



The Executive's Guide  
to LinkedIn\*

# Social Networks: 21st Century Career Accelerator

Using economic disruption to your  
career advantage

# Agenda: Three Key Points for your Career

- Not life as usual
  - Think 1848
  - Rupture:
    - Work, organization and “job”
    - Family size, child raising, elder care
    - Culture in a blender; need for new boundaries
    - Politics, new level of participation.. nation state?
- Refocus yourself
  - On relationships because they are durable
  - We are our own safety net
- Learn the tools
  - More focus and purpose
  - Social networks are the new shop floor

1

2

3

# Prologue: New Level of Disruption, Risk and Opportunity

- Industrial Economy, an economy of things & long cycles
  - Technology of 18th, 19th, 20th centuries
  - Unprecedented wealth
  - Before we got there: culture: economy, family upheaval
- Knowledge Economy, an economy of experience & short cycles
  - The Internet is its infrastructure
  - Web 1.0: information & transactions
  - Web 2.0: relationships and knowledge and global
  - Organizations will explode: it's called unbundling
- The people who get this will have exceptional advantage
  - The artisan carmaker in the shadow of Ford's production line
  - Many organizations will perish, others will grow
  - The half-life of knowledge is plummeting: relationships > durable

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

Profile: English

Edit My Profile

View My Profile

Edit Public Profile Settings

**Christopher Rollyson**   

Strategy and Programs for Social Networks & Web 2.0

Greater Chicago Area | Management Consulting



Profile: English

Send a message

Add Christopher to your network

Forward this profile to a connection



Christopher Rollyson Making podcast version of "LinkedIn: Executives' 21st Century Business Accelerator" 51 minutes ago



- 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 nVISIA
  - Principal Consultant at PricewaterhouseCoopers Management Consulting Services, Strategic Change
  - Marketing Director, ICE Midwest at KPMG
- Education**
  - The University of Chicago - Booth School of Business
  - The University of Chicago - Booth School of Business
  - Freie Universität Berlin
- Recommendations**
  - 17 people have recommended Christopher
- Connections**
  - 500+ connections
- Websites**
  - [Personal Website](#)
  - [Journal for CEOs, CMOs & CIOs](#)
  - [Executive's Guide to LinkedIn](#)
- Public Profile**
  - <http://www.linkedin.com/in/csrollyson>

### Christopher's Connections (500+)

- [Marc O. Goodman](#)  
Social Networking Guru, Manager of Virtual Worlds & Director of University Innovations for Alcatel-Lucent
- [Chris Gladwin](#)  
President & CEO at Cleversafe Inc.
- [Matt Preschern](#)  
VP, Marketing for IBM
- [Patrick Crane](#)  
VP Marketing & Advertising at LinkedIn
- [Mark Power](#)  
Chief Procurement Officer, Hewitt Associates
- [Karen Breen Vogel](#)  
CEO at ClearGauge

### Christopher's Q & A

Expertise in

-  Using LinkedIn (6 best answers)
-  Internet Marketing (2 best answers)



# Ecosystem: Web 2.0, The Concept of Social

- Many-to-many
- Rich asynchronous
- Social ecosystem
- Expertise economy
- Real-time, global
- Inexpensive
- Specific
- Digital, Fast





