



The Executive's Guide
to LinkedIn*

LinkedIn: Executives' 21st Century Business Accelerator

Scale Your Business by Building
Trusted Relationships Online

Ecosystem: 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

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...

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'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

10/14/08

LinkedIn: Executives' 21st Century Business Accelerator

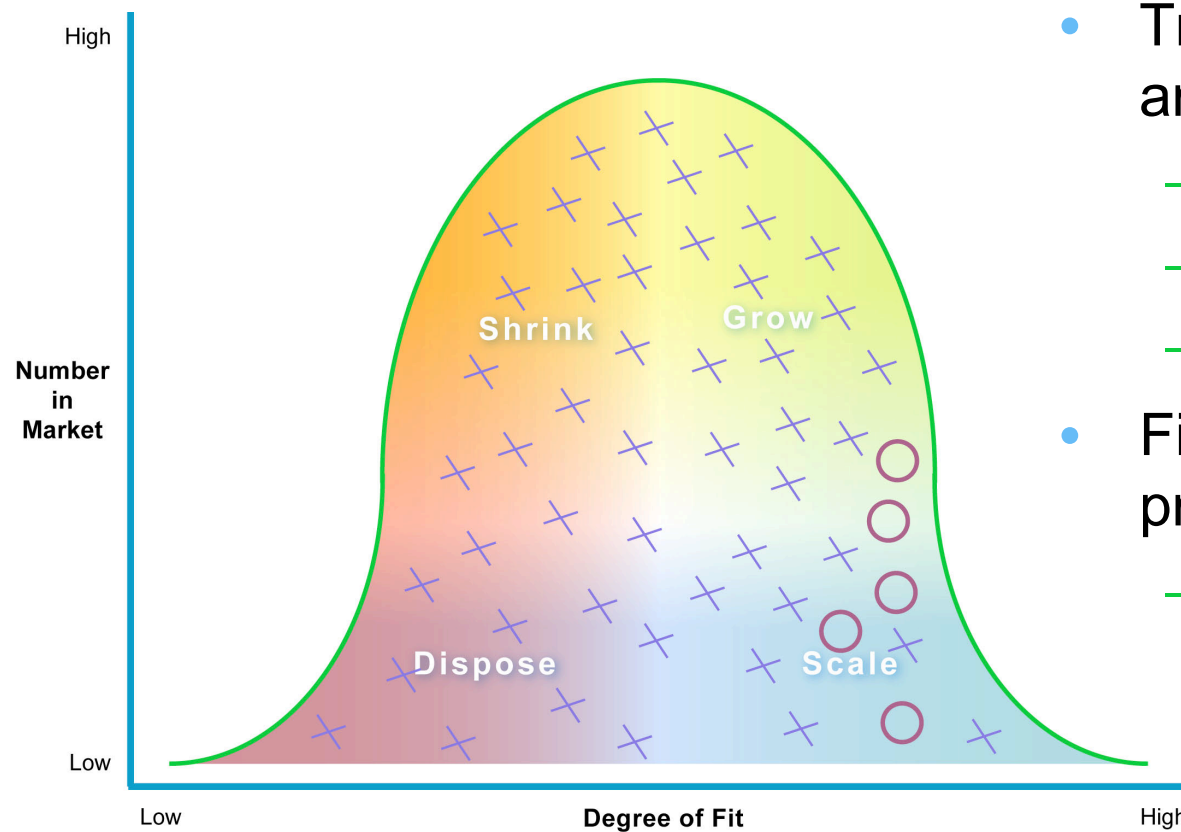
2

Ecosystem: Web 2.0 Overview

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



