



## **The Executive's Guide to LinkedIn to Help Entrepreneurs Tap Social Networks' Business Value**

May 05, 2008 – Chicago, IL -- Today, CSRA unveiled a formidable calendar of LinkedIn- and Web 2.0-related public Chicago appearances that can help entrepreneurs to make their businesses more competitive. This year, Managing Director Christopher Rollyson has presented to CFOs, CMOs, CEOs and CIOs, explaining how LinkedIn and Web 2.0 apply to their functions—and they seem to be liking it, as the pace is getting more blistering every month. "I show people how to approach social networks as an adult activity. We've boiled LinkedIn down to repeatable business processes that teams can understand, discuss, perfect and scale," he remarked.

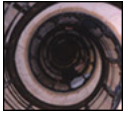
### ***Mashing up social networks with process thinking***

LinkedIn and other Web 2.0-inspired social networks can significantly reduce transaction costs, according to Rollyson, but only if you know how to use the tools well enough to address the human part of relationships. The majority of users are in the early part of their learning curves and therefore compromise their results. He claims that LinkedIn, a favorite among high-tech and corporate leaders, can improve business processes in the following areas. Many of the principles hold true for Facebook and others as well:

**Business development**—use LinkedIn to target prospects far more specifically, and leverage the tools to develop trust more quickly. Use the tools to draw prospects to you as well.

**Client service**—your business development team is supposed to be focused on impacting your clients' businesses. Why not use LinkedIn to source and invoke complementary experts that add value to clients? You'll have more impact by taking a more holistic approach.

**Recruiting**—because LinkedIn reduces the costs of finding and communicating with highly specific people, it can drastically change the numbers of recruiting. But your team has to know how to project themselves to earn and maintain trust, a problem faced by all transaction-oriented workers.



**R&D/Product development**—by using digital social networks to find experts and develop their interest and trust, you can tap the global network to bring together experts on every topic, and this can change the game in product development, but only if you're looking for it and working toward it. Visionaries like P&G are becoming expert at professional crowdsourcing. Rollyson proposes to entrepreneurs to use LinkedIn roll their own crowdsourcing programs.

### ***LinkedIn and Web 2.0 calendar includes the ITA***

Rollyson is holding public seminars on **May 17** (University of Chicago/Gleacher) and **June 12** (IIT/Wheaton). The half-day seminars require a nominal fee and go more in-depth than presentations at professional meetings or conferences. He will also give complimentary talks at the Illinois IT Association's Marketing Round Table on **May 20**, and others. For the definitive list, please see: [http://www.rollyson.net/about/news/speaking\\_public.html](http://www.rollyson.net/about/news/speaking_public.html)

Seminars are designed primarily for people who have been members of LinkedIn for a while but who are wondering where the beef is. How can you use LinkedIn to accomplish things that are important to you, as an individual and as a company leader? The seminars' main differentiators are:

**LinkedIn's advanced features**—Participants learn about the nuances of LinkedIn Answers, Recommendations and Groups as well as how they can use them together to accomplish real business goals.

**LinkedIn Action Plan**—Participants leave with a LinkedIn plan that they can put into practice right away—and use to measure their progress.

"As a business executive, you know the importance of strategy, realistic goals and measurements in making things happen. Why shouldn't you apply these concepts to LinkedIn, to developing relationships that matter?" Rollyson asks.

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