



The Executive's Guide  
to LinkedIn\*

# LinkedIn: Executives' 21st Century Business Accelerator

Scale Your Career by Building Trusted  
Relationships Online

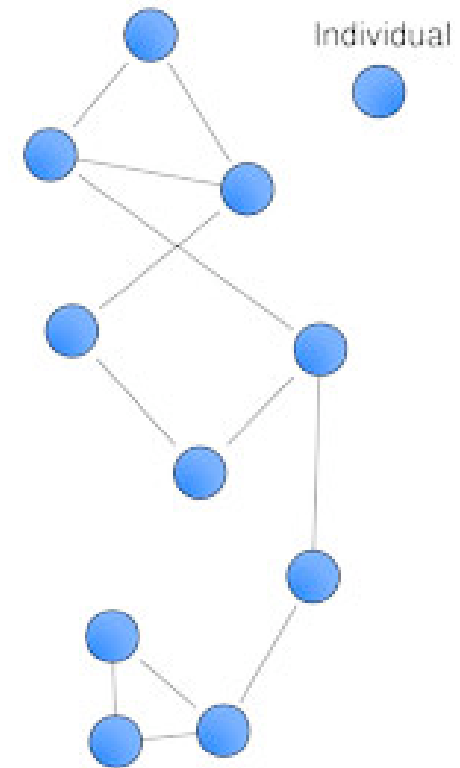
# Ecosystem: Web 2.0 Overview

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



# 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, 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...

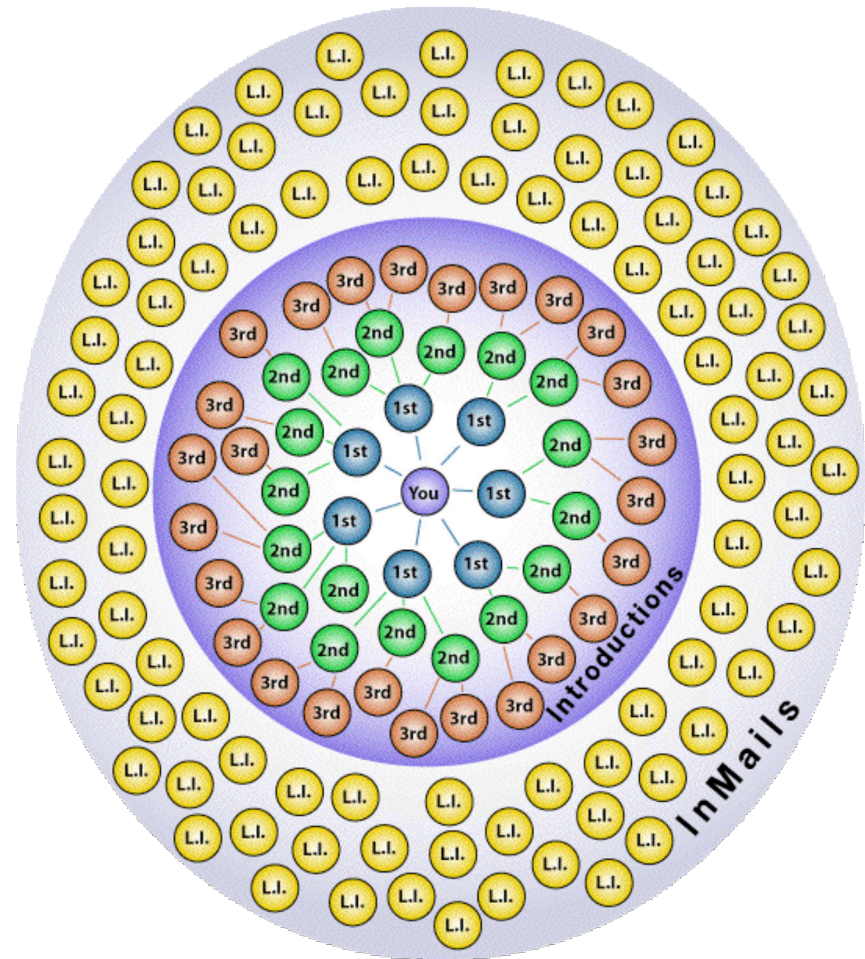
 **Christopher's connections (482)**  
**Peter "Dr. Pete" Meyers**  
President at User Effect / Usability Specialist  
**Geary King (gearyking1@yahoo.com)**  
Plains Sales Manager at Rymax Marketing Services  
**Karl Aavik**  
President, Intrepid Consulting Group

- 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?

