



LEVERAGING LINKEDIN TO ADVANCE YOUR CAREER

How to Think about LinkedIn and Your Career Goals



Member of Sanford Rose Associates® Network

WELCOME & INTRODUCTION

ANDY WIMMER

- ◀ ACC Mid-America Chapter President
- ◀ Senior Corporate Counsel at Jack Henry & Associates



CHRIS BATZ

OWNER OF THE LION GROUP

- Owner and Recruiting Manager of The Lion Group
- 13 years as an Executive Recruiter of Corporate In-House Counsel and Corporate Defense Law Partners around the United States
- Host of The Law Firm Leadership Podcast and The Future is Bright Podcast | Thought Leadership and Legal Executive Interviews
- Member of Sanford Rose Associates
- Member of the National Association of Legal Search Consultants, the Missouri and Kansas Search and Staffing Association, and the National Association of Personnel Services
- Missouri Roots: St Louis family legacy and based in Kansas City
- Former Public Accountant and Auditor
- Married 14 years with 2 kids and 2 dogs



PODCAST



THE FUTURE IS **BRIGHT** PODCAST

Enjoy a front-row seat as Chris speaks with thought-provoking C-Suite executives and leaders from corporations, both public and private, professional service firms, and of course, the legal industry from around the United States.

**THE
FUTURE
IS BRIGHT
PODCAST**

HOST
Chris Batz

GUEST
Meredith Ritchie

**DEVELOPING A
CAREER PORTFOLIO**

EPISODE #08

ACTION ITEMS DURING SESSION



**Submit Questions
Throughout Today's Session
via the Zoom Chat Function**

WHAT WILL BE COVERED TODAY

1 Reviewing the 4 Steps to Leveraging LinkedIn to Advance Your Career

2 The Magic of Serendipity

3 The Power of Networks

4 How to be a Relational Rockstar

5 Q&A at the End

SETTING THE STAGE: WHAT'S THE OVERALL GOAL?

Why Be Visible?
Why Learn the LinkedIn Algorithm?

1.

The Billboard Effect

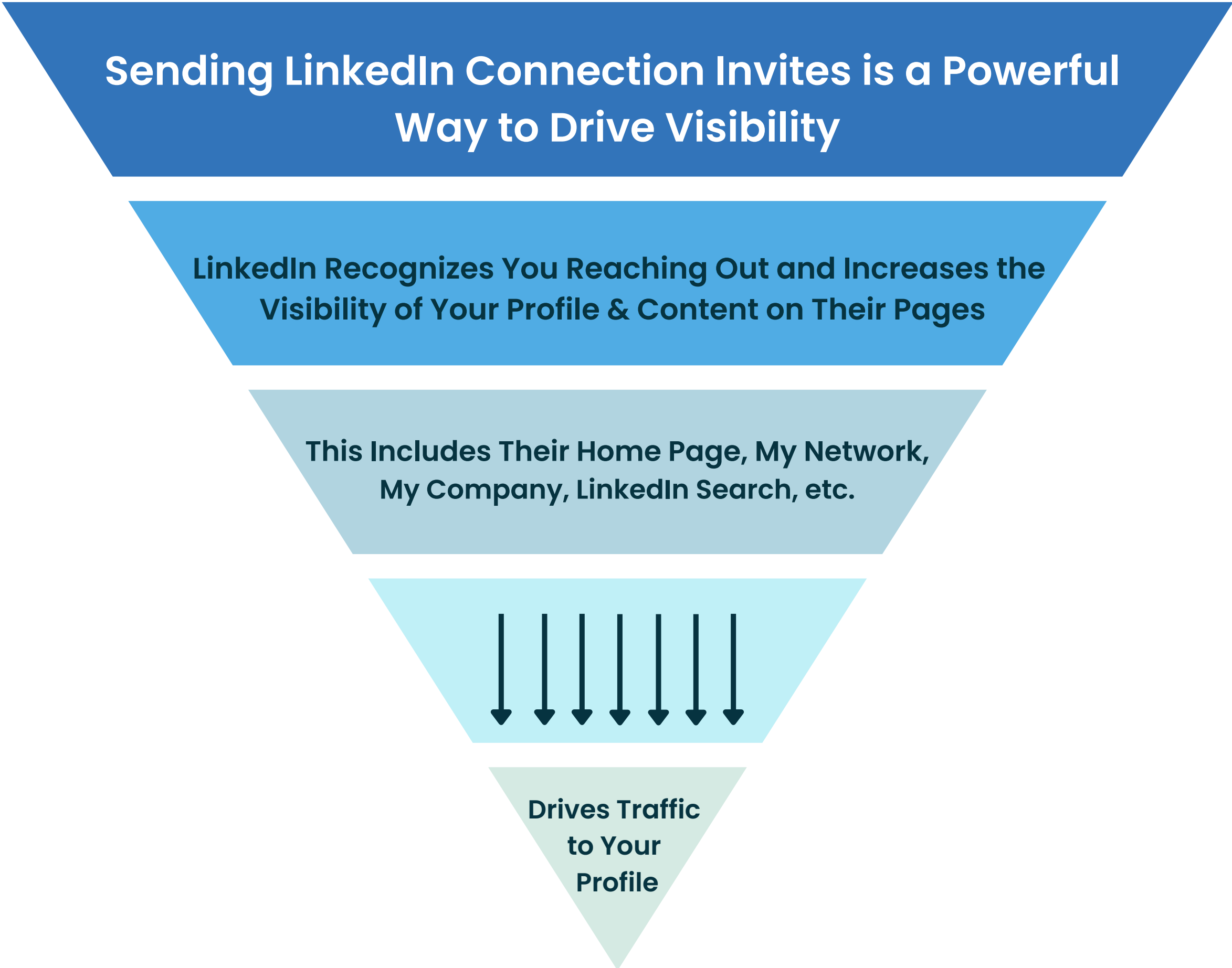
2.

