



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: English

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Christopher Rollyson   

Strategy and Programs for Social Networks & Web 2.0

Greater Chicago Area | Management Consulting



Christopher Rollyson Making podcast version of "LinkedIn: Executives' 21st Century Business Accelerator" 51 minutes ago

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 of Marketing & Alliances at nVISIA
- Principal Consultant at PricewaterhouseCoopers Management Consulting Services, Strategic Change
- Marketing Director, ICE Midwest at KPMG

Education

- The University of Chicago - Booth School of Business
- The University of Chicago - Booth School of Business
- Freie Universität Berlin

Recommendations

- 17 people have recommended Christopher

Connections

- 500+ connections

Websites

- [Personal Website](#)
- [Journal for CEOs, CMOs & CIOs](#)
- [Executive's Guide to LinkedIn](#)

Public Profile

- <http://www.linkedin.com/in/csrollyson>

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

Christopher's Connections (500+)

[Marc O. Goodman](#)

Social Networking Guru, Manager of Virtual Worlds & Director of University Innovations for Alcatel-Lucent

[Chris Gladwin](#)

President & CEO at Cleversafe Inc.

[Matt Preschern](#)

VP, Marketing for IBM

[Patrick Crane](#)

VP Marketing & Advertising at LinkedIn

[Mark Power](#)

Chief Procurement Officer, Hewitt Associates

[Karen Breen Vogel](#)

CEO at ClearGauge

Christopher's Q & A

Expertise in



- Using LinkedIn (6 best answers)
- Internet Marketing (2 best answers)

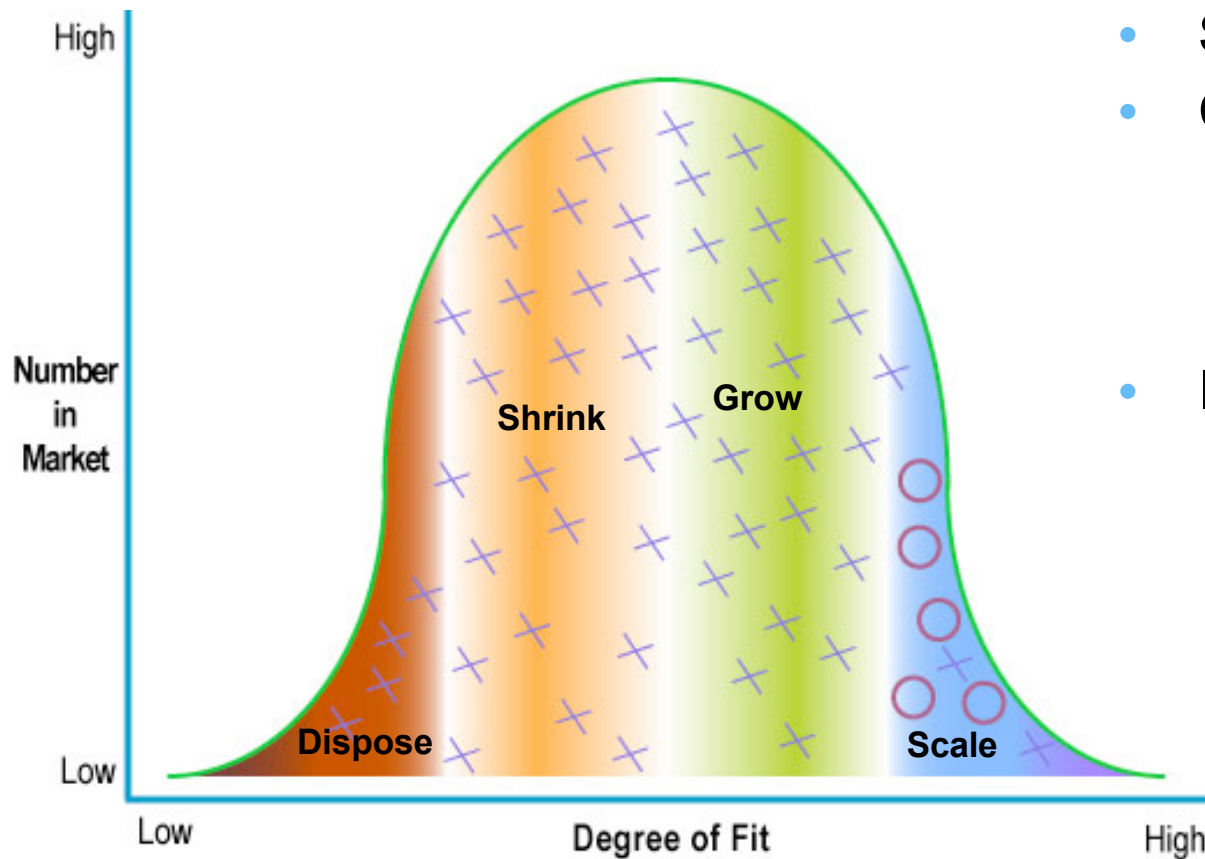


Ecosystem: Web 2.0, The Concept of Social

- Many-to-many
- Rich asynchronous
- Social ecosystem
- Expertise economy
- Real-time, global
- Inexpensive
- Specific
- Digital, Fast



Ecosystem: How LinkedIn Changes the Numbers of Profitability

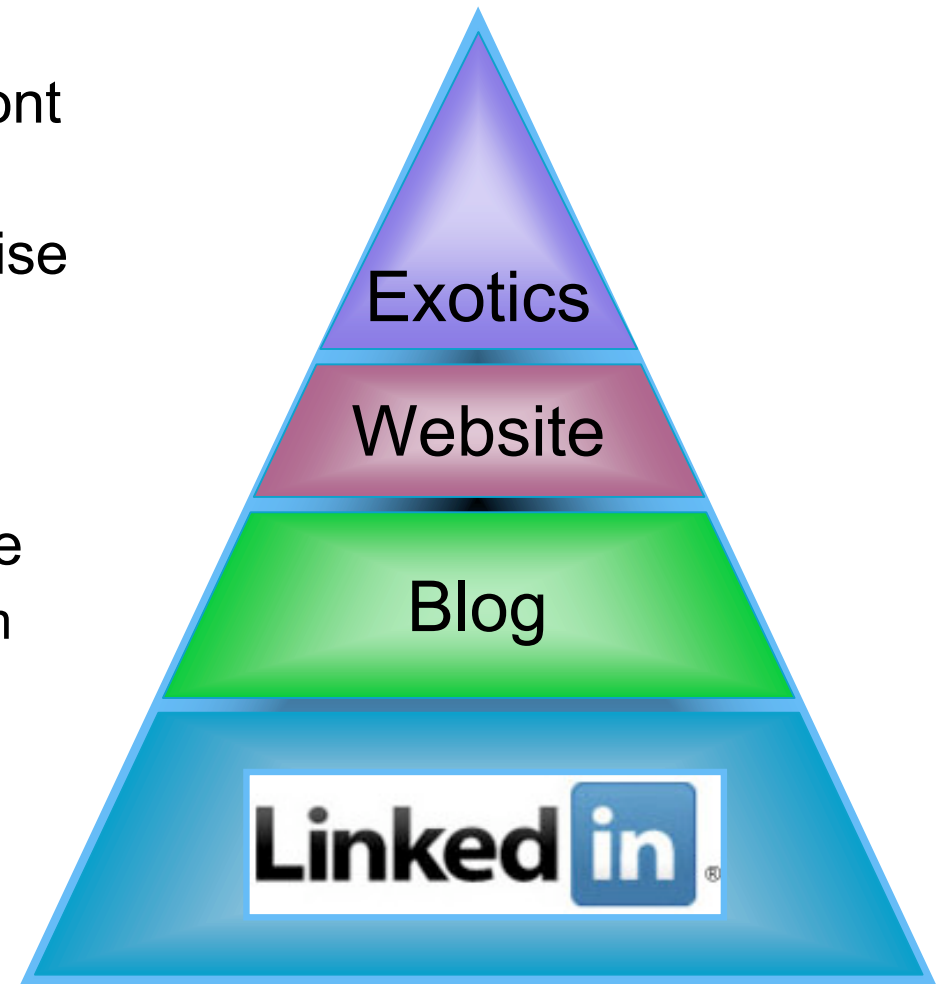


- Stabilize sales process
- Change client portfolio
 - Dispose clients
 - Focus on raving fans
 - Impact on profitability
- Increase focus on USP
 - Actionable now
 - Organization change

LinkedIn makes Scale quadrant clients more actionable

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
 - Facebook, MySpace
 - Podcasts, video
 - 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

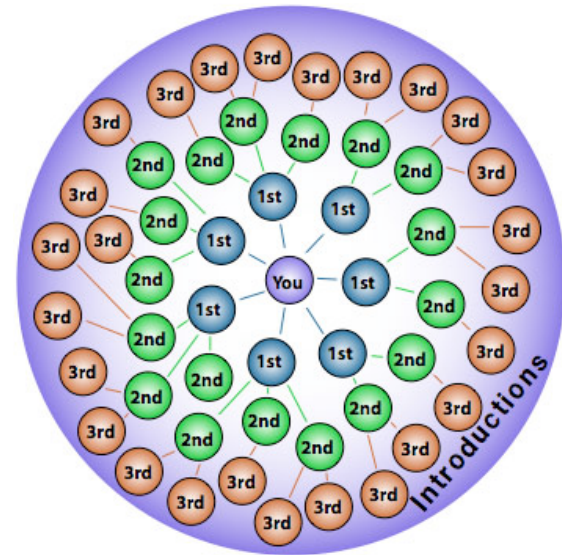


2003:	300,000
2004:	1,000,000
2005:	3,600,000
2006:	8,000,000
2007:	10,000,000
2008:	35,000,000
2009:	50,000,000

Your LinkedIn network is yours

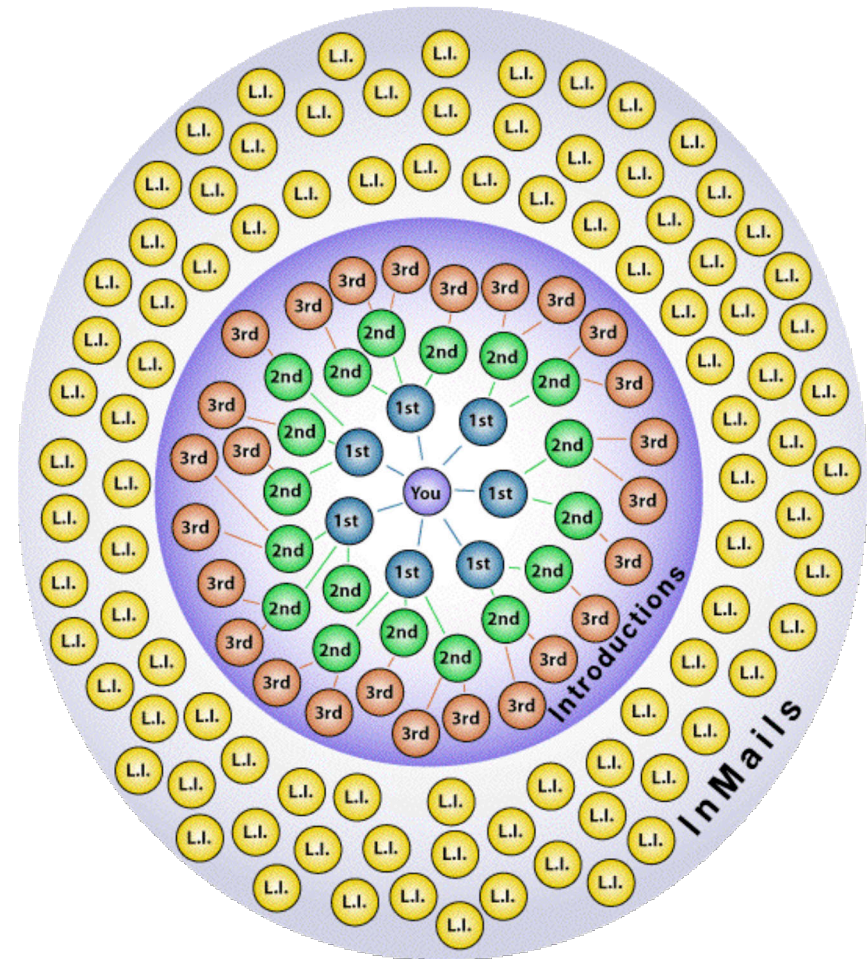
Hands-on: Network Review

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



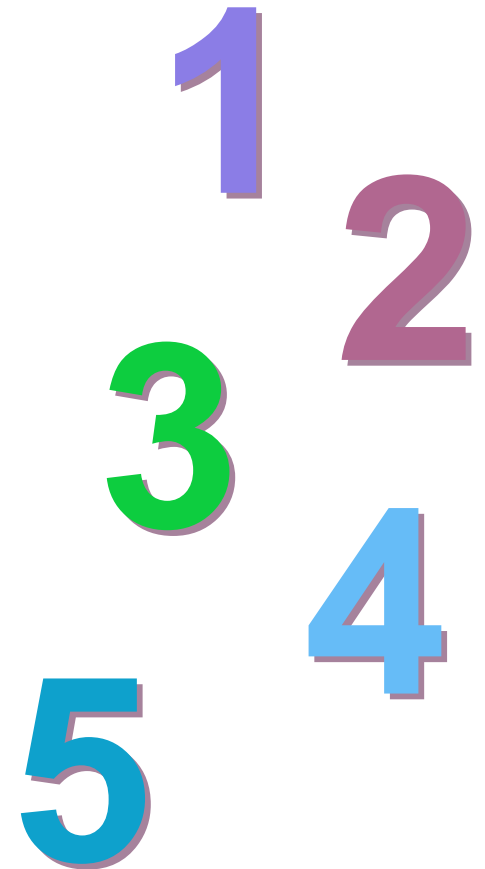
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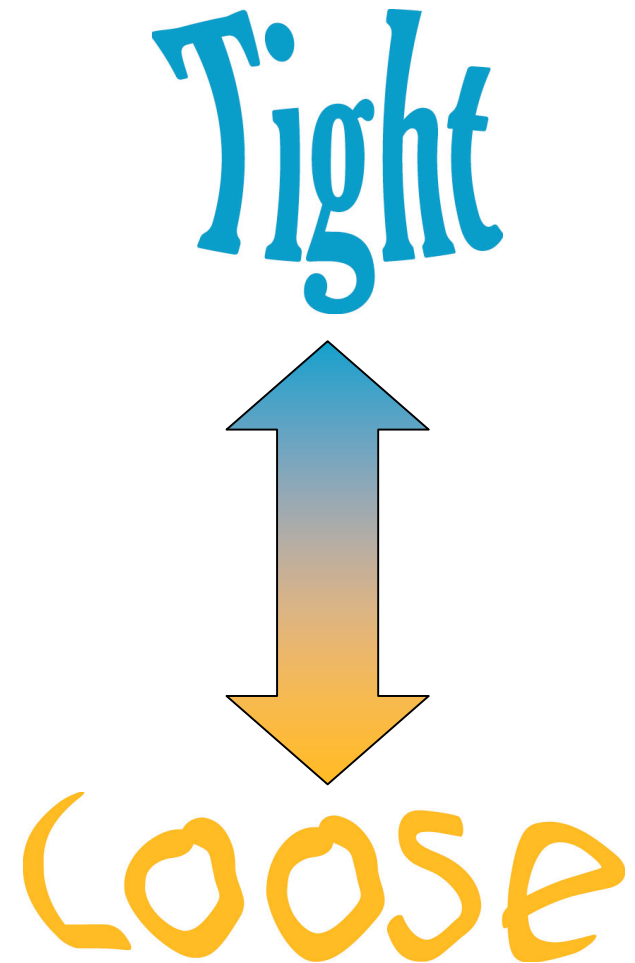
Hands-on: Key Processes Overview

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

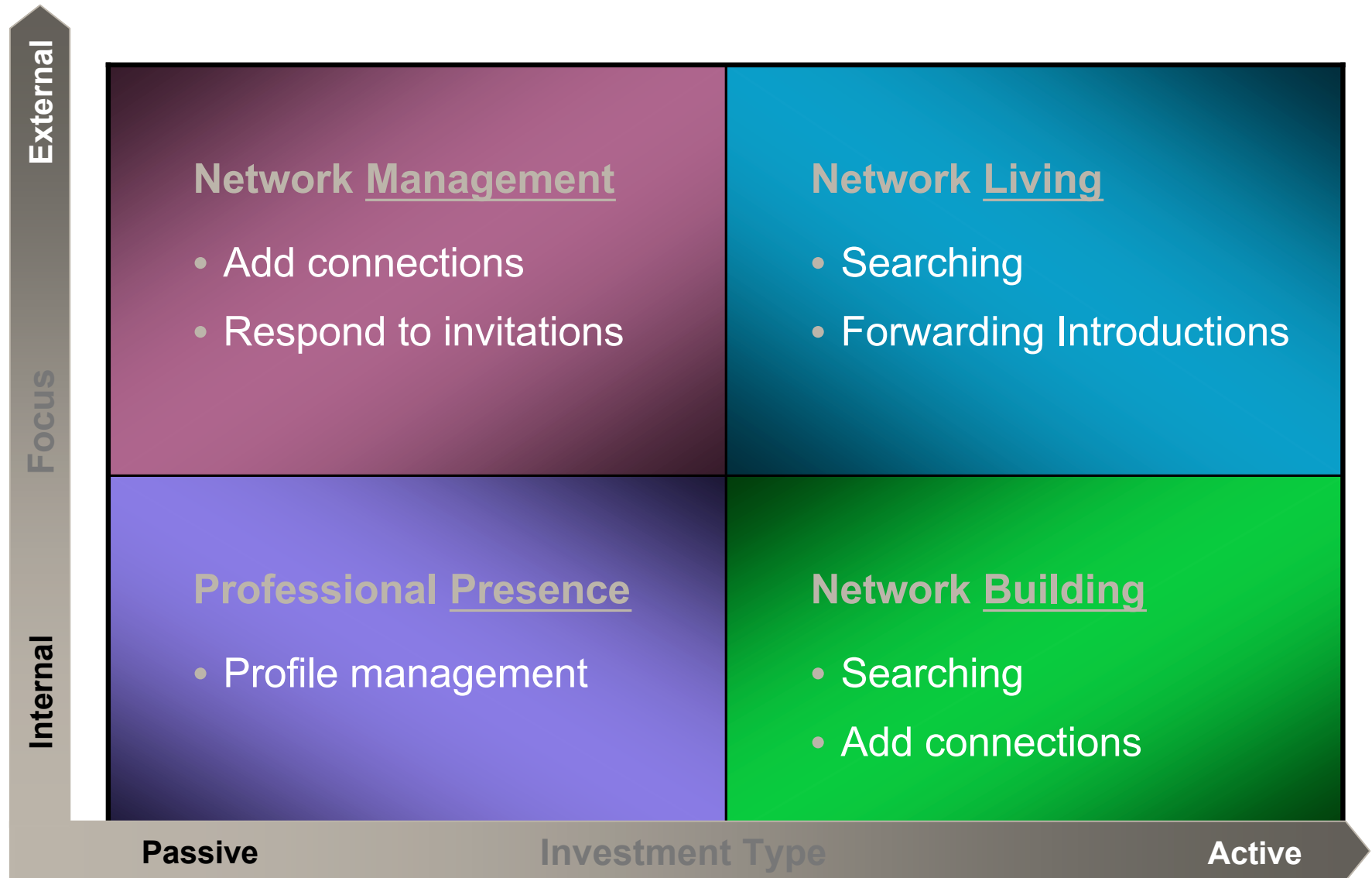


Hands-on: Envisioning Your Community

- 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



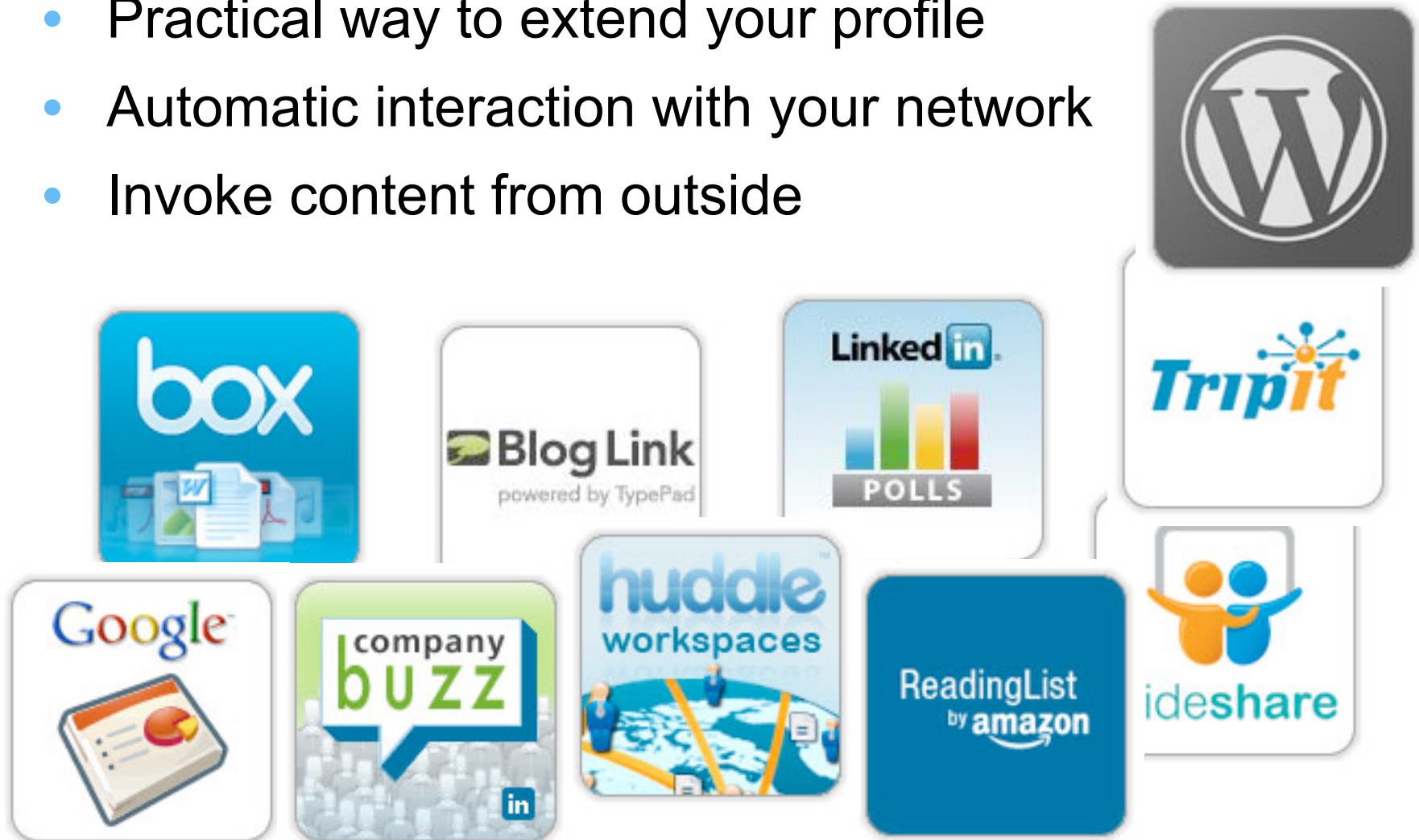
Advanced Tools: Groups, Bonanza for Associations

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



Advanced Tools: Apps

- Practical way to extend your profile
- Automatic interaction with your network
- Invoke content from outside



Extending LinkedIn: Facebook

- Get to know your Connections' personal side
 - People you know fairly well
 - People you barely know
- Keep things tidy with Friend Lists
 - The Wall
 - Photos, videos and more
 - It's complicated, but decent documentation
- Invite LinkedIn Connections to join you on Facebook
 - Specify that you also use Facebook for business
- Supplement LinkedIn relationship building



Business + personal = faster path to trust

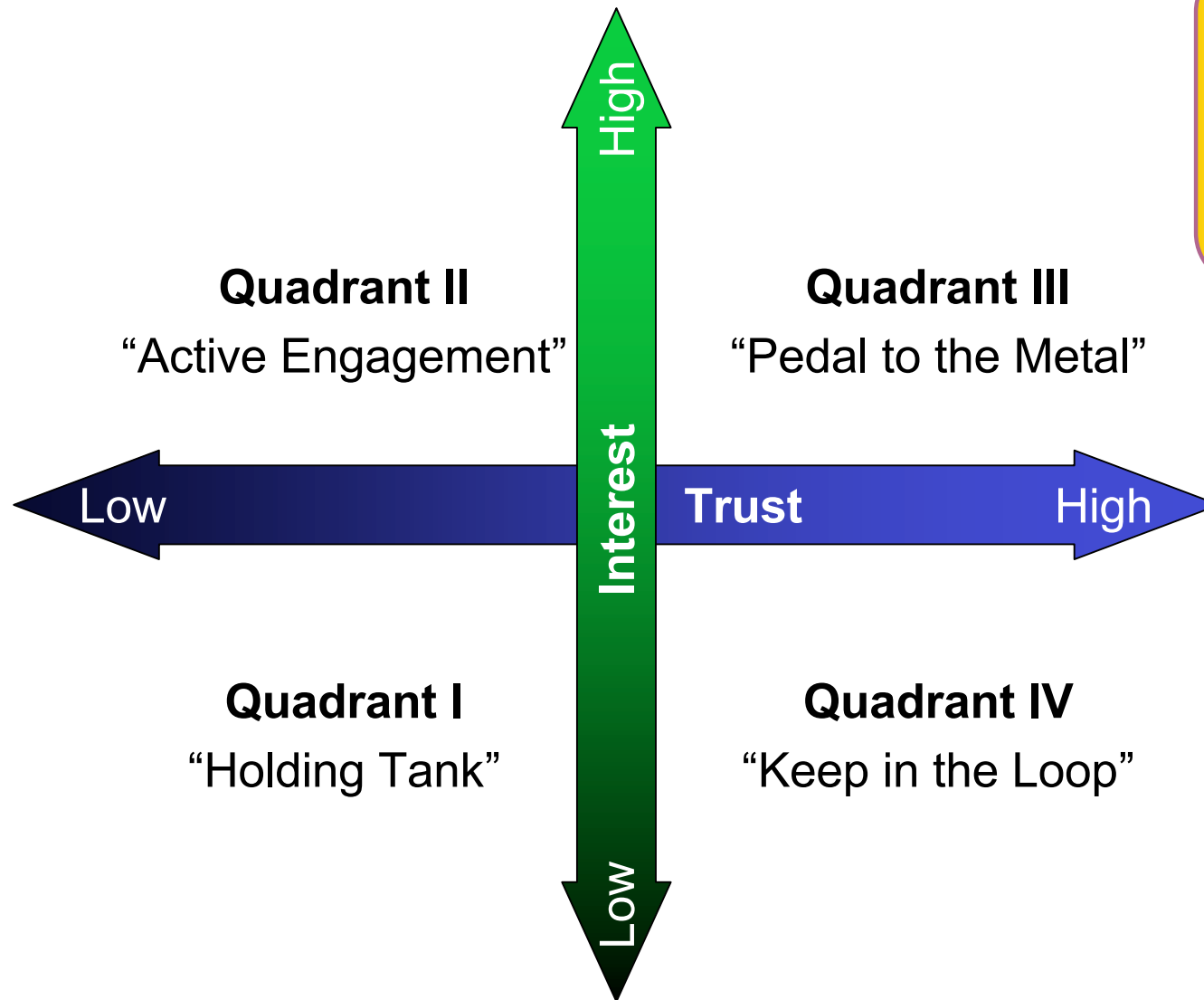
Extending LinkedIn: Twitter

- Add dynamism to your presence
 - Mobility, immediacy, personality
- Numerous practical applications
 - Trade shows, reporting, speed
 - Dispersed team coordination
- Small chunk communication
 - Airports, commuting, waiting for service...
- Economics
 - 5 minutes a day, 10 tweets/week
 - Respond to friends to build community
- Free online guide: <http://executivesguide-twitter.com>



Twitter is a new channel: you must learn it, now or later

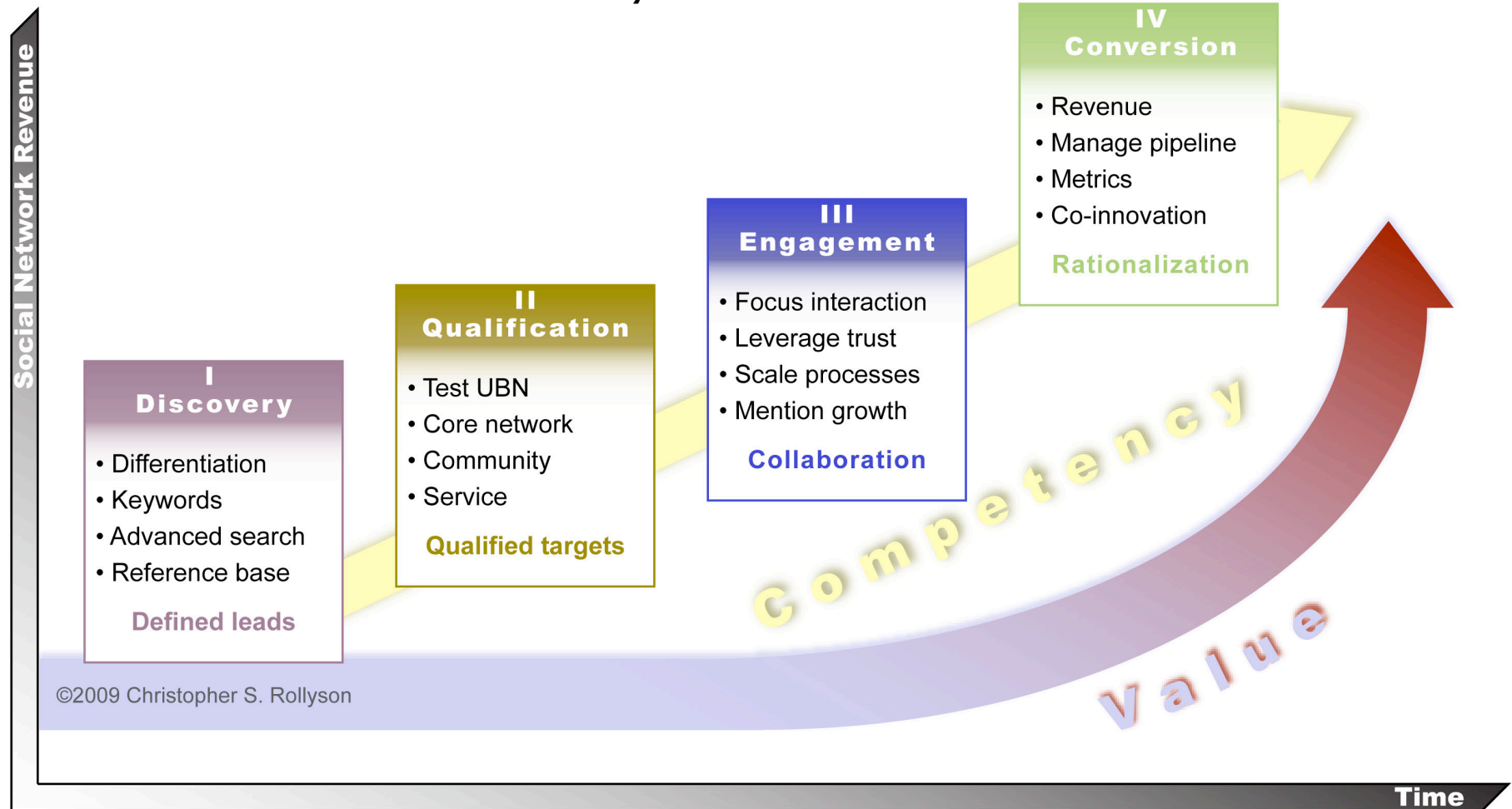
Path to Value: Relationship Value Map



Prioritize investments in Friends, Connections

Path to Value: LinkedIn/Facebook and Others

Social Network Life Cycle Model



Path to Value: Social Network Roadmap Pilot

Phase 1: Web 2.0 Ecosystem Audit

- Assess Web 2.0 environment
- Identify stakeholder characteristics
 - Internal
 - External
- Web 2.0 analysis
- Influencer analysis

Phase 2: Web 2.0 Readiness

- Define stakeholder activity/workstreams
- Understand firm USP and how transfers to Web 2.0 venues
- Assess resources to engage stakeholders
- Measure gaps

Phase 3: Web 2.0 Implementation

- Design pilots to mitigate risk
- Fast cycles with rapid feedback
- Small investments
- Portfolio approach
- Knowledge transfer focus

Requirements for Pilots

End State

Ecosystem vision

Stakeholder vision

Pilot design

Path to Value: Social Network Roadmap Enterprise



- Due diligence
 - Legacy technology
 - Business processes
 - Stakeholders
- Baseline
 - Current state results
- Benchmarking
 - Review open networks

- Governance
 - Policies & rules
 - Define boundaries
- Metrics
 - Measure pilots
- Adoption plan
 - Pilots, training
 - Alumni program

- Apply process innovation
 - Sales & BusDev
 - Client service
 - Recruiting
 - R&D & product development
 - Public Relations

End
State

Business Case

Adoption Strategy

Business Results

Path to Value: Select Offerings

Consulting

- Duration: custom
- Focus
 - Apply social networks
 - Firm processes
 - Career goals
- Takeaways
 - Strategy and implementation
 - Specific goals
 - Team mentoring
 - Templates
 - Quantitative measures

Seminars

- Duration: 3-6 hours
- Focus
 - Create value
 - Personal effectiveness
 - Firm competitiveness
- Takeaways
 - Work with 5 Key Processes
 - Individual LinkedIn plan
 - Using advanced features
 - Blogs/microblogs

Presentation

- Duration: 1 hour
- Focus
 - Explains LinkedIn's and social networks' relevance to executives
- Takeaways
 - Understanding of the business opportunity
 - Broad familiarization with key features

Path to Value: Contact

- **The Executive's Guide to Web 2.0**
 - EGLI blog currently rated #4 worldwide by Technorati
 - EGTW management advice for Twitter, blogging
 - EGFB management advice for Facebook
 - <http://executivesguide-web20.com>
- **The Social Network Roadmap**
 - Helps companies use Web 2.0 for innovation
 - <http://socialnetworkroadmap.com>
 - Currently rated #1 worldwide by Technorati
- **The Global Human Capital Journal**
 - CEO/CMO/CIO journal for innovation
 - Currently rated #10 worldwide by Technorati
 - <http://globalhumancapital.org>
- **Social networks**
 - <http://www.linkedin.com/in/csrolllyson>
 - <http://www.facebook.com/csrolllyson>
 - <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://csrolllyson.tumblr.com>
<http://plurk.com/user/csrolllyson>
<http://identi.ca/csrolllyson>
<http://kwippy.com/csrolllyson>
<http://csrolllyson.tumblr.com/>
<http://friendfeed.com/csrolllyson>

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