Ecosystem: How LinkedIn Changes the Numbers of Profitability

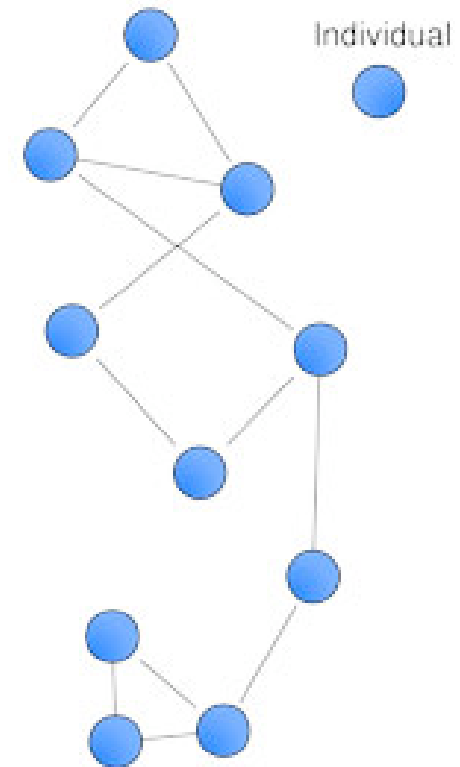


- Trusted relationships are based on
 - Information
 - Relevance
 - Personal connection
- Fit between client and provider
 - Changed economics

The Long Tail means the niche is economically viable

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

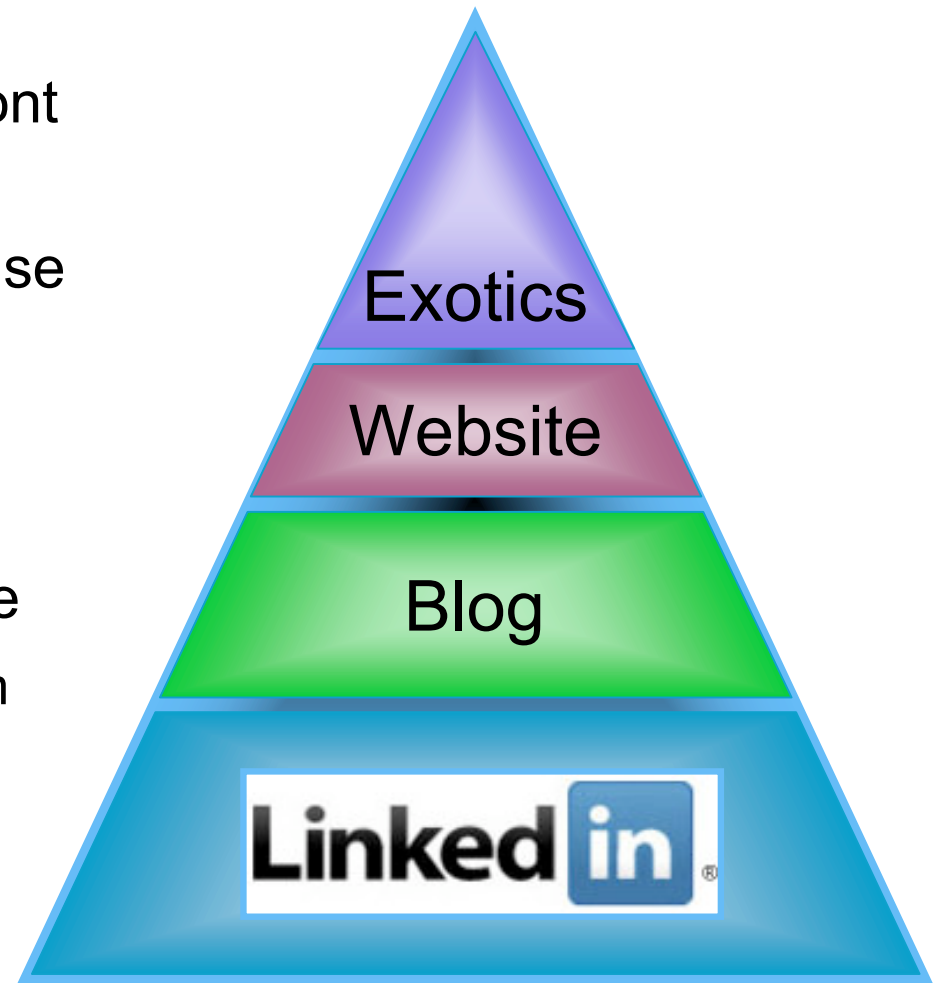
- Untethered from geography
- Find specific people on demand
- Communicate asynchronously
- Reduce transaction costs
- LinkedIn: your window
 - Understand networks
 - Unlock potential



