



The Executive's Guide
to LinkedIn*

LinkedIn: Executives' 21st Century Business Accelerator

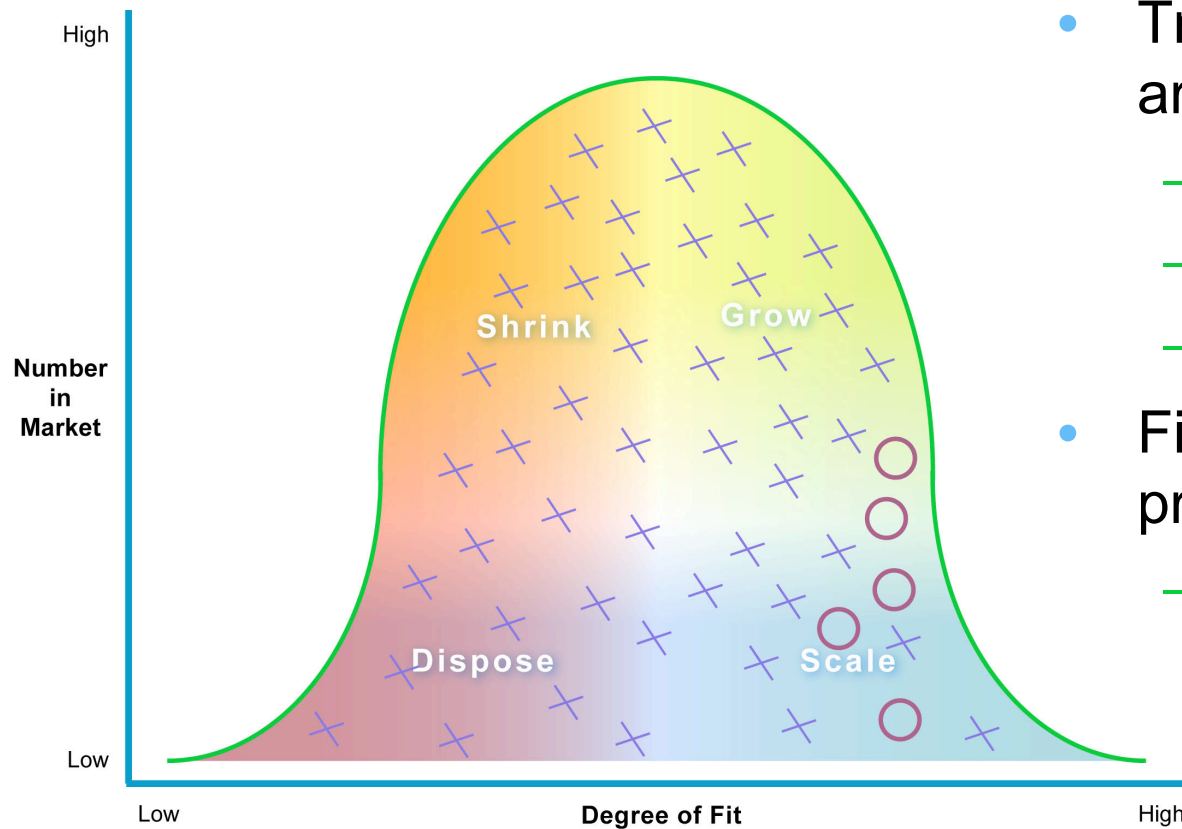
Scale Your Business by Building
Trusted Relationships Online

Ecosystem: Web 2.0 Overview

- Expertise economy
- Real-time, global
- Many-to-many
- Distributed
- Ecosystem
- Digital
- Fast



