



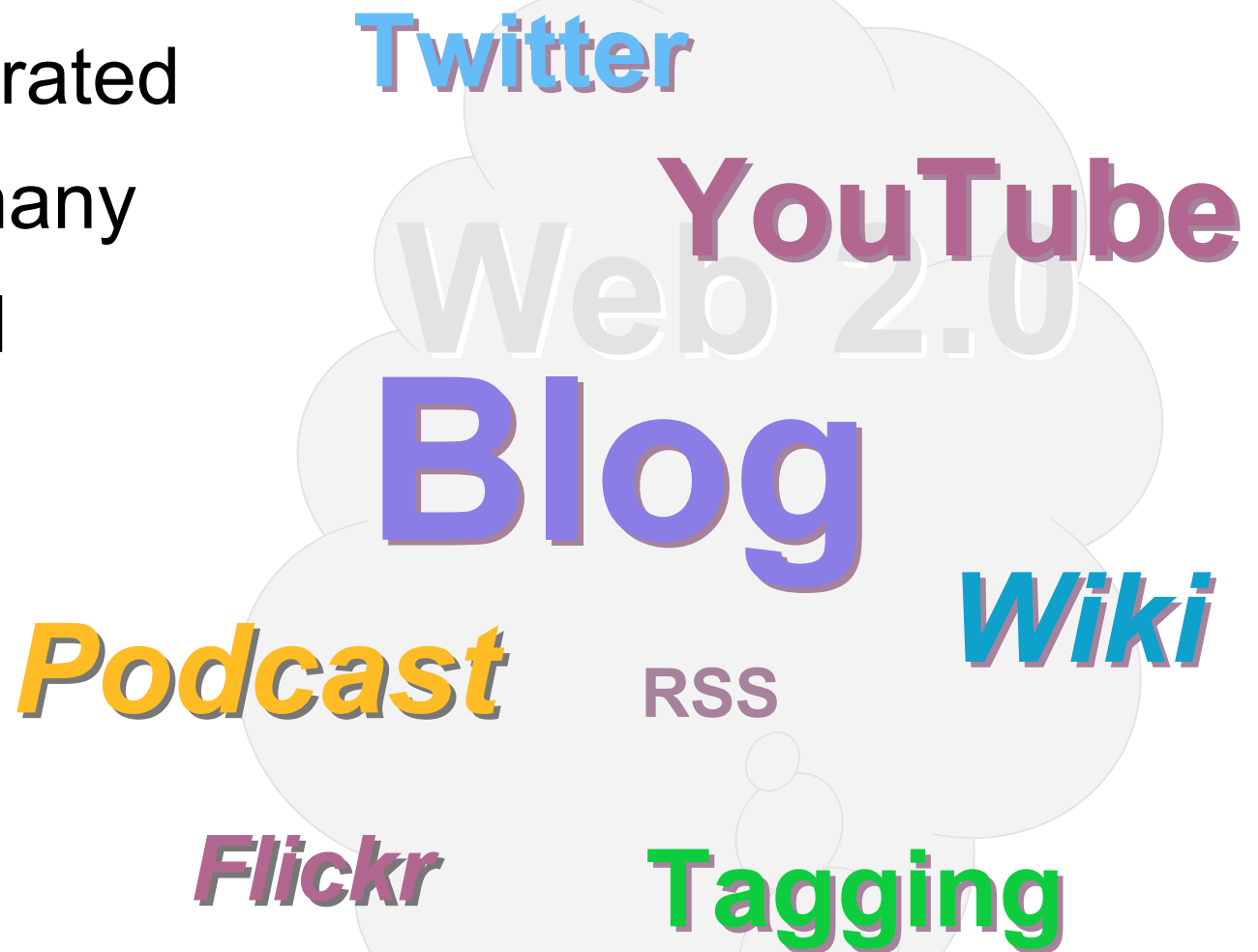
The Executive's Guide
to LinkedIn*

LinkedIn: CEOs' 21st Century Business Accelerator

Scale Your Business by Building
Trusted Relationships Online

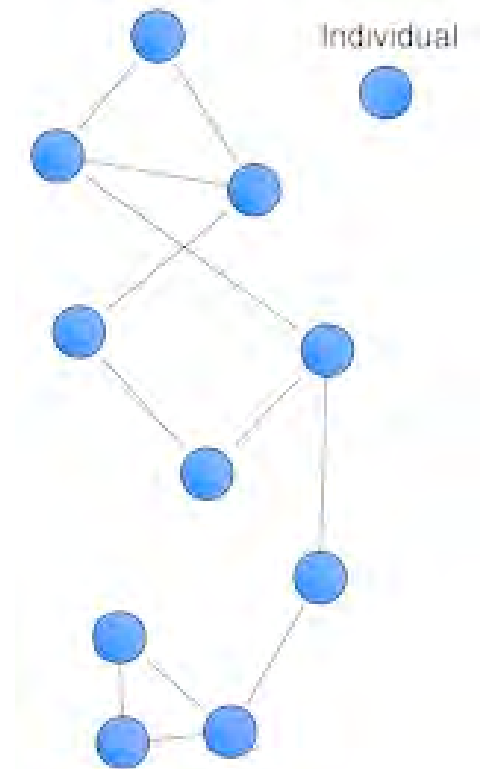
Vision: Web 2.0 Overview

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



Vision: “Social” Networks, What’s the Big Deal?

- Untethered from geography
- Find specific people on demand
- Communicate asynchronously
- Reduce transaction costs
- LinkedIn: your window
 - Understand networks
 - Unlock potential



The door is unlocked:
Learn to turn the knob

Vision: 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
 - Your LinkedIn network is **yours**



2003:	4,800
2004:	1,000,000
