



The Executive's Guide to LinkedIn*

Leveraging a Web 2.0 Ecosystem to Grow Professional Groups

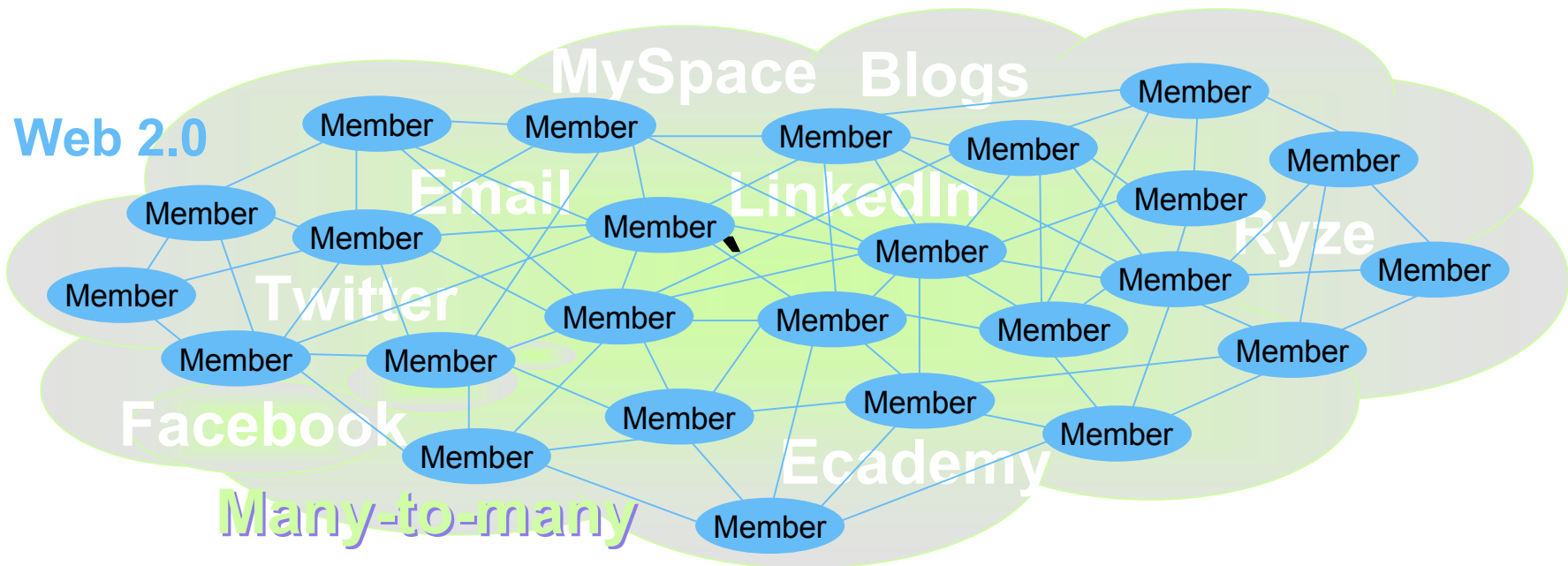
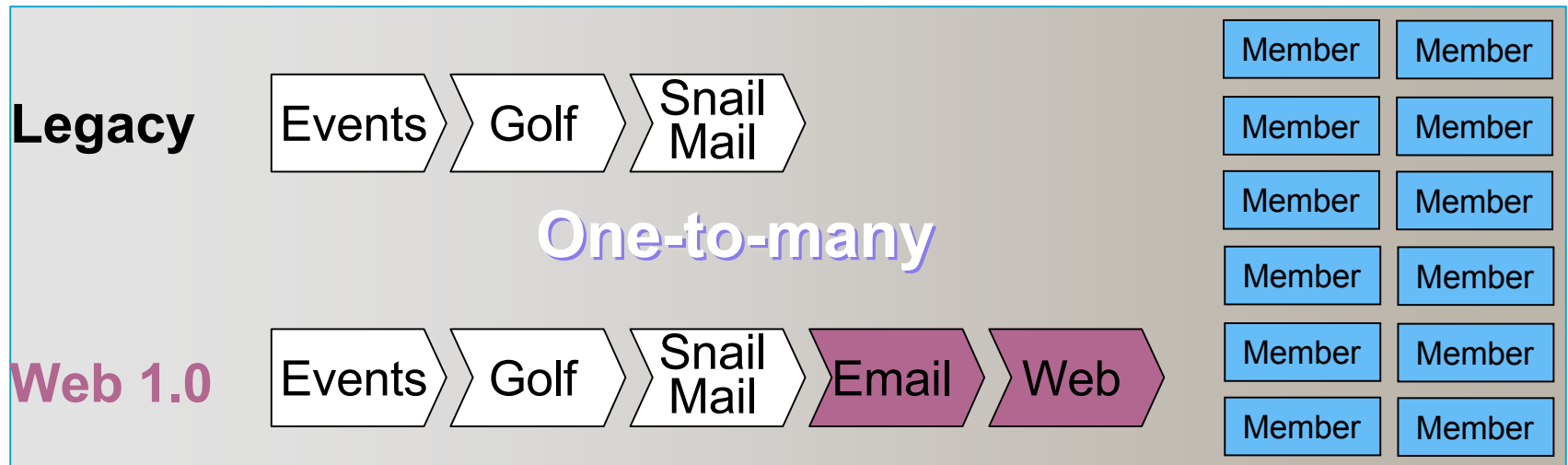
- Create a Community Around Your Association
- Boost Interactions with Selected People