Ecosystem: How LinkedIn Changes the Numbers of Profitability

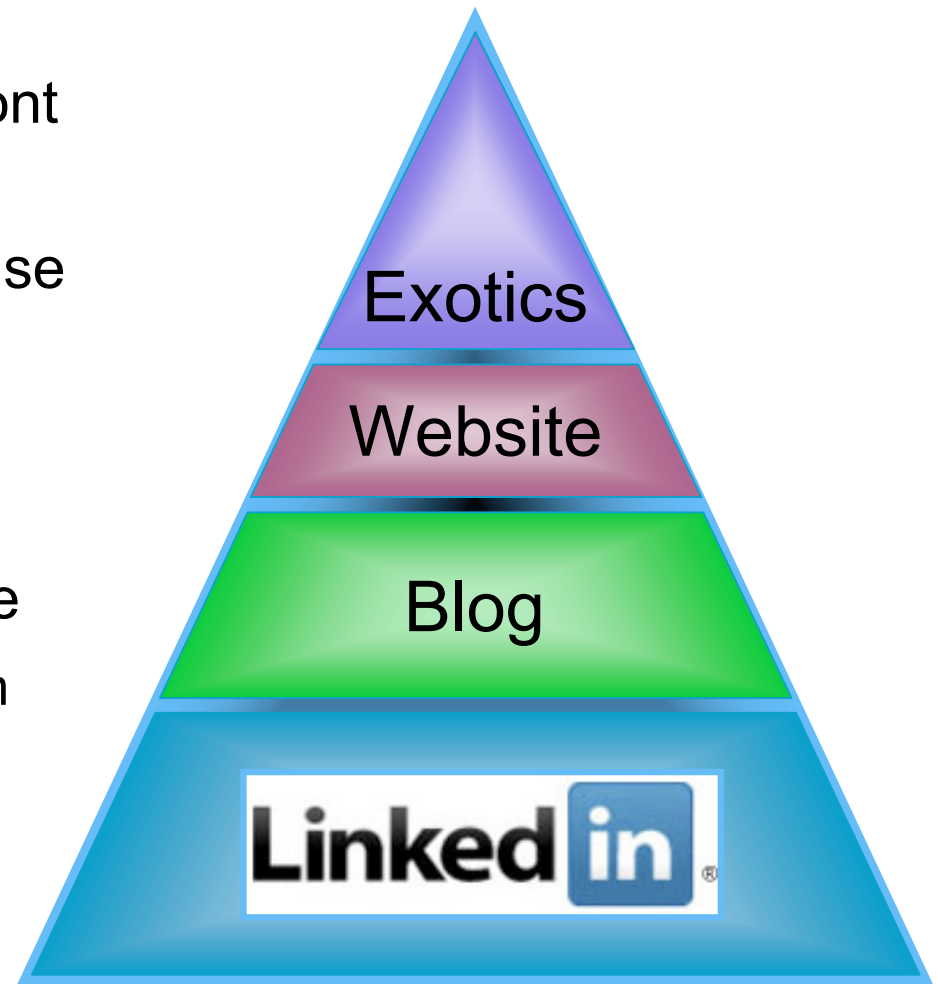


- Trusted relationships are based on
 - Information
 - Relevance
 - Personal connection
- Fit between client and provider
 - Changed economics

The Long Tail means the niche is economically viable

Ecosystem: Using LinkedIn for Business

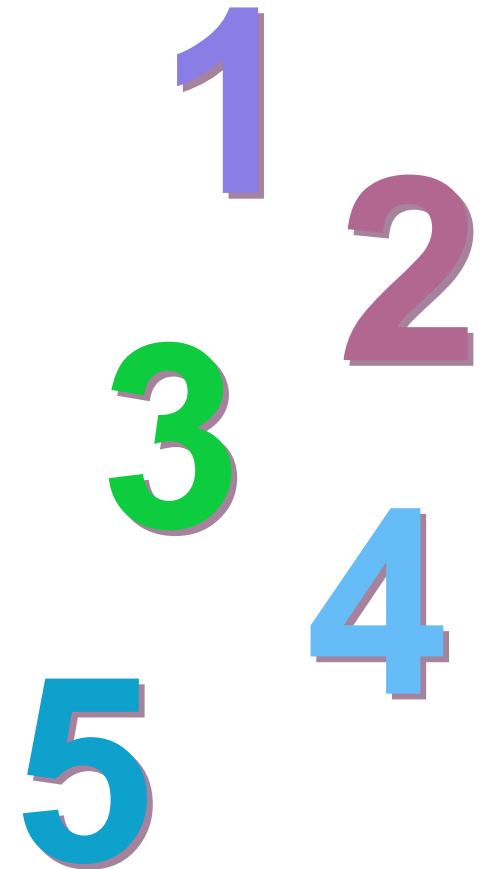
- LinkedIn: the global storefront for individuals and teams
- Blogs: showcase for expertise
 - Opinions, insights about relevant phenomena
 - Outreach, co-promotion
- Website: static, businesslike
 - Information about your firm
- Exotics
 - Podcasts, video
 - Facebook, MySpace
 - Wikis



