The Executive's Guide
to LinkedIn*

Leveraging a Web 2.0 Ecosystem to Grow Your Business

- **Boost Interactions with Selected People**
- **Create a Community around Your Firm**

Vision: Chris Rollyson, 20 Years of Experience, Enterprise Transformation

- Human capital: people
  - Coached executives to thrive on economic changes

- Technology: the Internet and enterprise software
  - Leading role in launching Java as an enterprise solution
  - One of the Midwest's first corporate Internet businesses

- Business process: e-business and knowledge
  - Corporate change agent at Big Four consultancy
    - Built websites, intranets and extranets to change business processes
  - Principal and subject matter expert at (another) Big Four consultancy
    - Led strategy engagements with auto, energy, CPG, financial services and others on creating the "real-time enterprise"
    - Business strategy for start-ups: transform industries with innovation

- Marketing & relationship: 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

Leveraging a Web 2.0 Ecosystem to Grow Your Business

Ecosystem: Web 2.0 Overview

- Expertise economy

- Real-time, global

- Many-to-many

- Distributed

- Digital

- Fast

twitter

YouTube

Web 2.0

Blog

facebook.

Wiki

Podcast

ecademy

Linked in

Flickr

Tagging

RSS

ryze
Business Networking

# Ecosystem: Focus on Buyers, Sellers and Influencers

- 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

Exotics

Website

Blog

Linked in.
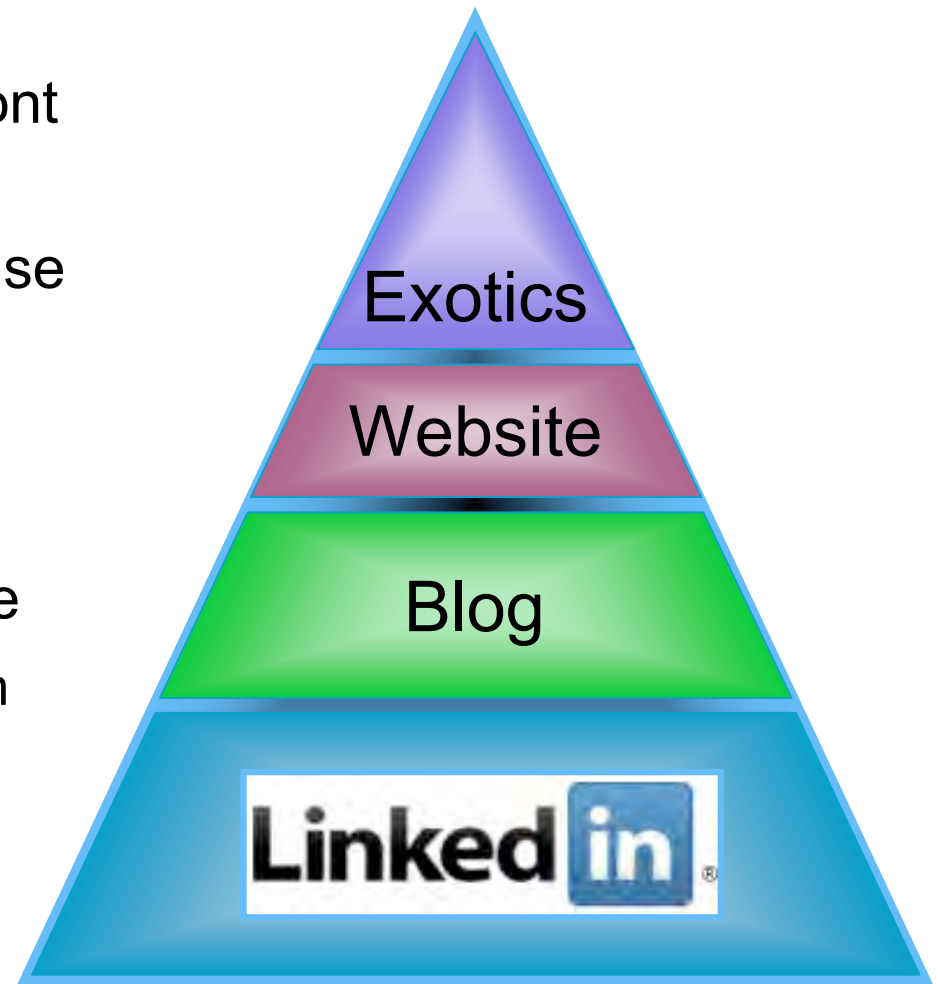
The Professional's Web 2.0 Pyramid