Vision: Chris Rollyson, 20 Years of Experience, Enterprise Transformation

- Human capital: people
 - Coached executives to thrive on economic changes
- Technology: the Internet and enterprise software
 - Leading role in launching Java as an enterprise solution
 - One of the Midwest's first corporate Internet businesses
- Business process: e-business and knowledge
 - Corporate change agent at Big Four consultancy
 - Built websites, intranets and extranets to change business processes
 - Principal and subject matter expert at (another) Big Four consultancy
 - Led strategy engagements with auto, energy, CPG, financial services and others on creating the "real-time enterprise"
 - Business strategy for start-ups: transform industries with innovation
- Marketing & relationship: consumer empowerment
 - Customer-led communications revolution: what creates value and how
 - Globalization of colleagues and customers: P2P technology, relationships
 - What will stay the same, what will change



Vision: The Changing Model, From One-to-Many to Many-to-Many



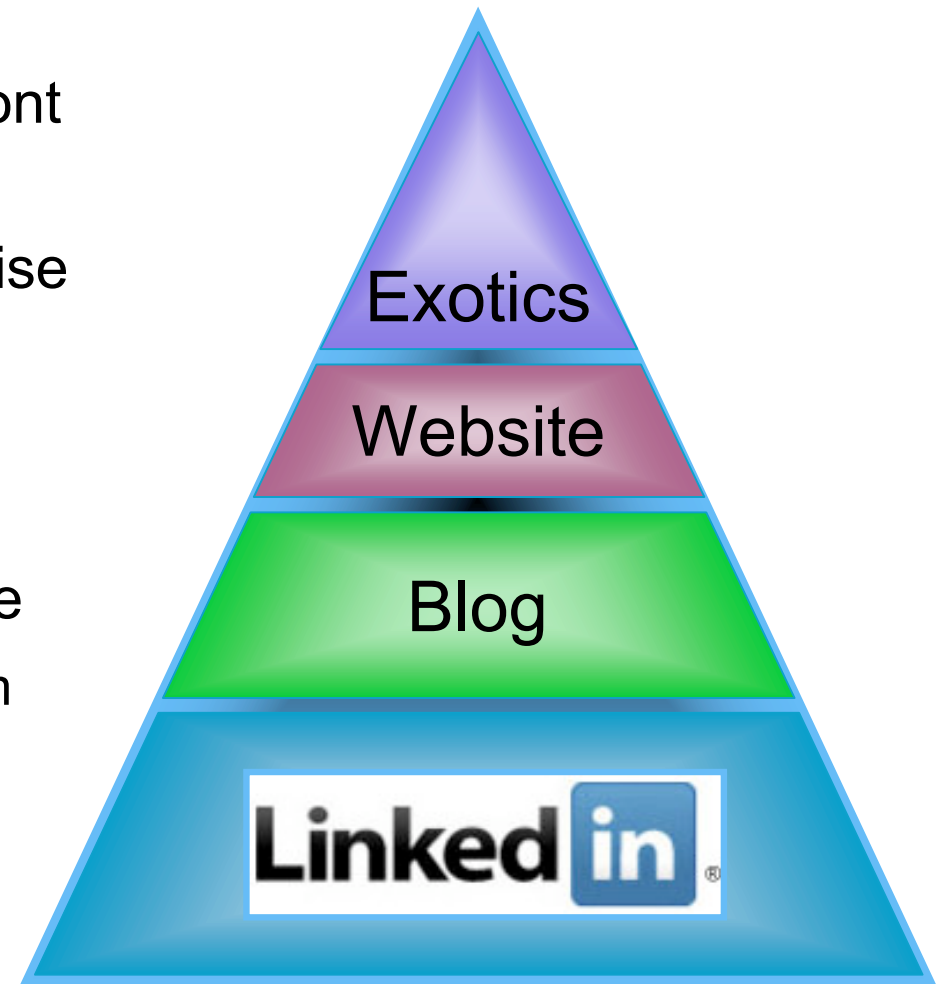
Ecosystem: Web 2.0 Overview

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



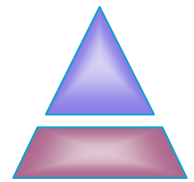
Ecosystem: Focus on Members, Their Customers and Influencers

- 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



The Professional/Executive Web 2.0 Pyramid

Ecosystem: Exotics and Websites




Exotics

- Multimedia
 - Alternative delivery
 - Podcasts
 - Vlogs and video
- Facebook, MySpace
 - Whom do you want to reach?
 - Think about social context
- Wikis
 - Serious B2B applications
 - Fairly easy to use
 - Fantastic Web 2.0 tool for collaboration
 - Cisco M&A results

Websites: Web 2.0 clydesdale

- Selling: your brochure
 - Services, approach, bios
 - Traditional structure
 - Links to your ecosystem
- Thought leadership
 - Research, papers, client stories
 - Speaking presentations
- Usually not very interactive



**What do your
stakeholders
expect?**

Ecosystem: Blogs, Your Ticket to the Interactive Web 2.0 World



Blogs: personality, attitude

- Few-to-many communication
 - Contribute to the blogosphere
 - Thought leadership
 - Not selling
- Interactive
 - Comments => conversations
 - Connections with other blogs
 - Technorati: Google for blogs
- Content management
 - Categories, tags, SEO
 - Microblogging
- Easy

Presence on other blogs

- Build your reputation
 - Comment on other blogs
 - Contribute to others, gain appreciation
 - Publicity
- About network nodes
 - Authority
 - Peers
 - Prospects and clients
 - Mainstream press
- SEO



LinkedIn: The Double Value Proposition for Executives

- Individual executives
 - 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**
- Corporate leaders
 - Understand social networks
 - Apply them to sales, recruiting, PR, service, R&D...