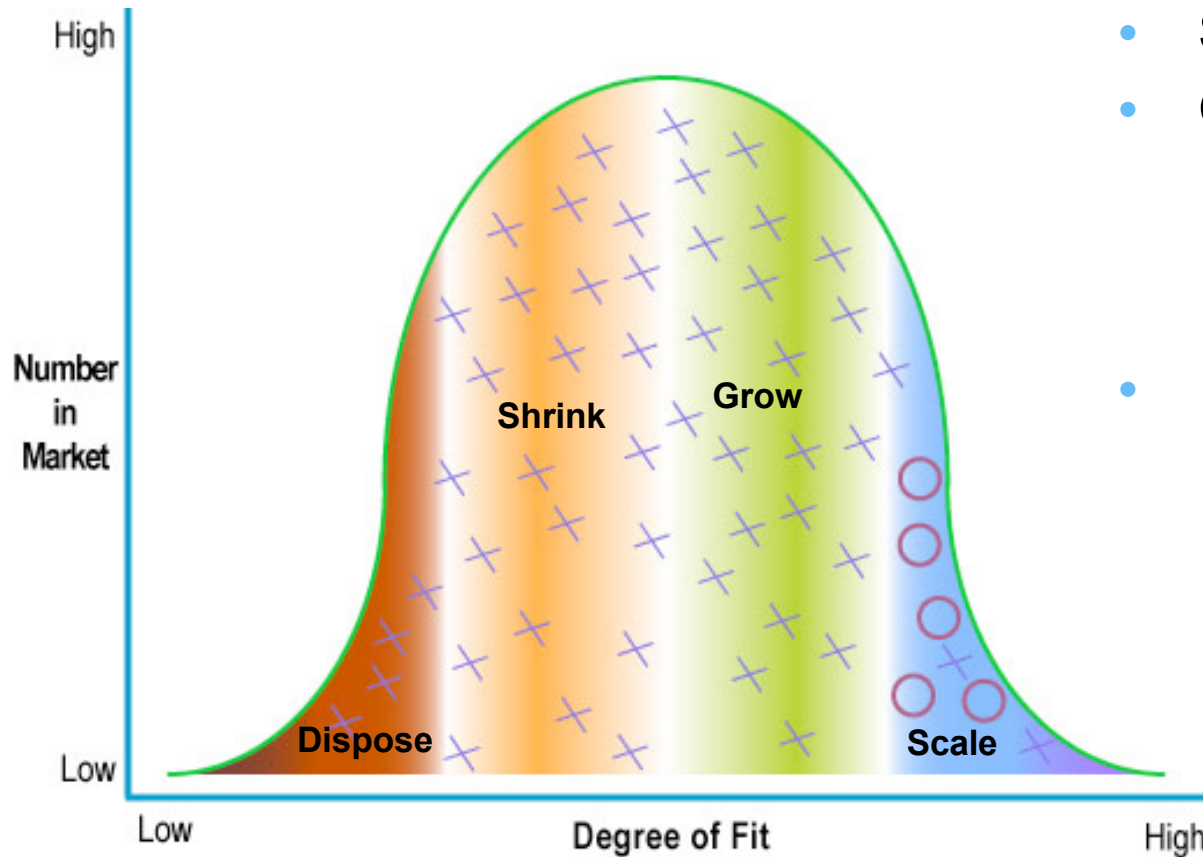
# Ecosystem: Relationships & Networks

- Types of relationships
  - Traditional
  - New columns to the database
  - More fluidity
- Relationship life cycle
  - Finding, engaging, building, maintaining
  - Transactions: cost falling
- Relationship Value Map: the two main vectors
  - Trust & Interest
- It's always been this way but only for people with access
  - Now we all have access



