innovation
 - <http://globalhumancapital.org>
 - The Social Network Roadmap
 - Helps companies adopt Web 2.0 by managing risk
 - <http://socialnetworkroadmap.com>
- Social networks
 - <http://www.linkedin.com/in/csrolllyson>
 - <http://profile.to/csrolllyson> (facebook)
 - <http://myspace.com/csrolllyson>
 - <http://tinyurl.com/orkut-csrolllyson>
 - <http://tinyurl.com/xing-csrolllyson>



Microblogs

<http://twitter.com/eglii>
<http://twitter.com/egtw>
<http://twitter.com/csrolllyson>
<http://twitter.com/snroadmap>
<http://plurk.com/user/csrolllyson>
<http://identi.ca/csrolllyson>
<http://kwippy.com/csrolllyson>
<http://csrolllyson.tumblr.com/>
<http://friendfeed.com/csrolllyson>

Other

skype/IM - csrolllyson
iphone - chris@rolllyson.net
iphone +1.312.925.1549

Learning More: How the Executive's Guide to LinkedIn Serves Clients

- Strategy: show teams why digital social networks are important how to leverage them
- Strategy: create a LinkedIn strategy for your team that strengthens organization strategy
- Tactics: mentor groups and individuals in using LinkedIn for business process innovation
 - Business development and client service
 - Recruiting, public relations, research & development
- Tactics: drive performance with 5 LinkedIn processes




1

2

3

4

Learning More: Seminars to Drive Your Technique

 LinkedIn Core Value Realization	 LinkedIn Advanced Value Realization	 LinkedIn Process Innovation
<p>Key Goals</p> <ul style="list-style-type: none"> • Apply Action Templates to build your strategy • Understand and use LinkedIn's advanced features • Create a network building strategy • Optimize your network between tight and loose ties <p>Deliverables</p> <ul style="list-style-type: none"> • Written plan, with specific tactics and follow-ups • Join the Executive's Guide to LinkedIn Group on LinkedIn • Access to Executive's Guide to LinkedIn intranet (wiki) 	<p>Key Goals</p> <ul style="list-style-type: none"> • Assumes understanding of most LinkedIn features • Focuses on orchestrating LinkedIn's features to run coordinates initiatives • Integrates use of select external resources with LinkedIn activities <p>Deliverables</p> <ul style="list-style-type: none"> • Written strategic plan for your initiative, with specific tactics and follow-ups • Join the Executive's Guide to LinkedIn Group on LinkedIn • Continue collaborating in EGLI wiki 	<p>Key Goals</p> <ul style="list-style-type: none"> • Applies LinkedIn and other Web 2.0 and social network resources to your firm's major processes • Business development • Client relationship management • Recruiting and retention • Public relations <p>Deliverables</p> <ul style="list-style-type: none"> • In-house training and mentoring • Strategy and program development • Client impact studies • Innovative collaboration and business development models

Learning More: Seminars for Functions and Industries

Business Development: Using LinkedIn to Change the Numbers	Recruiting and Talent Acquisition: Driving a Rapid Revolution	Professional Services: Using LinkedIn to Strengthen Your Firm
Key Goals <ul style="list-style-type: none">• Pilot LinkedIn in several parts of your discovery process• Experiment with LinkedIn in your solution design process• Create EGLI working group to help you succeed with innovation• Using blogs to boost results Deliverables <ul style="list-style-type: none">• Plan of your LinkedIn pilot, with milestones• Crowdsourcing plan• Measurement metrics• Collaboration plan with people in complementary businesses• Online collaboration	Key Goals <ul style="list-style-type: none">• Assemble working group including firm talent acquisition, recruiters and others• Talent acquisition: create pilot to attract target candidates and leverage employees• Recruiters: create pilot to use LinkedIn to magnify value-add• Using blogs to boost results Deliverables <ul style="list-style-type: none">• Written strategic plans for your initiatives, with specific tactics and follow-ups• Crowdsourcing plan• Measurement metrics• Online collaboration	Key Goals <ul style="list-style-type: none">• Pilot to apply LinkedIn to prospect discovery• Explore using LinkedIn to add value to client experience• Client relationship management• Recruiting and retention• Thought leadership Deliverables <ul style="list-style-type: none">• LinkedIn pilot plan• Plan for in-house training and mentoring• Strategy and program development: marketing• Measurement metrics