The door is unlocked:
Learn to turn the knob

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

Ecosystem: LinkedIn, Your 21st Century Business Accelerator

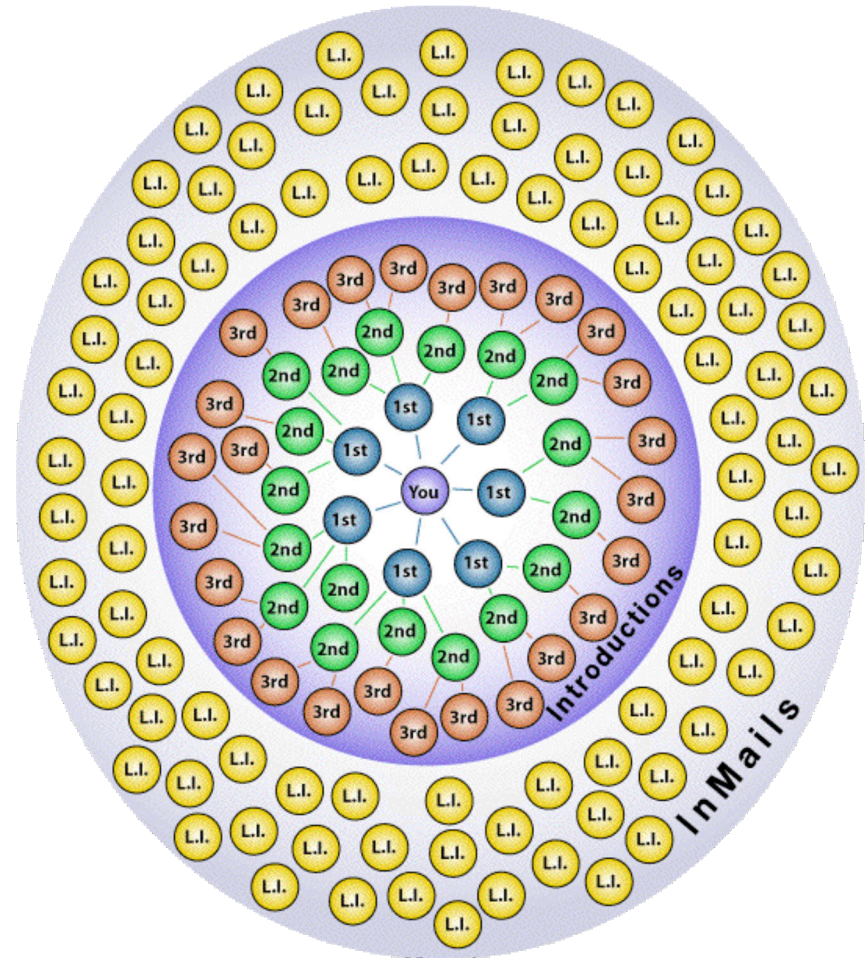
- Company point of view
 - Understand social networks' opportunities for your business
 - Apply LinkedIn to sales, recruiting, PR, service, R&D...
- Individual point of view
 - CxO tenures less than 2 years
 - The closest thing to security
 - Your personal network helps to hit the ground running
 - Your LinkedIn network is **yours**



2003:	4,800
2004:	1,000,000
2005:	3,600,000
2006:	8,000,000
2007:	10,000,000
2008:	26,000,000

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?