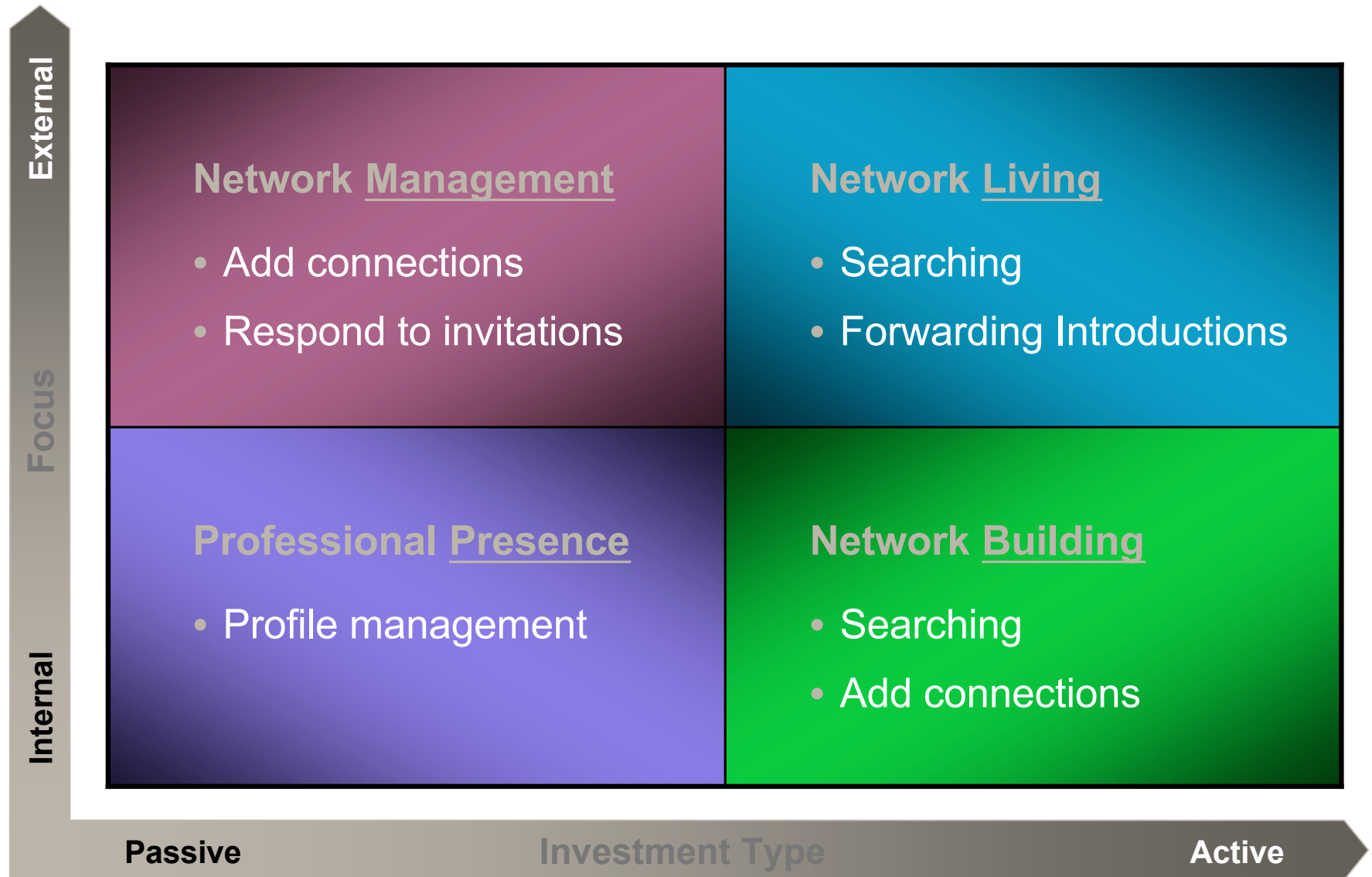
Web 2.0 Pyramid for Executives and Professionals