2005:	3,600,000
2006:	8,000,000
2007:	10,000,000
2008:	21,000,000

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
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

Questions & Answers
Expertise in:

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

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

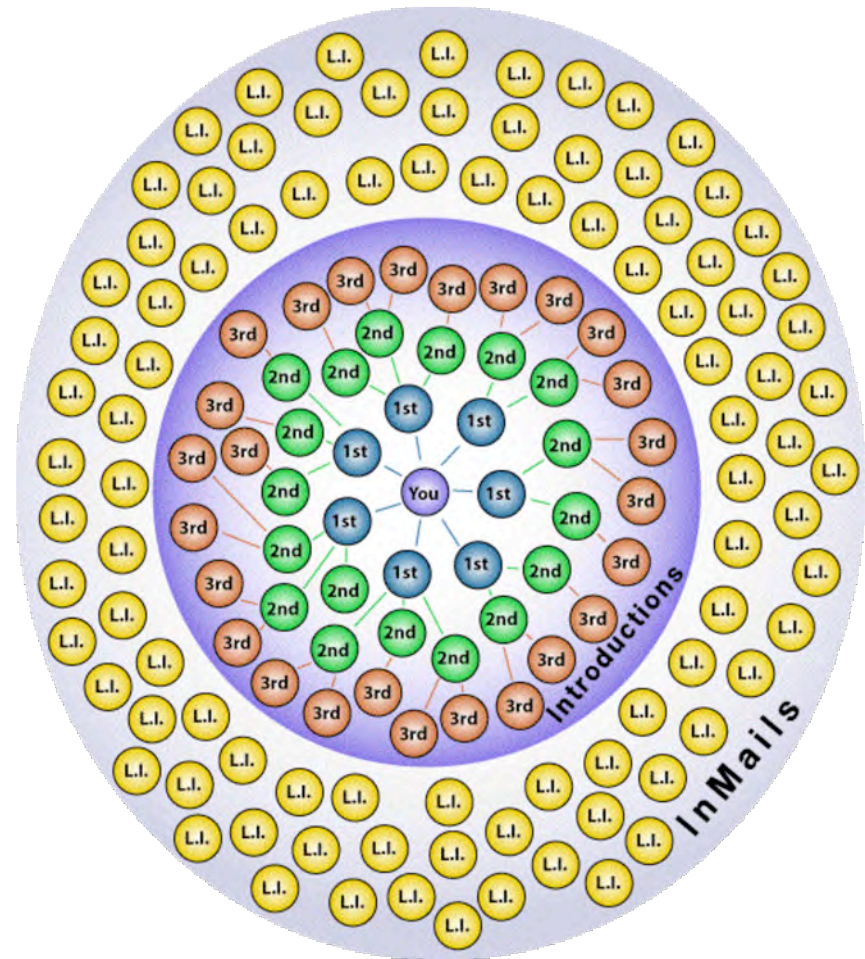
Christopher Recommends
People (14)
Robert Lambert
Partner, Samurail Business Group LLC®
I have known Bob for about six months, but we...
Jack Hilty
Managing Principal - Enterprise/SOA Architect, SentientPoint, Inc.
I highly recommend Jack Hilty as a business...
Marc Goodman
Guru of Social Networking 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, Intrapid Consulting Group