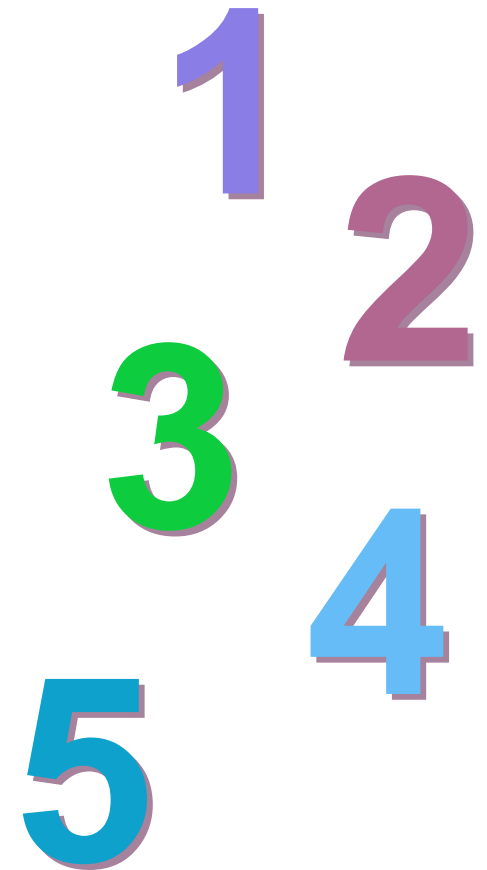
- Reduces transaction costs
 - Finding people
 - Helping people
 - Connecting with people
 - Getting things done
 - Makes your network for actionable
 - For you
 - For others in your network
- = More business