*People give you access & expertise*

# Ecosystem: How Social Networks Change the Economics of Relationship

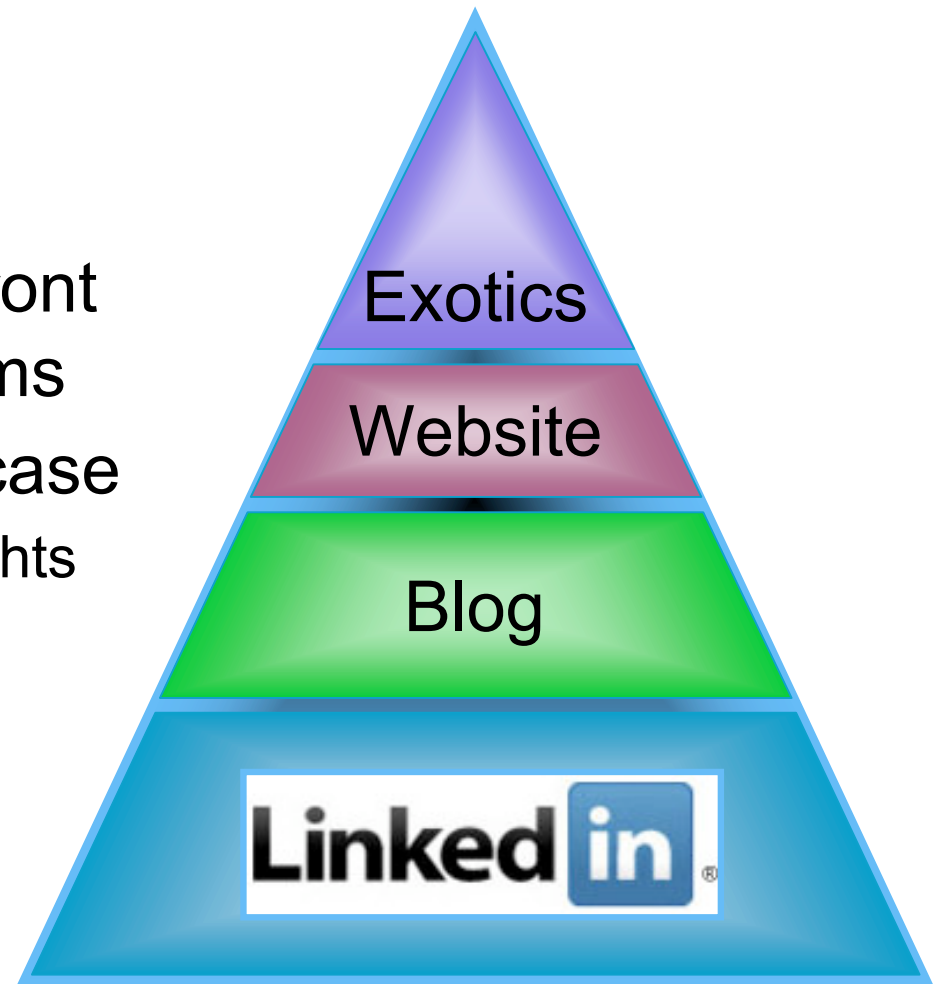


- Stabilize sales process
- Change client portfolio
  - Dispose clients
  - Focus on raving fans
  - Impact on profitability
- Increase focus on USP
  - Actionable now
  - Organization change

*LinkedIn makes Scale quadrant clients more actionable*

# Ecosystem: Think Beyond the Platform

- Don't get distracted
  - Follow the people
- LinkedIn: global storefront for individuals and teams
- Blogs: expertise showcase
  - Relevant opinions, insights
  - Outreach, co-promotion
- Facebook, MySpace
- Podcasts, video