2003: 10,000

2004: 500,000

2005: 1,000,000

2006: 4,000,000

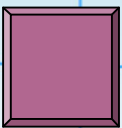
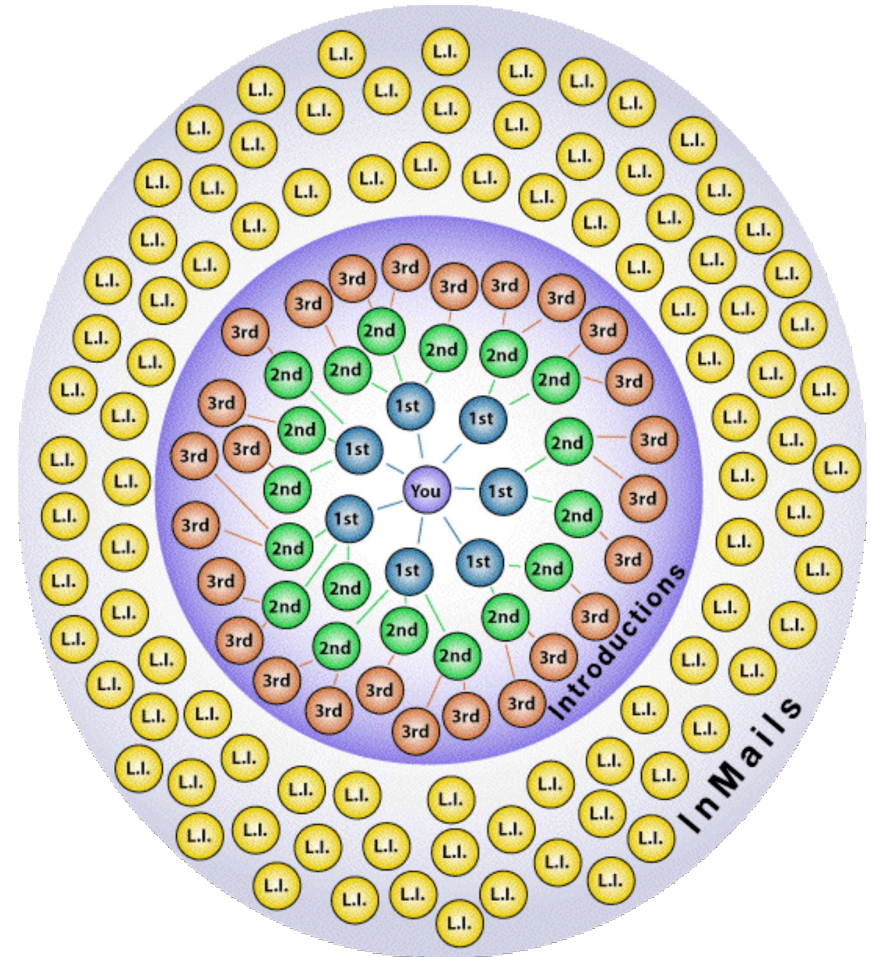
2007: 9,000,000

2008: 22,000,000

(estimated)

LinkedIn: Network Review

- Networks, connections and levels
 - Your network
 - The LinkedIn network
 - Intros and InMails
- Accounts
 - Free
 - Paid accounts
- Privacy & controls



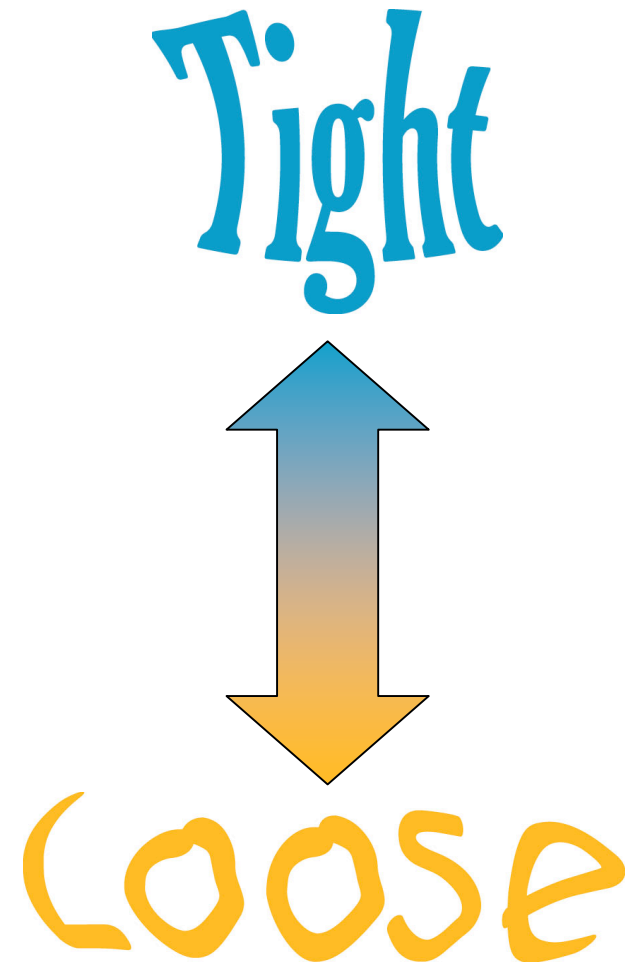
LinkedIn: Key Processes Overview

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



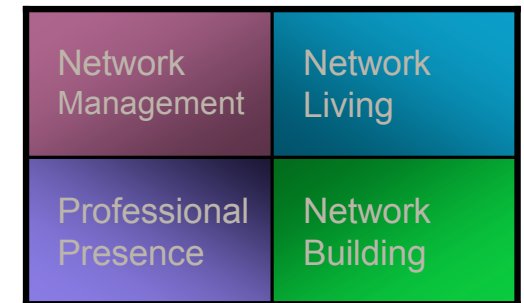
LinkedIn: Envisioning Your Community

- 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 Tools: Plans, Recommendations, Answers

- LinkedIn Plan: key to productivity
 - Professional Presence: storefront
 - Network Management: people you know
 - Network Building: people you need to know
 - Network Living: all in business
- Recommendations
 - Qualifying expertise
- Answers
 - Crowdsourcing
 - Expertise



Recommendations

Ask the people who know you to endorse you on LinkedIn

1 Choose a position

Choose a position...