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

Rosetta Stone: Network Review

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



Rosetta Stone: LinkedIn, What Is It and Why Should You Care?

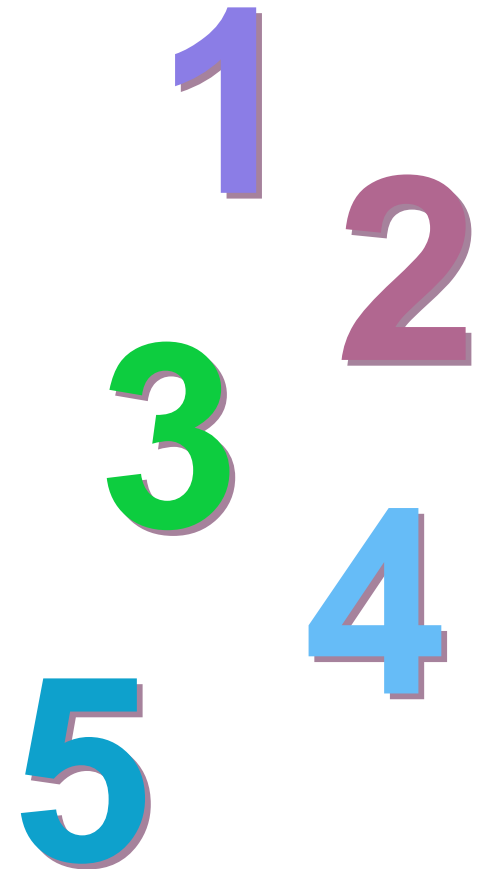
- Reduces transaction costs
 - Finding people
 - Helping people
 - Connecting with people
 - Getting things done
 - Makes your network for actionable
 - For you
 - For others in your network
- = More business