Ecosystem: Exotics and Websites
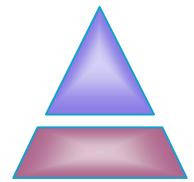
Exotics

- Multimedia
  - Alternative delivery
  - Podcasts
  - Vlogs and video

- Facebook, MySpace
  - Whom do you want to reach?
  - Think about social context

- Wikis
  - Serious B2B applications
  - Fairly easy to use
  - Fantastic Web 2.0 tool for collaboration
  - Cisco M&A results

Websites: Web 2.0 clydesdale

- Selling: your brochure
  - Services, approach, bios
  - Traditional structure
  - Links to your ecosystem

- Thought leadership
  - Research, papers, client stories
  - Speaking presentations

- Usually not very interactive

What do your stakeholders expect?

Ecosystem: Blogs, Your Ticket to the Interactive Web 2.0 World

Blogs: personality, attitude

- Few-to-many communication
  - Contribute to the blogosphere
  - Thought leadership
  - Not selling
- Interactive
  - Comments => conversations
  - Connections with other blogs
  - Technorati: Google for blogs
- Content management
  - Categories, tags, SEO
  - Microblogging
- Easy

Presence on other blogs

- Build your reputation
  - Comment on other blogs
  - Contribute to others, gain appreciation
  - Publicity
- About network nodes
  - Authority
    - Peers
    - Prospects and clients
  - Mainstream press
- SEO

LinkedIn: The Double Value Proposition for Executives

- Individual executives
  - CxO tenures less than 2 years
  - The closest thing to security
  - Your personal network helps to hit the ground running
  - Your LinkedIn network is **yours**

- Corporate leaders
  - Understand social networks
  - Apply them to sales, recruiting, PR, service, R&D…