ACCESS



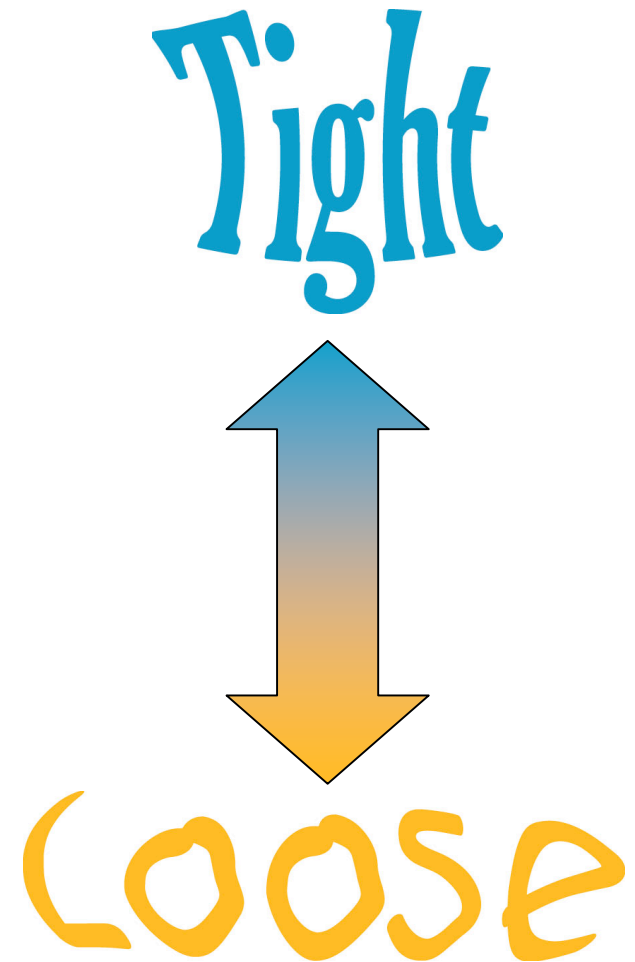
Rosetta Stone: Key Processes Overview

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

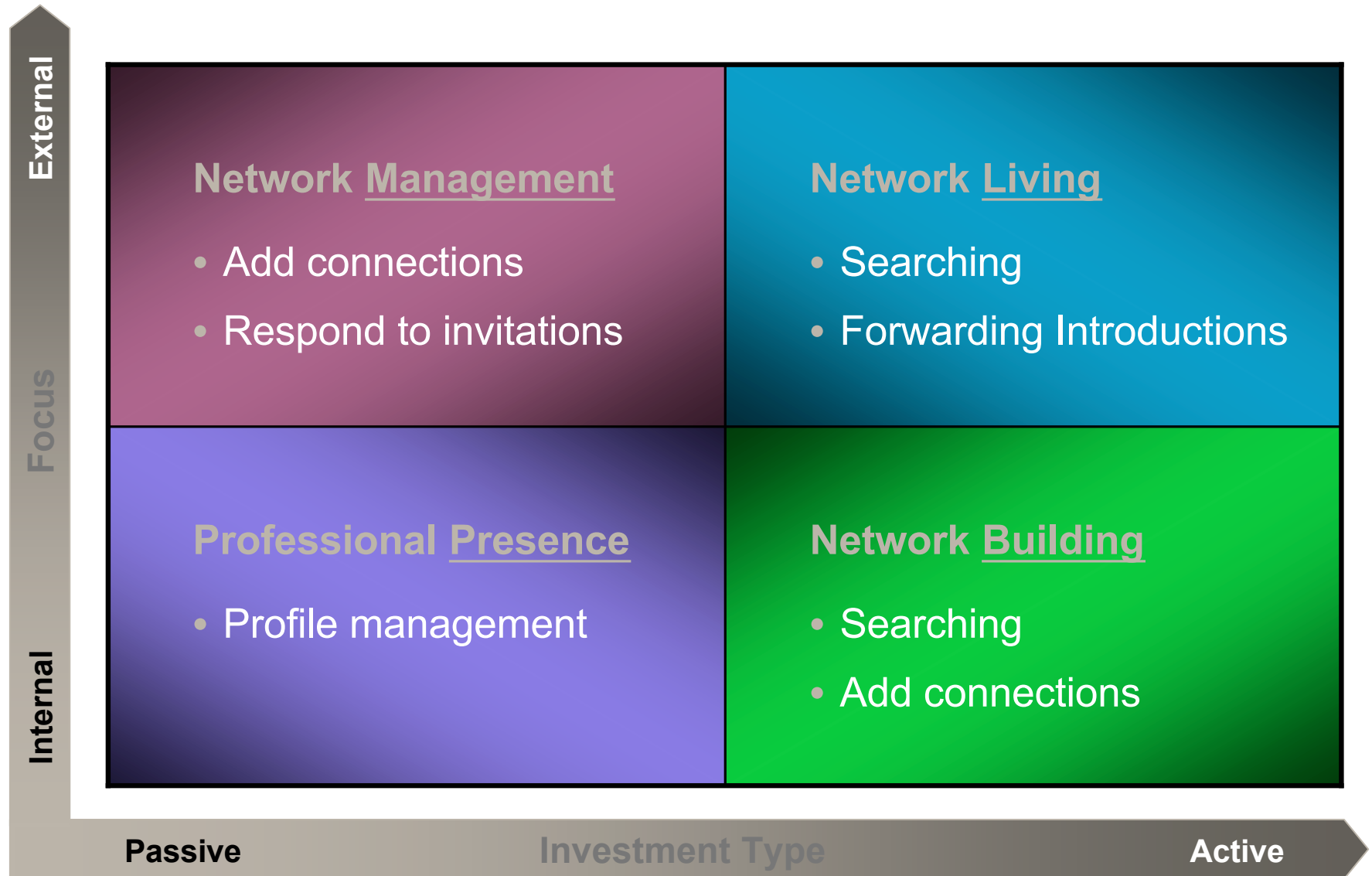


Rosetta Stone: Envisioning Your Community

- 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




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, titled "Ask a Question", features a text input field with the placeholder text "Thousands of professionals are available to give you an answer." Below the input field, there are three tabs: "My Q&A", "Ask a Question", and "Answer Questions". The second section, titled "Answer Questions", lists "Recommended categories for you:" followed by a bulleted list: "Web Development", "Using LinkedIn", "Internet Marketing", "Business Development", and "Blogging". Below the categories, there is a profile card for Christopher Rollyson, a "you" icon, and a star icon indicating "Best Answers in: Internet Marketing (2), Using LinkedIn (1)".

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: 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

Executive's Guide to LinkedIn: 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

Executive's Guide to LinkedIn: Contact Information

Christopher S. Rollyson, Founder EGLI

- 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>