



The Executive's Guide
to LinkedIn*

Leveraging a Web 2.0 Ecosystem to Grow Your Business

- **Boost Interactions with Selected People**
- **Create a Community around Your Firm**

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



Ecosystem: Web 2.0 Overview

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

twitter

YouTube

facebook.

Blog

Wiki

Podcast

ecademy

Linked in

Flickr

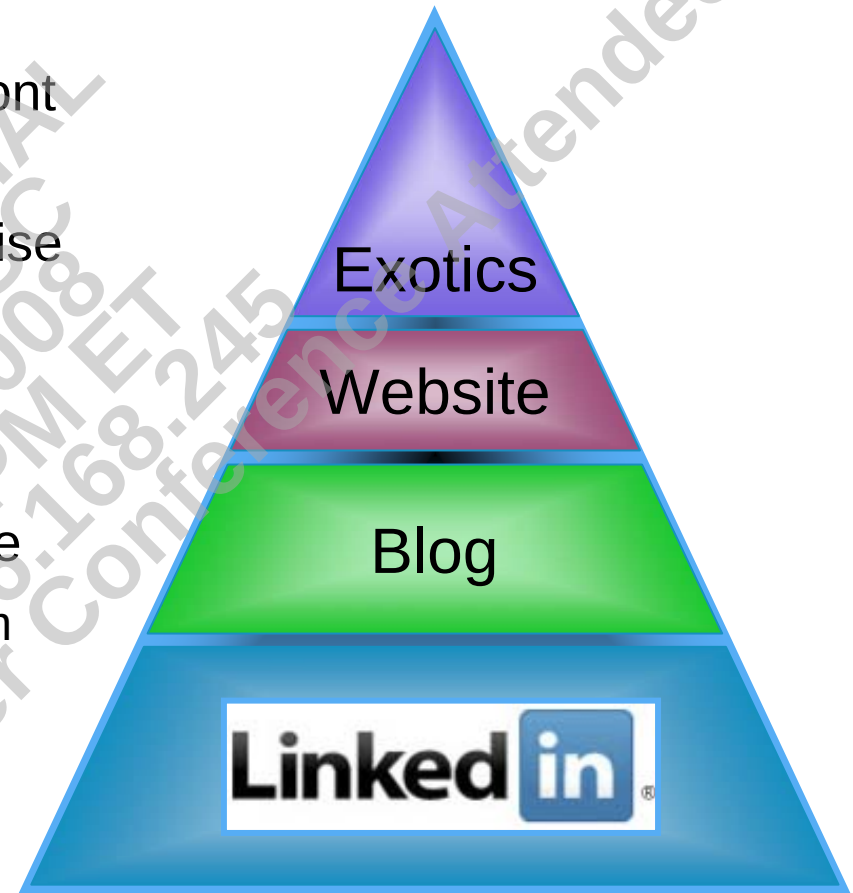
Tagging

RSS

ryze
Business Networking

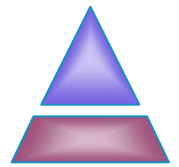
Ecosystem: Focus on Buyers, Sellers and Influencers

- 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's 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