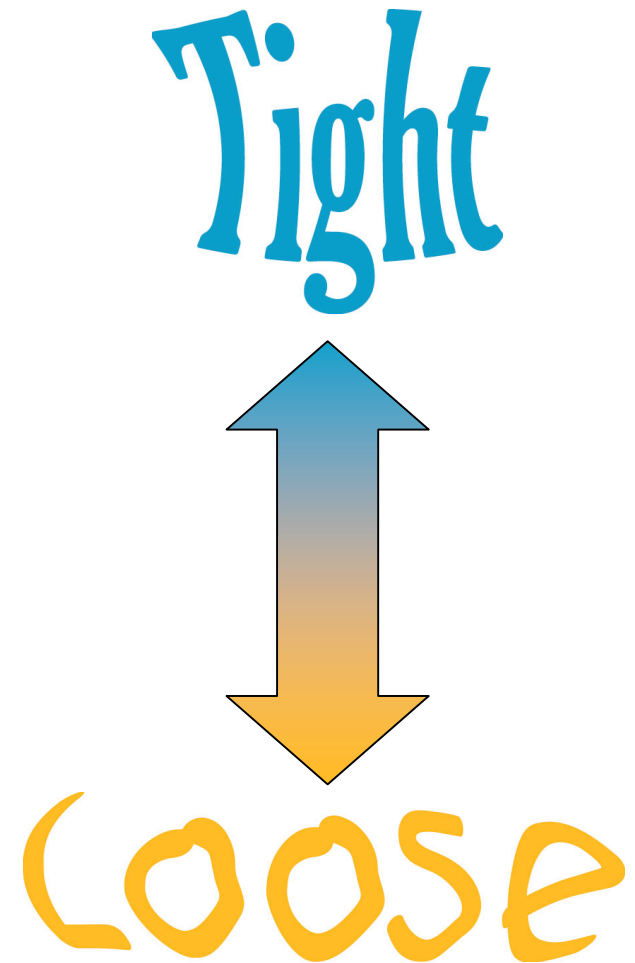


*Where can you best engage the people you care about?*



# Relationships: 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



# Relationships: How to Build Your Ecosystem

- Blogging
  - Talk about your work, research, papers... your passions
  - Reference thought leaders & comment on their work
  - Invite them to comment
- Social networks
  - Blog network
  - LinkedIn
  - Facebook
  - Twitter
- Video
  - The language of century 21

***Prioritize: Build community where your people are***

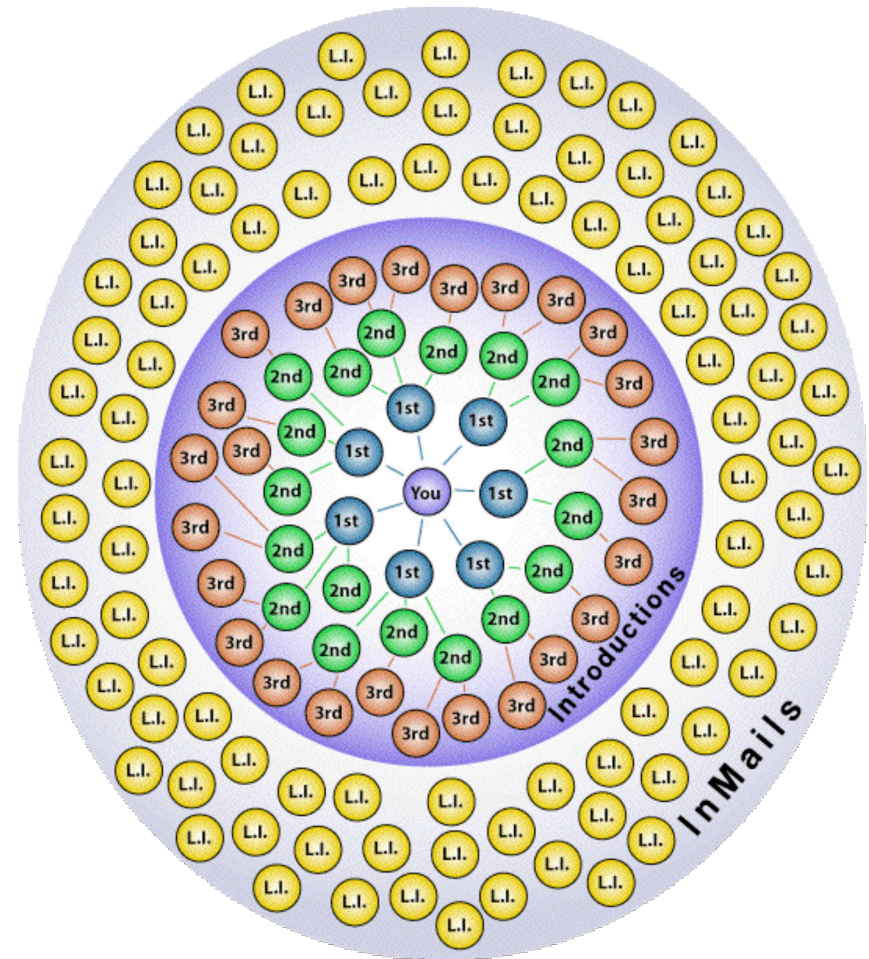
# Relationships: Blogging

- Step One: Create your vision
  - Causes that get you excited
  - People you admire
  - Concepts and theories
  - One post/period about what you're already doing
- Step Two: Who else is writing about this
  - Using the blogroll to comment on their posts
  - Once/period
- Step Three: Expand outside
  - Keyword searches: who's doing interesting things
  - Bring into your blog by commenting