ACCESS



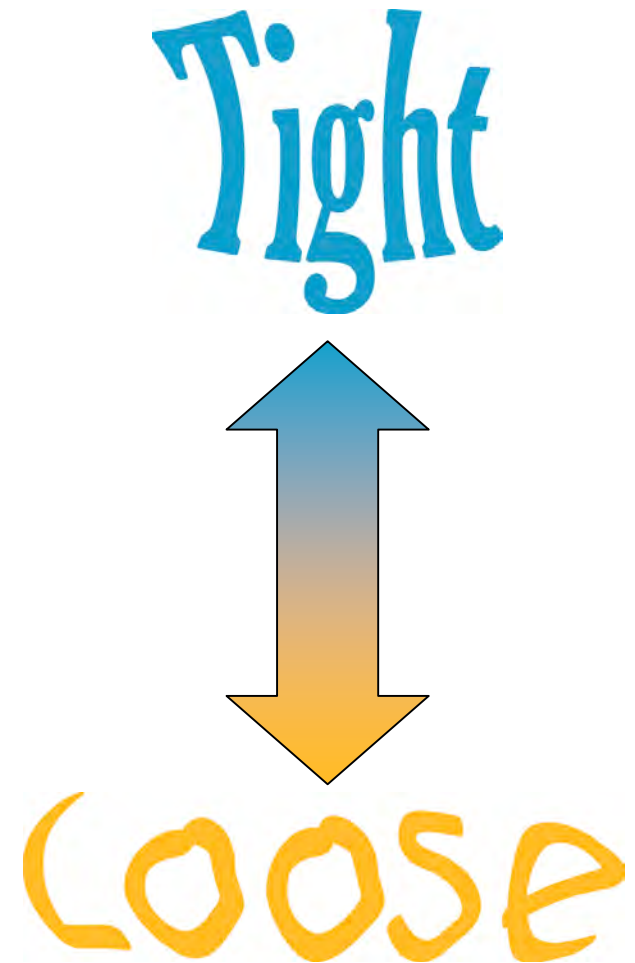
Rosetta Stone: Key Processes Overview

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

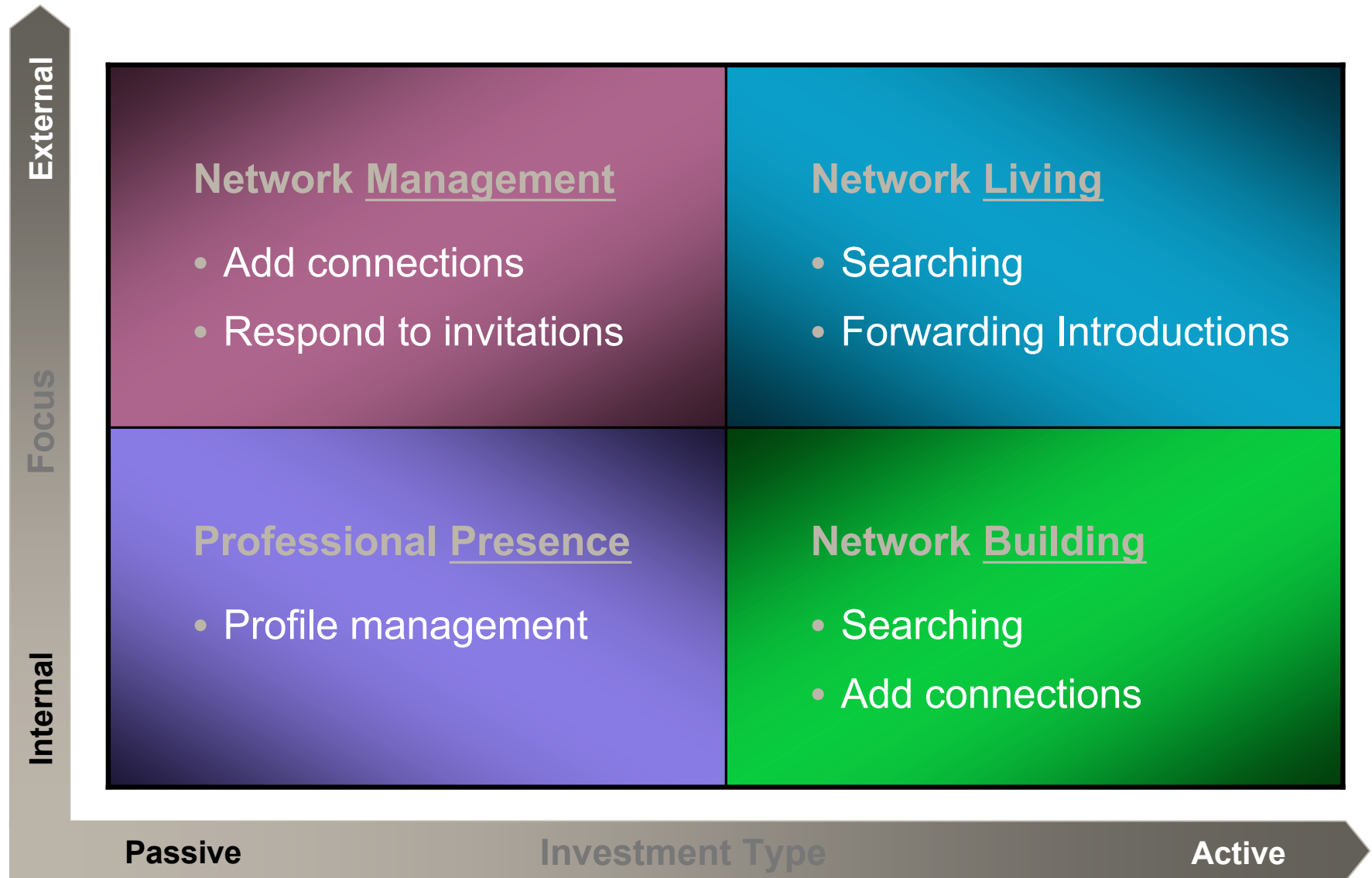


Rosetta Stone: Envisioning Your Community

- 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: Action Templates, the Key to Proactivity and ROI