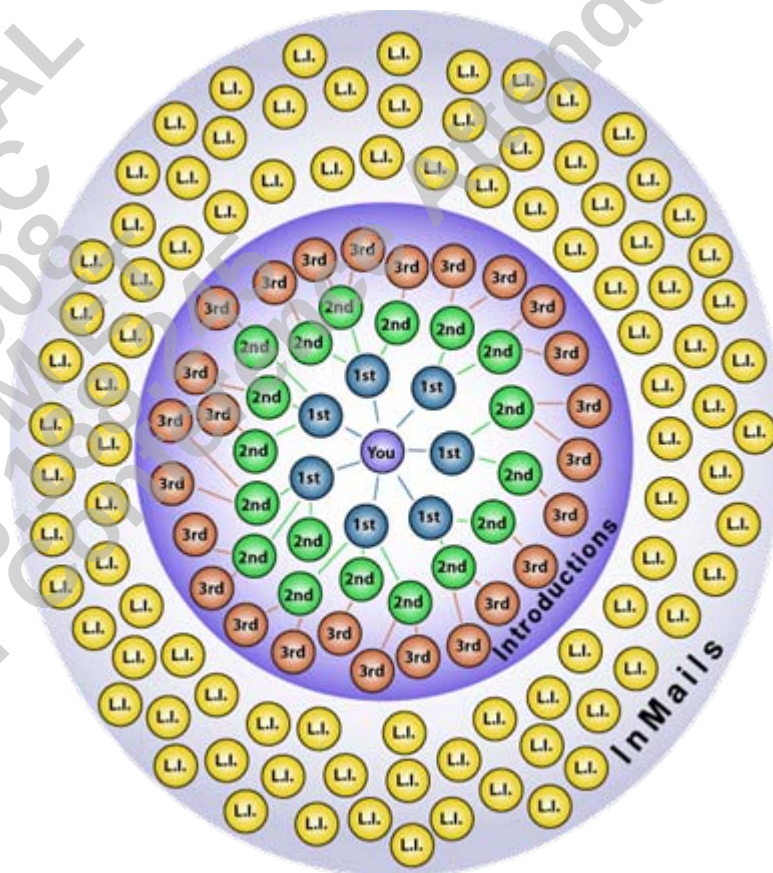
2007: 9,000,000

2008: 22,000,000

(estimated)