***Make part of your existing work public: not new work***

# Relationships: Social Network Review

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



# Social Network 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*



# Social Network 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

The screenshot displays the LinkedIn Answers interface. At the top, there is a blue header with the word "Answers" in white. Below the header, there are three tabs: "Answers Home", "Advanced Answers Search", and "My". The main content area is divided into two sections. The first section is titled "Ask a Question" in orange text. It contains a text box with the placeholder text "Thousands of professionals are available to give you an answer." Below this text box is a blue bar with three tabs: "My Q&A", "Ask a Question", and "Answer Questions". The second section is titled "Answer Questions" in orange text. It contains a list of recommended categories for the user: "Web Development", "Using LinkedIn", "Internet Marketing", "Business Development", and "Blogging". Below this list is a yellow callout box containing a profile for Christopher Rollyson, with the text "Strategy / Programs for Engaging Customers in Social Network & Web 2.0 Venues" and "see all my answers". Below the profile is a green star icon and the text "Best Answers in: Internet Marketing (2), Using LinkedIn (2)" and "see less".

# Social Network Advanced Tools: Groups, Bonanza for Connecting & Sharing

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



# Social Network Advanced Tools: Apps

- Practical way to extend your profile
- Invoke existing content: no extra work!
- Share relevant information with your network
- Automatic interaction with your network
- Free online guide: <http://executivesguide-linkedin.com>



# Social Network Advanced Technique: Extend LinkedIn with Facebook

- Get to know your Connections' personal side
  - People you know fairly well
  - People you barely know
- Keep things tidy with Friend Lists
  - The Wall, photos, videos and more
  - It's complicated, but decent documentation
- Cross-connect
  - Invite some of your Facebook friends on LinkedIn & Twitter
  - Invite some LinkedIn connections on Facebook
- Supplement LinkedIn relationship building
- Free online guide: <http://executivesguide-facebook.com>



***Business + personal = faster path to trust***

# Social Network Advanced Technique: Extend LinkedIn with Twitter

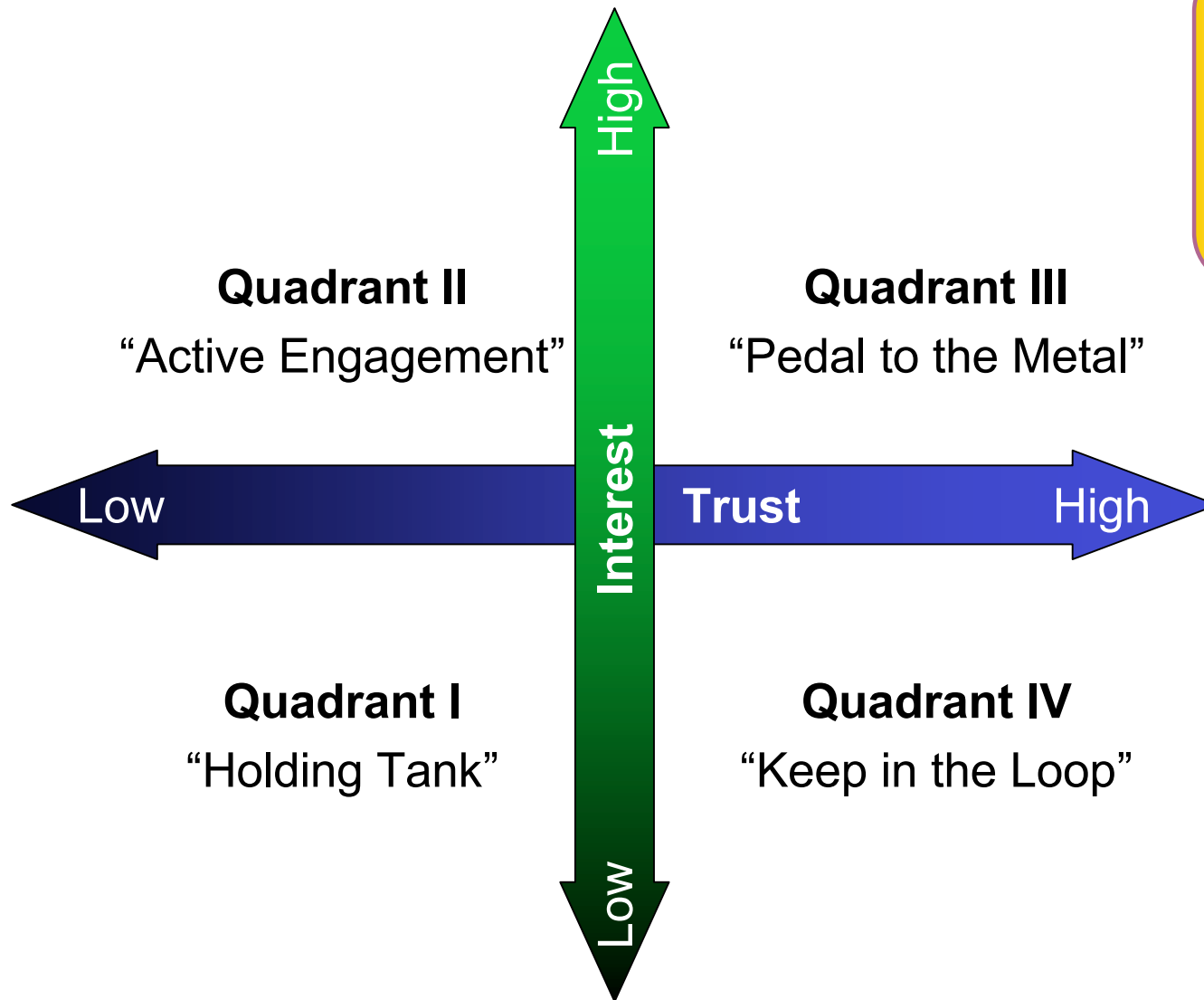
- Add dynamism to your presence
  - Mobility, immediacy, personality
- Numerous practical applications
  - Trade shows, reporting, speed
  - Dispersed team coordination
- Small chunk communication
  - Airports, commuting, waiting for service...
- Economics
  - 5 minutes a day, 10 tweets/week
  - Respond to friends to build community
- Free online guide: <http://executivesguide-twitter.com>