Advanced Technique: Recommendations Overview

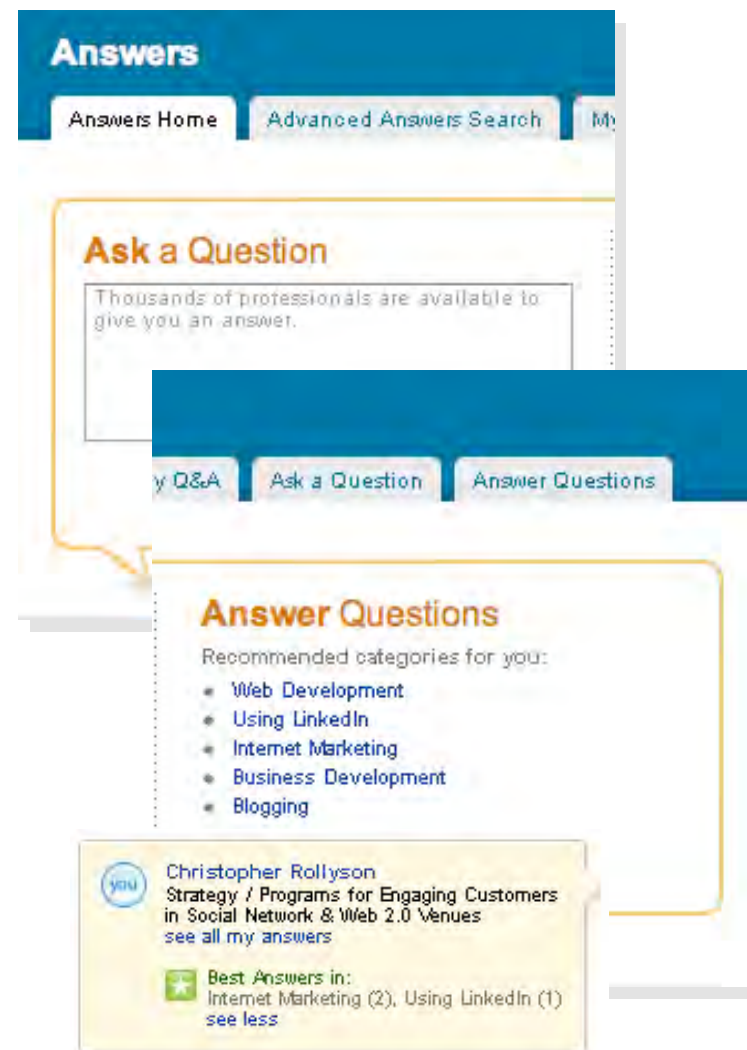
- Writing
 - Reward your strongest connections
 - Be specific, sincere and short
 - How the person made impact
- Requesting
 - Specify what you want
 - Ask diverse people

The screenshot shows the LinkedIn 'Recommendations' interface. At the top, a blue header reads 'Recommendations'. Below it, a yellow banner contains the text 'Ask the people who know you to endorse you on LinkedIn'. The page is divided into three numbered steps: 1. 'Choose a position' with a text input field labeled 'Choose a position...'; 2. 'Decide who you'll ask' with a section titled 'Your connections:' and a 'Select Connection' button; 3. 'Create your message' with a 'From:' field showing 'Christopher Rollyson' and a 'Subject:' field with the text '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






Executive's Guide to LinkedIn: Public Seminar on June 12

- Features
 - Thursday morning, in Wheaton, at IIT
 - Offline and online
- Deliverables
 - Deeper understanding of Key processes
 - Personalized LinkedIn plan
 - LinkedIn workbook
 - LinkedIn alumni

<http://www.executivesguide-linkedin.com/blog/?p=51>

Executive's Guide to LinkedIn: 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

Executive's Guide to LinkedIn: Contact Information

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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