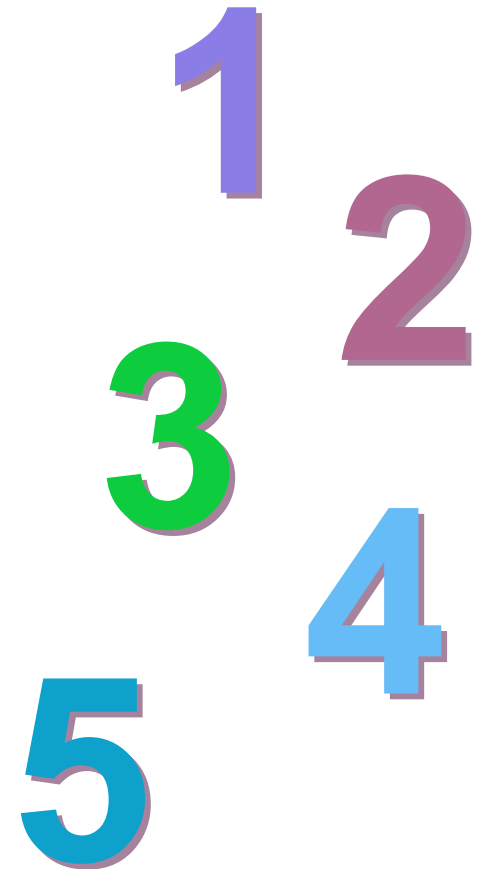
- Reduces transaction costs
    - Finding people
    - Helping people
    - Connecting with people
    - Getting things done
  - Makes your network for actionable
    - For you
    - For others in your network
- = More business

ACCESS



# Rosetta Stone: Key Processes Overview

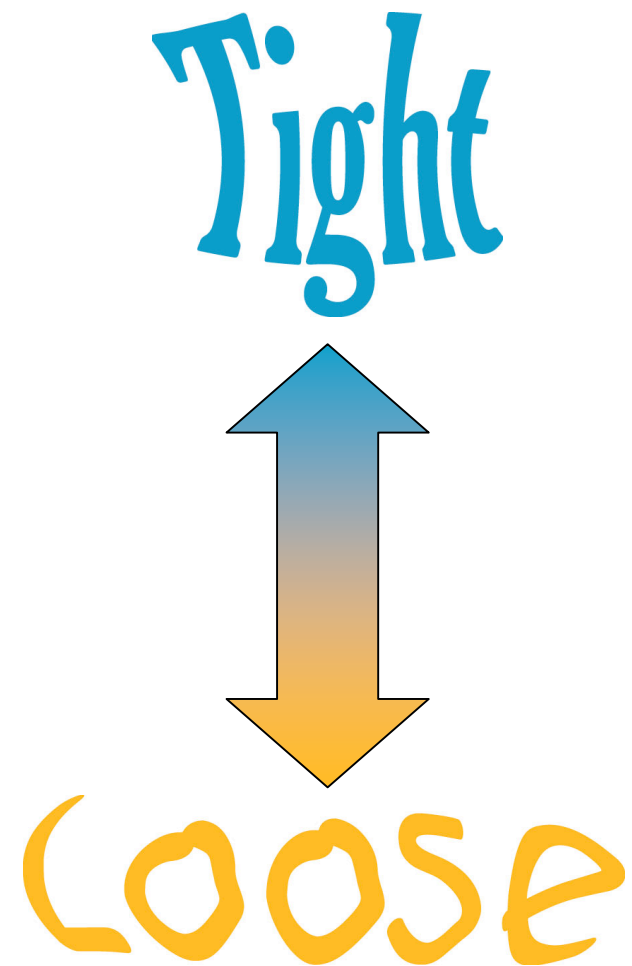
- **One:** write Profile
- **Two:** add Connections
- **Three:** respond to Invitations
- **Four:** search
- **Five:** forward Introductions