2 Decide who you'll ask

Answers

Answers Home

Advanced Answers Search

My Connections

Ask a Question

Thousands of professionals are available to give you an answer.

Next

you Christopher Rollyson
Strategy / Programs for Engaging Customers in Social Network & Web 2.0 Venues
[see all my answers](#)

★ **Best Answers in:**
Internet Marketing (2), Using LinkedIn (2)
[see less](#)

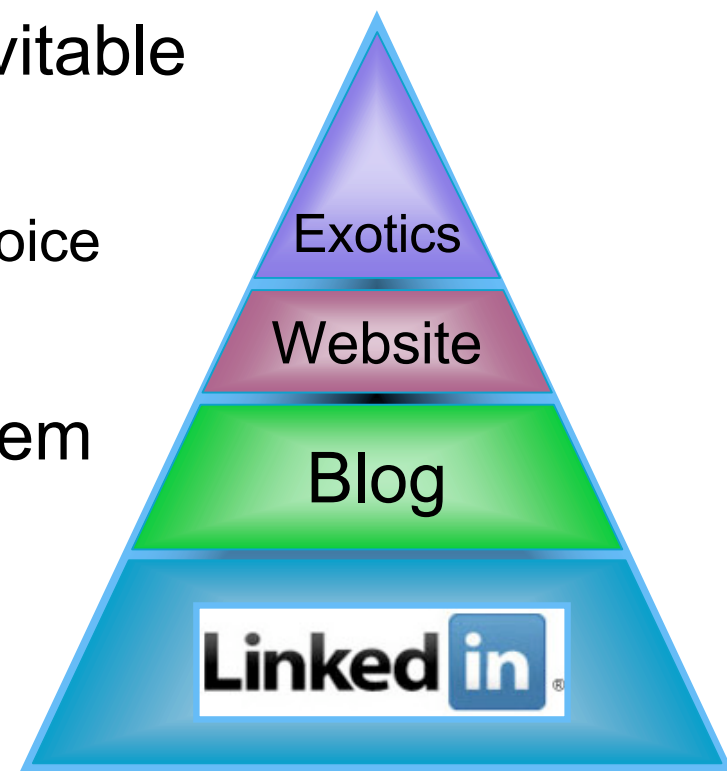
Advanced Tools: Groups, Bonanza for Associations

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



Advanced Tools: 2008 Strategies for Professional Groups

- Like Web 1.0, Web 2.0 is inevitable
 - Create your adoption plan
 - Define direction to maximize choice
 - Proactive vs. reactive adoption
- Create your Web 2.0 ecosystem
 - Lead and educate stakeholders
 - Increase brand value
 - Grow your association
- Launch education programs
 - Advise members on leveraging social networks
- Use groups in professional networks like LinkedIn



Advanced Tools: 2008 Tactics for Professional Groups

- Observe
 - Pinpoint member enthusiasts
 - Conduct Web 2.0 impact study
 - Define your stakeholders and members'
 - Learn stakeholder Web 2.0 activity, trends
- Plan
 - Proactively address key legal ramifications
 - Co-create plans to engage stakeholders in Web 2.0 venues
 - Manage expectations; think through what actions your group is ready to take to address issues
- Act
 - Create programs that leverage members who are active bloggers, LinkedIn members and multimedia contributors
 - Beta forums, blogs and community spaces for members



Advanced Tools: Contact Information

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- Journal: <http://globalhumancapital.org>
- Consulting: <http://rollyson.net/consulting/>
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- Venture: <http://socialnetworkroadmap.com>
- LinkedIn: <http://www.linkedin.com/in/csrolllyson>
- Facebook: <http://profile.to/csrolllyson>
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