LinkedIn: Network Review

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



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



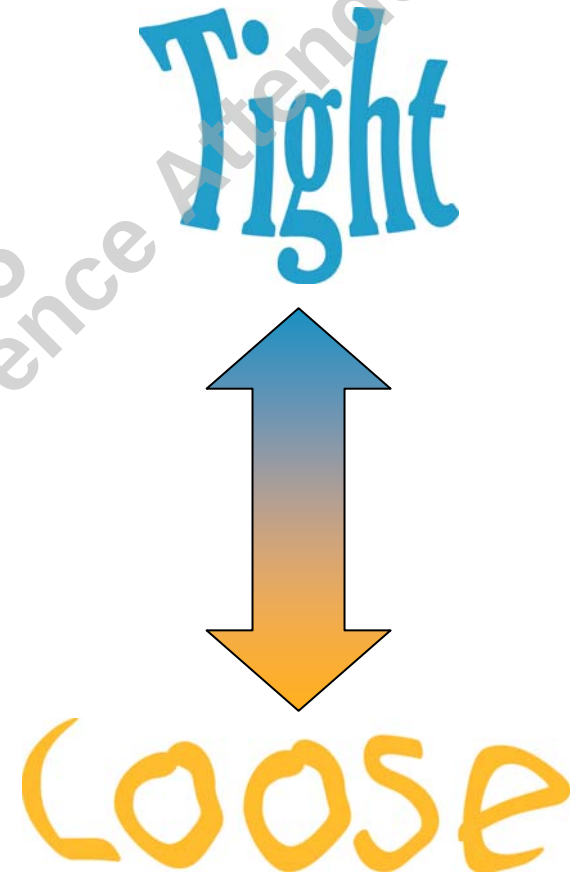
LinkedIn: Key Processes Overview

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

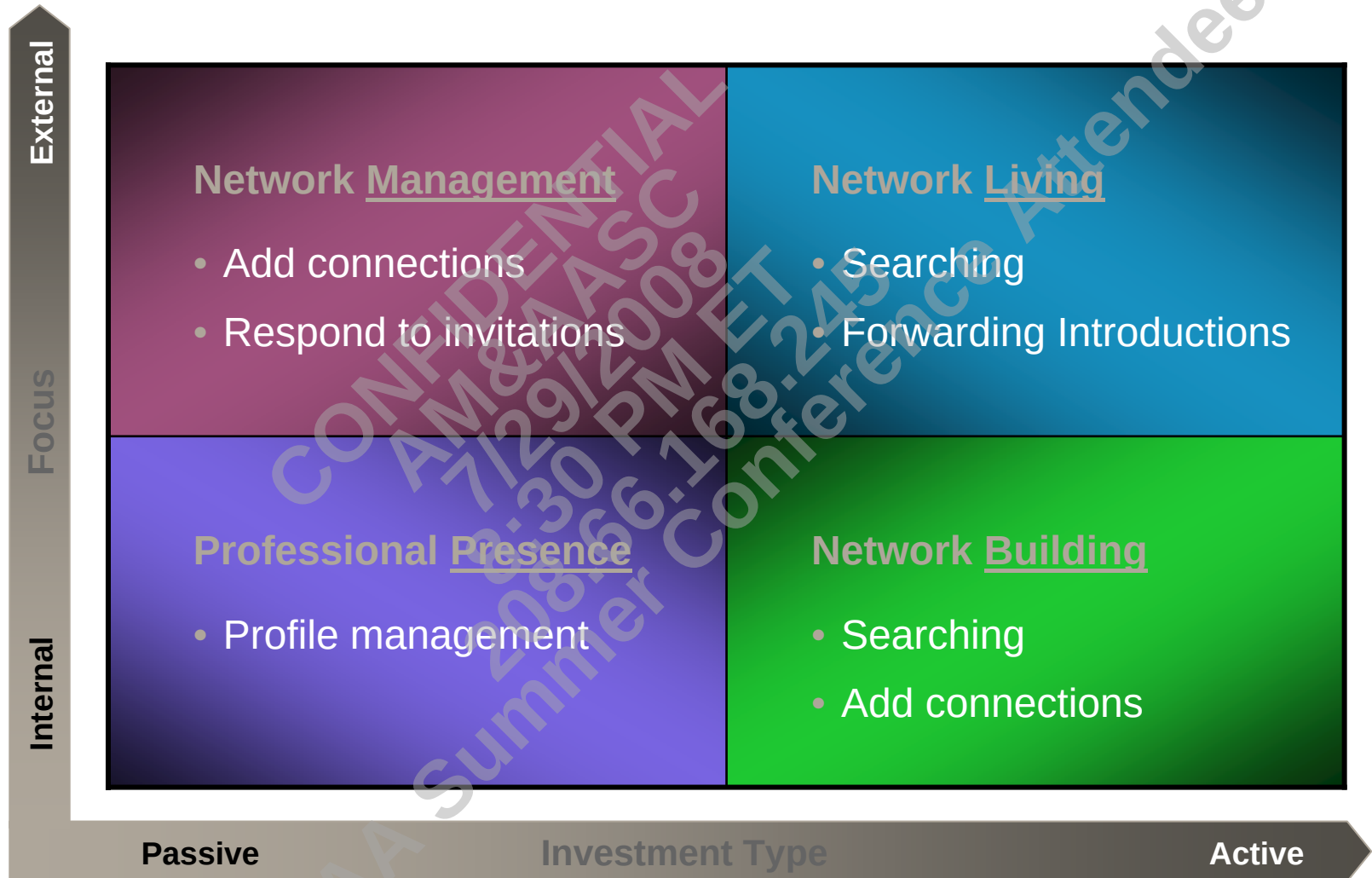
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LinkedIn: Envisioning Your Community

- 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 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**
Choose a position...
- 2 Decide who you'll ask**
Your connections: Select Connection
- 3 Create your message**
From: Christopher Rollyson
Subject: Can you endorse me?

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 Technique: Groups

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

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Advanced Technique: Seminars to Drive Your Technique

 LinkedIn Core Value Realization	 LinkedIn Advanced Value Realization	 LinkedIn Process Innovation
Key Goals • 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 Deliverables • 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)	Key Goals • 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 Deliverables • 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	Key Goals • 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 Deliverables • In-house training and mentoring • Strategy and program development • Client impact studies • Innovative collaboration and business development models

Advanced Technique: Contact Information

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- Facebook: <http://profile.to/csrolllyson>
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