2003: 10,000

2004: 500,000
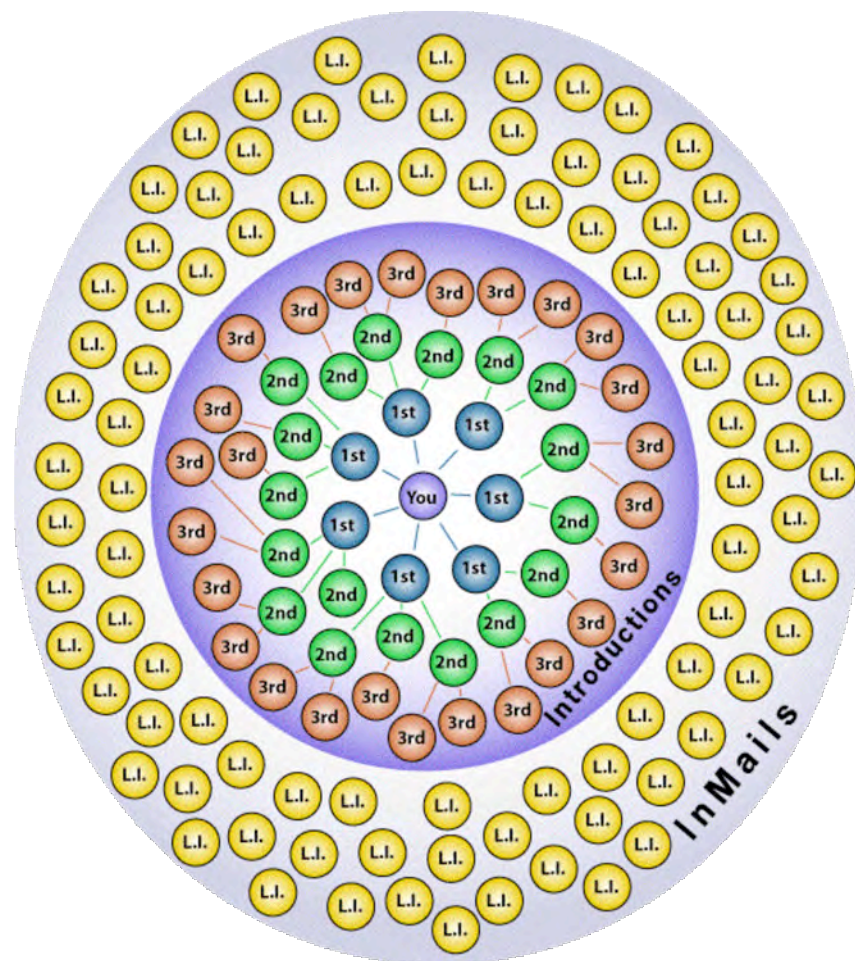
2005: 1,000,000

2006: 4,000,000

2007: 9,000,000

2008: 22,000,000

(estimated)

LinkedIn: Network Review

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

# LinkedIn: What Is It and Why Should You Care?

- Reduces transaction costs
  - Finding people
  - Helping people
  - Connecting with people
  - Getting things done