Advanced Tools: Key Processes Overview

- **One:** write Profile
- **Two:** add Connections
- **Three:** respond to Invitations
- **Four:** search
- **Five:** forward Introductions

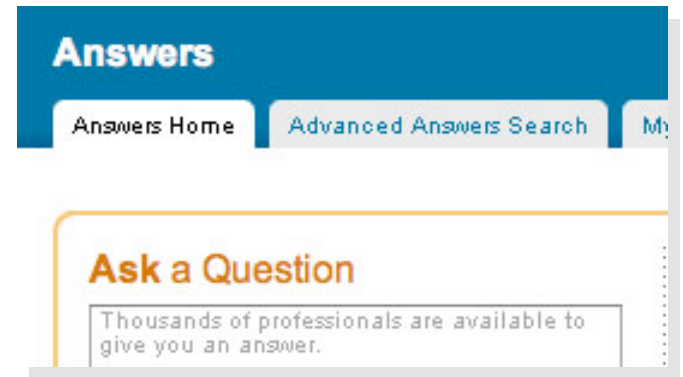
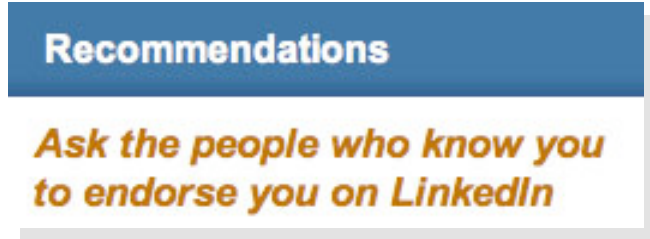


Advanced Tools: Action Templates, the Key to Proactivity and ROI



Advanced Tools: Recommendations, Groups, Answers and Apps

- Recommendations
 - Your very strongest connections
- Answers
 - Crowdsourcing and Expertise
- Groups
 - Fast and safe network growth
- Apps
 - Link other sides to your profile
 - Share slides, blogs, trips, documents



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
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Learning More: Seminars to Drive Your Technique

 <p>LinkedIn Core Value Realization</p>	 <p>LinkedIn Advanced Value Realization</p>	 <p>LinkedIn Process Innovation</p>
<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
<p>Key Goals</p> <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 <p>Deliverables</p> <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 	<p>Key Goals</p> <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 <p>Deliverables</p> <ul style="list-style-type: none"> • Written strategic plans for your initiatives, with specific tactics and follow-ups • Crowdsourcing plan • Measurement metrics • Online collaboration 	<p>Key Goals</p> <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 <p>Deliverables</p> <ul style="list-style-type: none"> • LinkedIn pilot plan • Plan for in-house training and mentoring • Strategy and program development: marketing • Measurement metrics

Learning More: Chris Rollyson, 20 Years of Experience with Strategic Change

Profile
Edit Public Profile Settings

Edit My Profile
View My Profile

Forward this profile
Go back to Home Page

Christopher Rollyson

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