***Use Twitter Value Vectors to make it ultra-efficient***



# Social Network Advanced Technique: Use the Relationship Value Map



Prioritize investments in Friends, Connections

# Conclusion: Careers Redefined

- “The economy” is not coming back, but it will be...
  - Even better for those who understand and adapt
  - Worse for those who try to hold onto the past
- Web 2.0 and social networks open relationships
  - Connect, share and form relationships
  - Most people don’t know how: understand and take the lead
- The tools drive down the transaction costs of relationship
  - Ford’s production line for the Knowledge Economy
- When you change the cost of relationship, everything changes
  - Work and productivity
  - Relationships and family
  - Politics and economy
- **Carpe diem!!** | Special materials => <http://tinyurl.com/sncar10>

# Learning More: Contact

- **The Executive's Guide to Web 2.0**
  - Advice for LinkedIn, Twitter, Facebook, blogging
  - EGLI blog currently rated #1 worldwide by Technorati
  - EGTW blog currently rated #1 worldwide by Technorati
  - EGFB management advice for Facebook
  - <http://executivesguide-web20.com>
- **The Global Human Capital Journal**
  - CEO/CMO/CIO journal for innovation
  - <http://globalhumancapital.org>
- **The Social Network Roadmap**
  - Helps companies use Web 2.0 for innovation
  - <http://socialnetworkroadmap.com>
  - Currently rated #1 worldwide by Technorati
- **Social networks**
  - <http://www.linkedin.com/in/csrolllyson>
  - <http://www.facebook.com/csrolllyson>
  - <http://myspace.com/csrolllyson>
  - <http://tinyurl.com/orkut-csrolllyson>
  - <http://tinyurl.com/xing-csrolllyson>



## Microblogs/video

<http://twitter.com/eglii>  
<http://twitter.com/egtw>  
<http://twitter.com/egfb>  
<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>  
<http://youtube.com/user/csrolllyson>

## Other

skype/IM - csrolllyson  
iphone - [chris@rolllyson.net](mailto:chris@rolllyson.net)  
iphone +1.312.925.1549