- Makes your network for actionable
  - For you
  - For others in your network

= More business
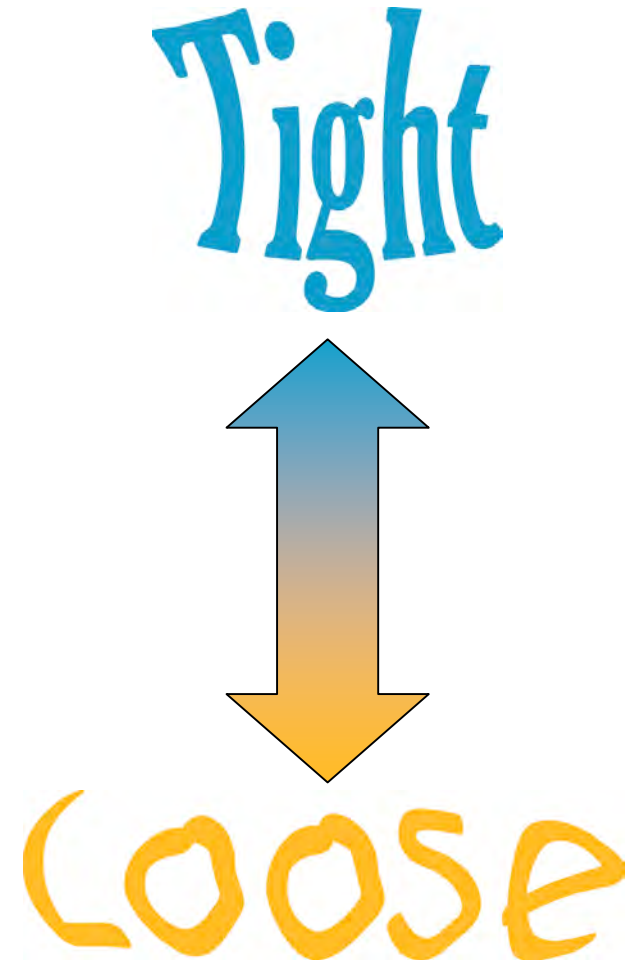
ACCESS

Privacy

LinkedIn: Key Processes Overview

- **One**: write Profile

- **Two**: add Connections

- **Three**: respond to Invitations

- **Four**: search

- **Five**: forward Introductions

1
2
3
4
5

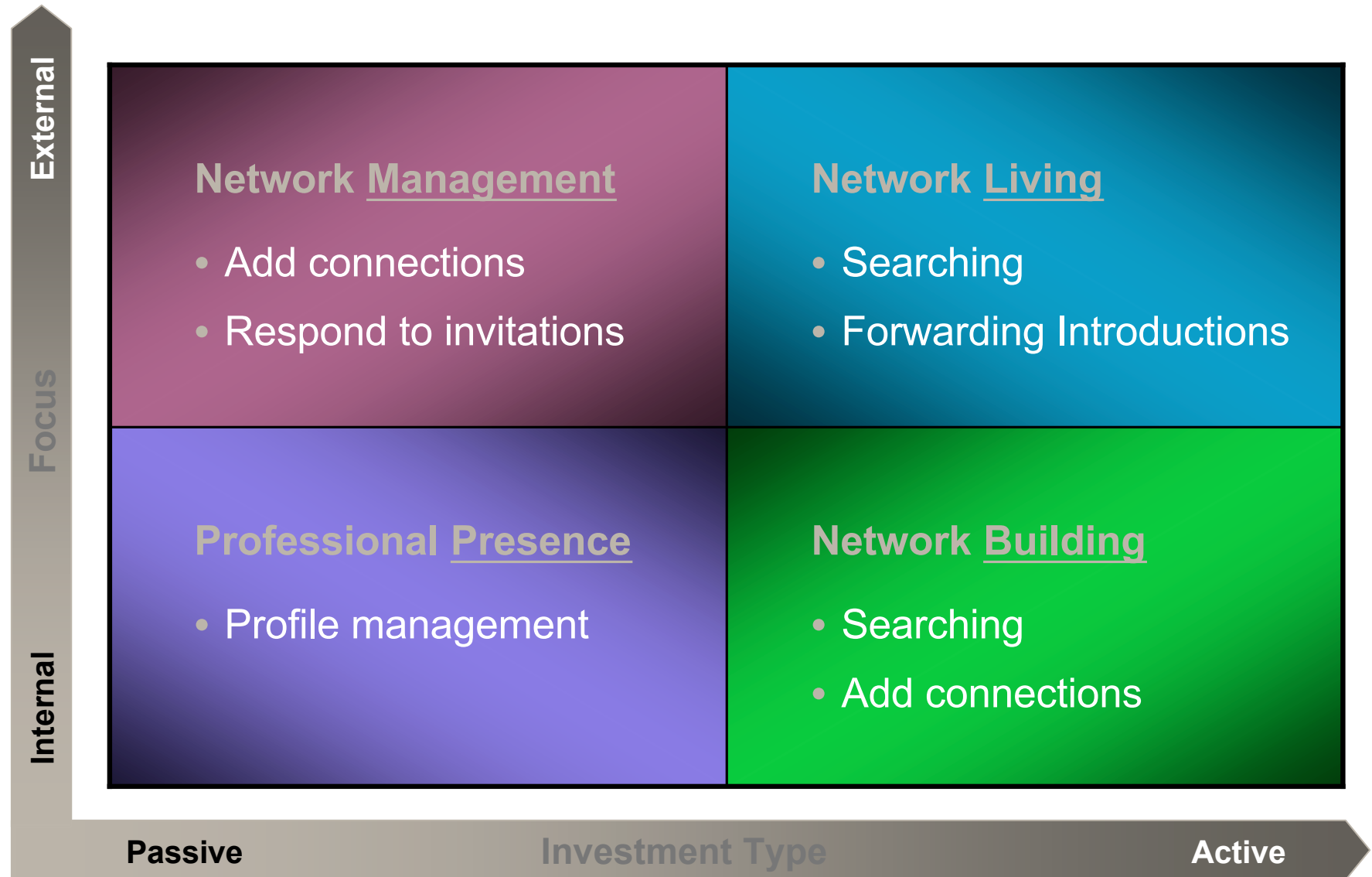Leveraging a Web 2.0 Ecosystem to Grow Your Business
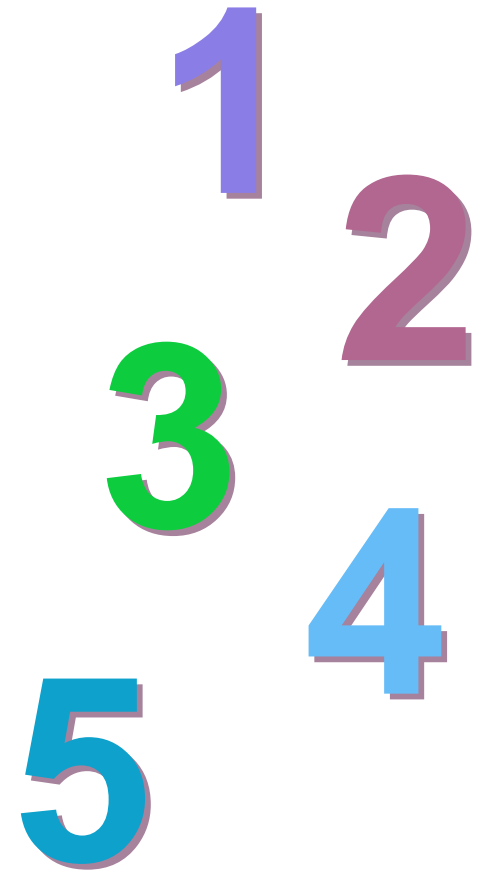
LinkedIn: Envisioning Your Community

- 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: Action Templates, the Key to Proactivity and ROI

External — **Focus** — **Internal** (vertical axis)

Passive — **Investment Type** — **Active** (horizontal axis)

Network Management

- Add connections
- Respond to invitations

Network Living

- Searching
- Forwarding Introductions

Professional Presence

- Profile management

Network Building

- Searching
- Add connections

Leveraging a Web 2.0 Ecosystem to Grow Your Business

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

   Choose a position...

2. Decide who you'll ask

   Your connections: Select Conne

3. Create your message

   From: Christopher Rollyson c

   Subject: Can you endorse me?

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

Leveraging a Web 2.0 Ecosystem to Grow Your Business

Advanced Technique: Seminars to Drive Your Technique

LinkedIn Core Value Realization	LinkedIn Advanced Value Realization	LinkedIn Process Innovation
Key Goals	**Key Goals**	**Key Goals**
• Apply Action Templates to build your strategy	• Assumes understanding of most LinkedIn features	• Applies LinkedIn and other Web 2.0 and social network resources to your firm's major processes
• Understand and use LinkedIn's advanced features	• Focuses on orchestrating LinkedIn's features to run coordinates initiatives	• Business development
• Create a network building strategy	• Integrates use of select external resources with LinkedIn activities	• Client relationship management
• Optimize your network between tight and loose ties		• Recruiting and retention
		• Public relations
Deliverables	**Deliverables**	**Deliverables**
• Written plan, with specific tactics and follow-ups	• Written strategic plan for your initiative, with specific tactics and follow-ups	• In-house training and mentoring
• Join the Executive's Guide to LinkedIn Group on LinkedIn	• Join the Executive's Guide to LinkedIn Group on LinkedIn	• Strategy and program development
• Access to Executive's Guide to LinkedIn intranet (wiki)	• Continue collaborating in EGLI wiki	• Client impact studies
		• Innovative collaboration and business development models

Advanced Technique: Contact Information

Christopher S. Rollyson, Managing Director CSRA

- Personal: http://rollyson.net

- Journal: http://globalhumancapital.org

- Consulting: http://rollyson.net/consulting/

- Venture: http://executivesguide-linkedin.com

- LinkedIn: http://www.linkedin.com/in/csrollyson

- Facebook: http://profile.to/csrollyson

- Del.icio.us: http://del.icio.us/csrollyson

- Twitter: http://twitter.com/csrollyson

- Email: chris@rollyson.net

- Phone: +1.312.925.1549

- Skype: csrollyson