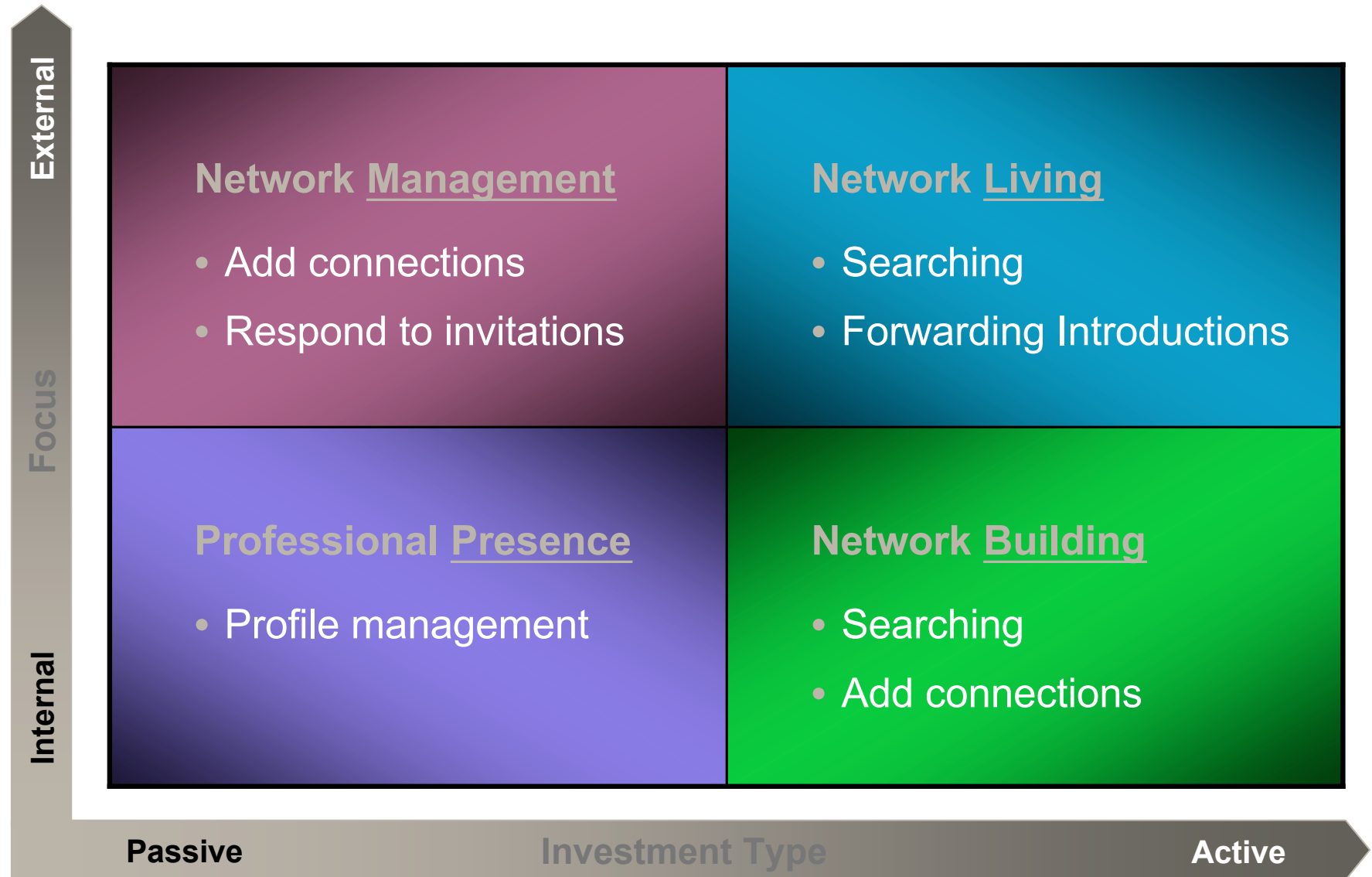


# Rosetta Stone: Envisioning Your Community

- 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

## 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 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 Tools: Groups, Bonanza for Associations

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








# Executive's Guide to LinkedIn: Public Seminars

- Features
  - Periodic public seminars for topics such as:
    - Executive job search
    - Sales and business development
    - Recruiting and retention
- Deliverables
  - Deeper understanding of Key processes
  - Personalized LinkedIn plans
  - LinkedIn workbooks
  - Join the Executive's Guide to LinkedIn Alumni in private forum
- Be the first to know about new seminars: subscribe to our blog's monthly newsletter
  - <http://www.executivesguide-linkedin.com/blog/>

# Executive's Guide to LinkedIn: Seminars to Drive Your Technique

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

# Executive's Guide to LinkedIn: Contact Information

Christopher S. Rollyson, Founder EGLI

- [chris@rollyson.net](mailto:chris@rollyson.net) or +1.312.925.1549
- <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

The Social Network Roadmap

- How firms leverage all Web 2.0's moving parts
- <http://socialnetworkroadmap.com>