Be a Thought Leader
& Industry Leader

3.

Network and Build
Relationships

FEEDING THE LINKEDIN ALGORITHM



REVIEW | PART ONE RECAP

1 Optimize your Profile with Principles & Formatting

2 Grow Your Connections

3 Join Groups

4 Be Active on the Home Page

COUNTERACT EYE FATIGUE & INERTIA

Simple to Digest

Attractive Format for the Eyes

Easy on the Mind

Reduce the Friction Of Reading

Avoid Forcing Them to Think

COMMON PROFILE MISSTEPS

Resume Content
Cut & Paste

Content
Stacking

Empty Profiles
with
Titles

Job
Paragraphs

Missing Sections

No Spacing

PRINCIPLES FIRST

Context is Key

Numbers

Names

Explanations

Blog Post Formatting

Shorter Sentences

Spacing

Headers

Bullet Points

Capitalized Words & Acronyms

FORMATTING SECTIONS IN REVIEW

1

The About Section

2

The Experience Section

3

Professional Headline &
Education Sections

THE ABOUT SECTION | AN OVERVIEW

1 1 Sentence Summary of Who You Are

2 HEADER | Core Strengths

3 4-6 Bullet Points

A Numerical Results

B Descriptions Explaining Your Core Strengths

4 HEADER | Career Highlights

5 Boilerplate Resume Content with Keywords

PRO TIP

Make Sure to Leave a Space Between Each Section of Text

THE EXPERIENCE SECTION | AN OVERVIEW

1 First Sentence | Brief Summary of the Role & Scope at the Employer

2 Second Sentence | Who is the Employer?

3 HEADER | Highlights

A 2-5 Examples of Accomplishments, Projects Completed, Deals or Cases

4 Boilerplate Resume Content with Keywords

PRO TIP

**Consider Using
Your Core
Strength Phrases
To Train the Eye
Of the Reader**

STEP #2

GROW YOUR 1ST DEGREE CONNECTIONS

HAVE A PLAN



What & Where Will Your Next Opportunity Be?



What Industry?



What Type of Company?



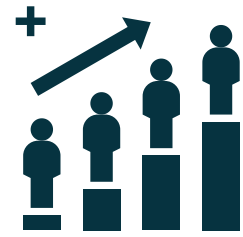
Create an Exhaustive List of Companies You Want to Target



Send Connect Requests to the Executives from those Companies

STEP #2

GROW YOUR 1ST DEGREE CONNECTIONS



Make it a Goal to **10x** Your Connections

If you have 500, you should grow to 5k

If you have 1K, you should grow to 10k



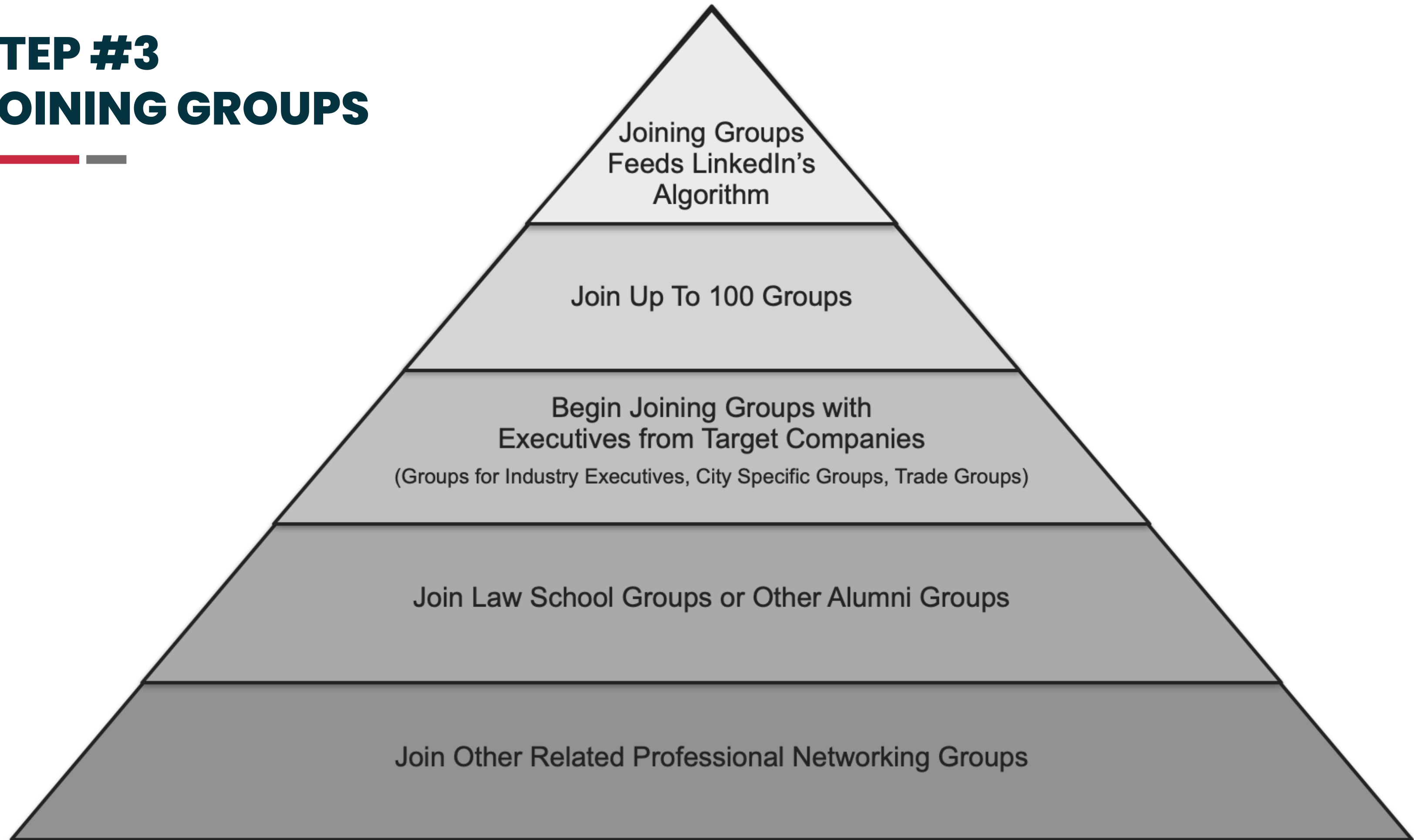
Be Strategic and Targeted



Focus on Geography

STEP #3

JOINING GROUPS



DIFFERENT TYPES OF GROUPS

- **Associations**
- **Industry Related**
- **College and Law School Alumni**
- **General networking**
- **Executive (CEO, CFO, CLO, CHRO, etc.)**
- **Vendor & Company Related**


- **Primary Schools**
- **Non-profit & Charity**
- **Special Interest and Hobby**
- **Country Club**
- **Mentoring or Peer**
- **Professional Service**
- **Coaching**




Showing 19 results

 **Executive Assistants Networking Group of Chicago**
Group • 921 members


If you are in the profession as an Executive Assistant or administrative assistant, where supporting C-level executives or owner or present, this is an excellent networking Hub

 **Chicago Executives Roundtable**
Group • 496 members


The Chicago Executives Roundtable is the premier group for Chicago business executives to connect and learn about all the current and best business, leadership, and management

 **Supply Chain Executives Chicago**
Group • 313 members


Chicagoland networking group for supply chain executives looking to expand their connections. Supply chain thought leadership, recruiting for supply chain positions, supply chain job

 **Executive HR Network Group of Greater Chicago**
Group • 217 members


The premier group for Chicago/Metro HR executives (V.P., Director and other senior level and employment attorneys*(management side) to network, discuss significant employment

 **Behind Every Leader ~ Executive Assistants Conference**
Group • 18,111 members


CEO/Executive Speakers / