



The Executive's Guide
to LinkedIn*

Social Networks: 21st Century Career Accelerator

Using economic disruption to your
career advantage

Agenda: Three Key Points for your Career

- Not life as usual
 - Think 1848
 - Rupture:
 - Work, organization and “job”
 - Family size, child raising, elder care
 - Culture in a blender; need for new boundaries
 - Politics, new level of participation.. nation state?
- Refocus yourself
 - On relationships because they are durable
 - We are our own safety net
- Learn the tools
 - More focus and purpose
 - Social networks are the new shop floor

1

2

3

Prologue: New Level of Disruption, Risk and Opportunity

- Industrial Economy, an economy of things & long cycles
 - Technology of 18th, 19th, 20th centuries
 - Unprecedented wealth
 - Before we got there: culture: economy, family upheaval
- Knowledge Economy, an economy of experience & short cycles
 - The Internet is its infrastructure
 - Web 1.0: information & transactions
 - Web 2.0: relationships and knowledge and global
 - Organizations will explode: it's called unbundling
- The people who get this will have exceptional advantage
 - The artisan carmaker in the shadow of Ford's production line
 - Many organizations will perish, others will grow
 - The half-life of knowledge is plummeting: relationships > durable

Ecosystem: Chris Rollyson, 20 Years of Experience with Strategic Change

Profile: English

[Edit My Profile](#)[View My Profile](#)[Edit Public Profile Settings](#)**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>

[Send a message](#)[Add Christopher to your network](#)[Forward this profile to a connection](#)

Profile: English ▾

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

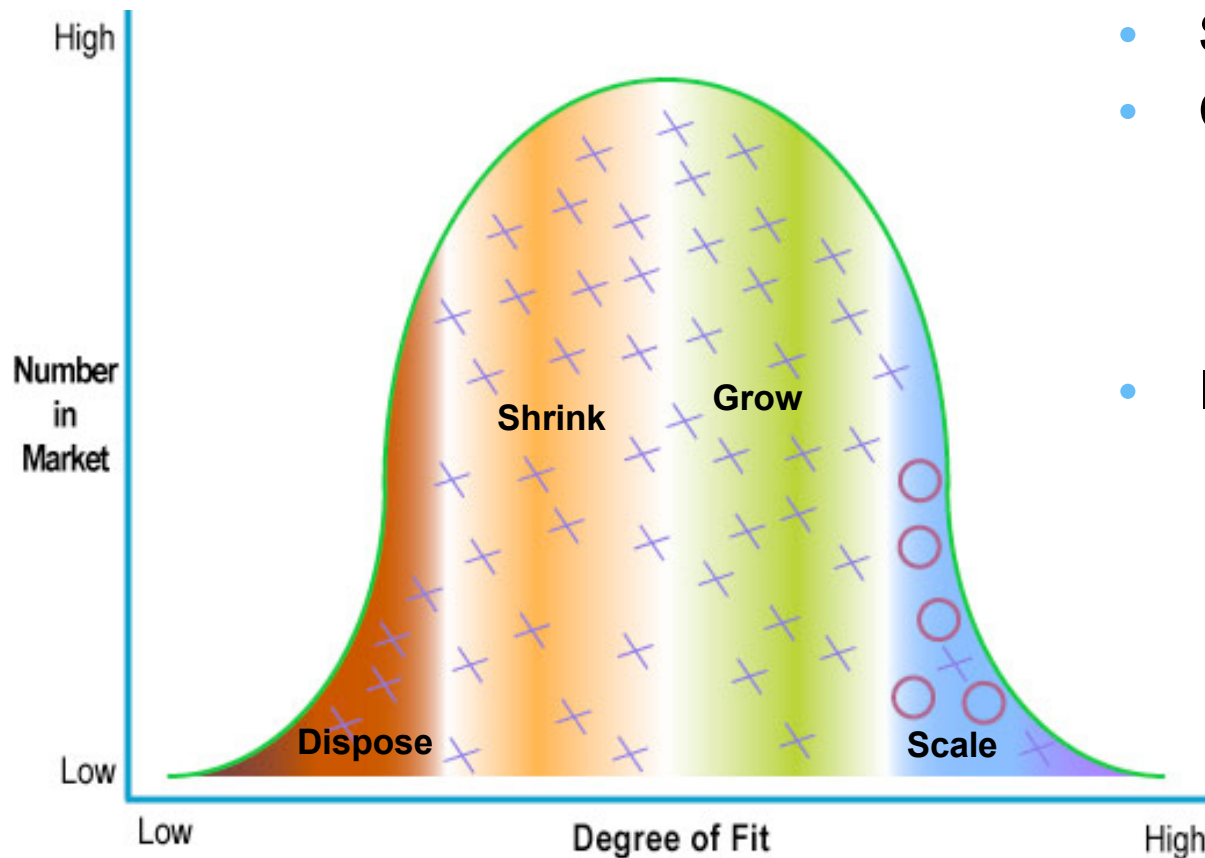


Ecosystem: Relationships & Networks

- Types of relationships
 - Traditional
 - New columns to the database
 - More fluidity
- Relationship life cycle
 - Finding, engaging, building, maintaining
 - Transactions: cost falling
- Relationship Value Map: the two main vectors
 - Trust & Interest
- It's always been this way but only for people with access
 - Now we all have access

People give you access & expertise

Ecosystem: How Social Networks Change the Economics of Relationship

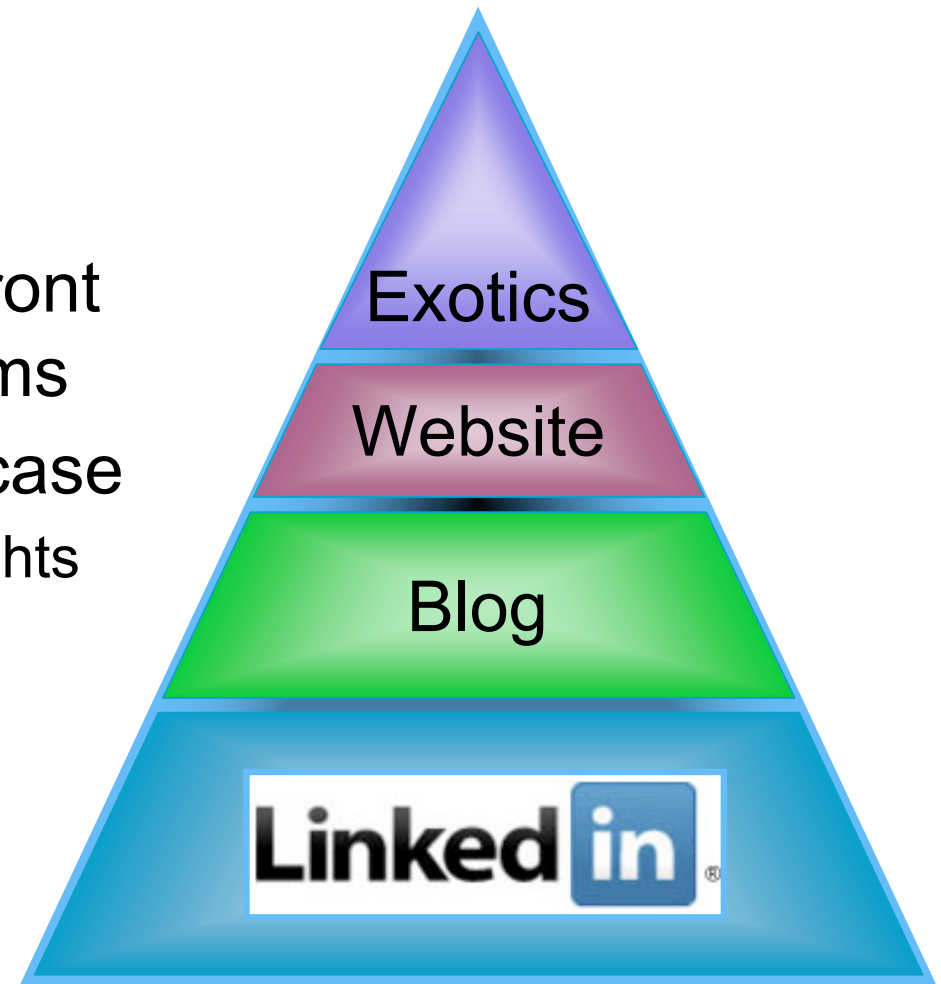


- Stabilize sales process
- Change client portfolio
 - Dispose clients
 - Focus on raving fans
 - Impact on profitability
- Increase focus on USP
 - Actionable now
 - Organization change

LinkedIn makes Scale quadrant clients more actionable

Ecosystem: Think Beyond the Platform

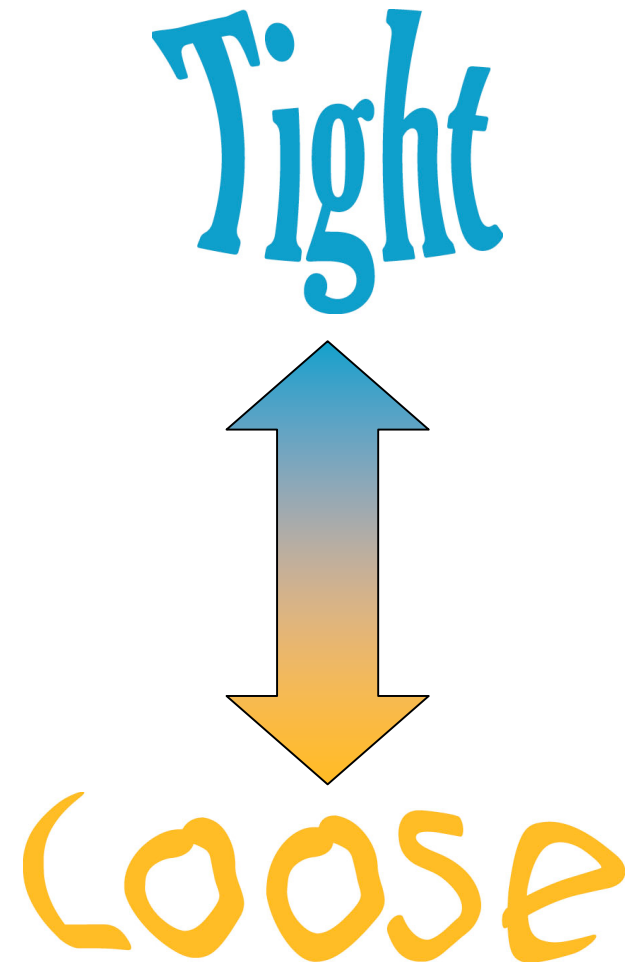
- Don't get distracted
 - Follow the people
- LinkedIn: global storefront for individuals and teams
- Blogs: expertise showcase
 - Relevant opinions, insights
 - Outreach, co-promotion
- Facebook, MySpace
- Podcasts, video



Where can you best engage the people you care about?

Relationships: 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





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Relationships: How to Build Your Ecosystem

- Blogging
 - Talk about your research, papers, your passion
 - Reference thought leaders & comment on their work
 - Invite them to comment
- Social networks
 - Blog network
 - LinkedIn
 - Facebook
 - Twitter
- Video
 - The language of century 21

Prioritize: Build community where your people are

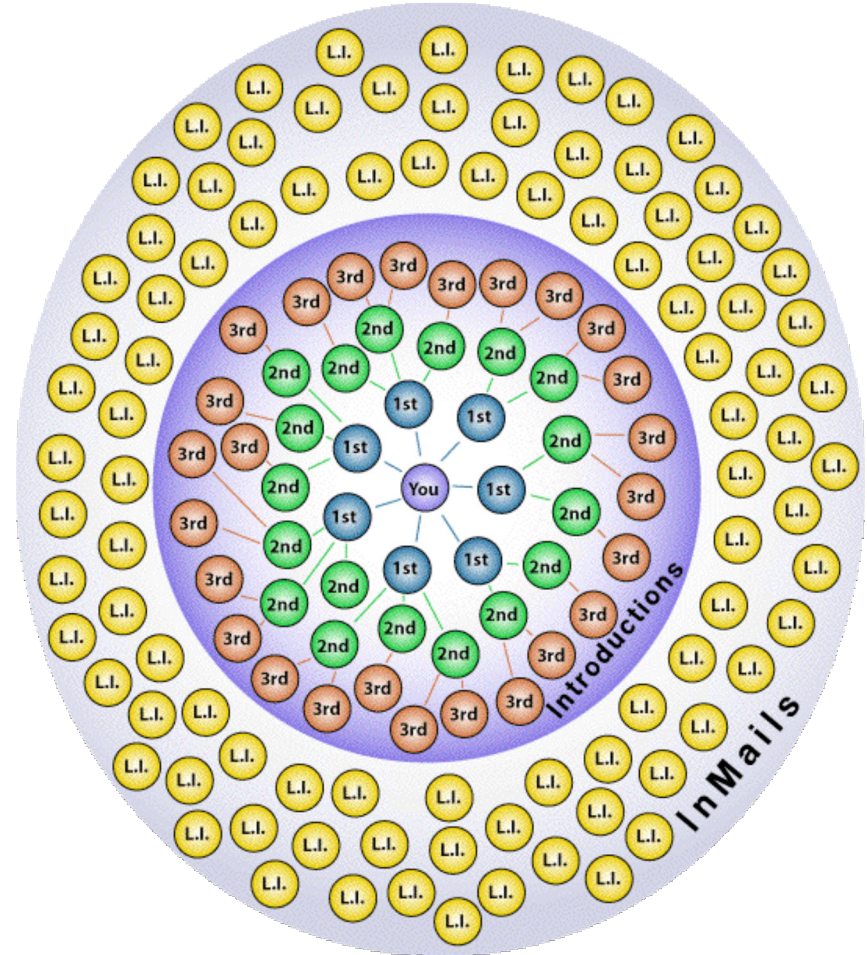
Relationships: Blogging

- Step One: Create your vision
 - Causes that get you excited
 - People you admire
 - Concepts and theories
 - One post/period about what you're already doing
- Step Two: Who else is writing about this
 - Using the blogroll to comment on their posts
 - Once/period
- Step Three: Expand outside
 - Keyword searches: who's doing interesting things
 - Bring into your blog by commenting

Make part of your existing work public: not new work

Relationships: Social Network Review

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



Social Network Advanced Tools: 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

Social Network Advanced Tools: 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



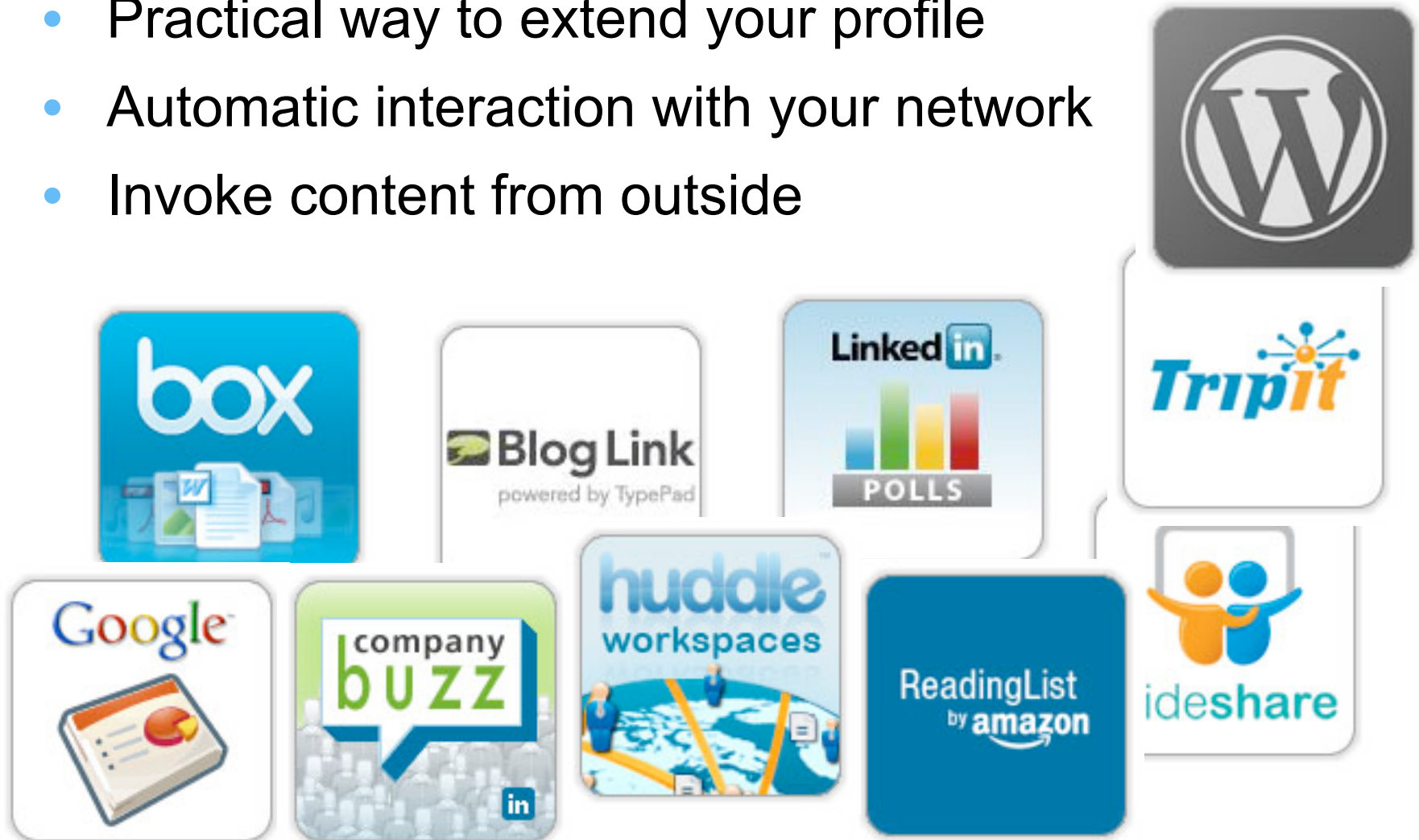
Social Network Advanced Tools: Groups, Bonanza for Connecting & Sharing

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



Social Network Advanced Tools: Apps

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



Social Network Advanced Technique: Extend LinkedIn with 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
- Cross-connect
 - Invite some of your Facebook friends on LinkedIn & Twitter
 - Invite some LinkedIn connections on Facebook
- Supplement LinkedIn relationship building



Business + personal = faster path to trust

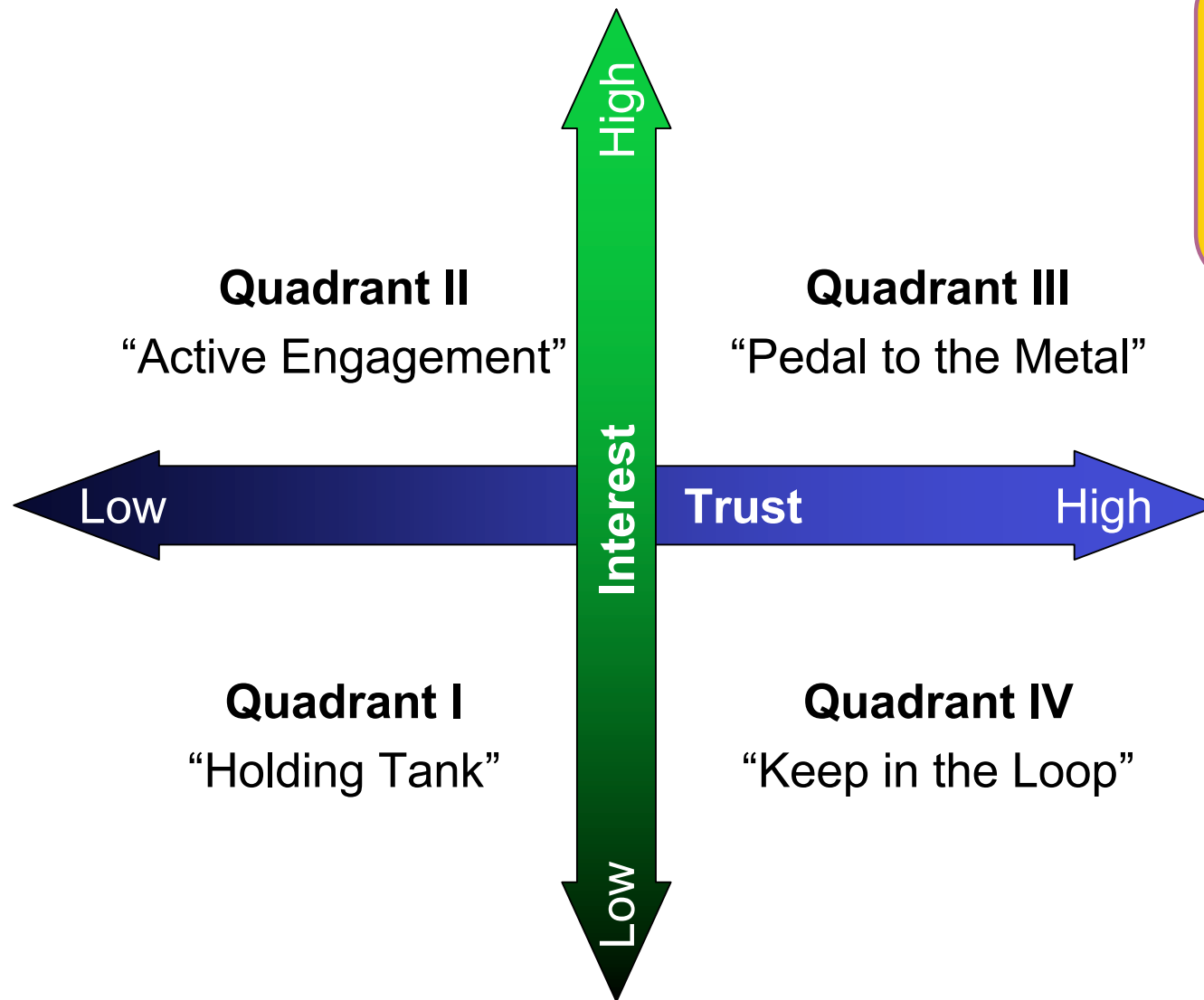
Social Network Advanced Technique: Extend LinkedIn with Twitter

- 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>



Use Twitter Value Vectors to make it ultra-efficient

Social Network Advanced Technique: Use the Relationship Value Map



Prioritize investments in Friends, Connections

Conclusion: Careers Redefined

- “The economy” is not coming back, but..
 - Even better for those who understand and adapt
 - Worse for those who try to hold onto the past
- Web 2.0 and social networks open relationships
 - Connect, share and form relationships
 - Most people don’t know how: understand and take the lead
- The tools drive down the transaction costs of relationship
 - Ford’s production line for the Knowledge Economy
- When you change the cost of relationship, everything changes
 - Work and productivity
 - Relationships and family
 - Politics and economy
- **Carpe diem!!** | Special materials => <http://tinyurl.com/kpdi10>

Learning More: Contact

- **The Executive's Guide to Web 2.0**
 - Advice for LinkedIn, Twitter, Facebook, blogging
 - EGLI blog currently rated #1 worldwide by Technorati
 - EGTW blog currently rated #1 worldwide by Technorati
 - EGFB management advice for Facebook
 - <http://executivesguide-web20.com>
- **The Global Human Capital Journal**
 - CEO/CMO/CIO journal for innovation
 - <http://globalhumancapital.org>
- **The Social Network Roadmap**
 - Helps companies use Web 2.0 for innovation
 - <http://socialnetworkroadmap.com>
 - Currently rated #1 worldwide by Technorati
- **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/video

<http://twitter.com/eglii>
<http://twitter.com/egtw>
<http://twitter.com/egfb>
<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>
<http://youtube.com/user/csrolllyson>

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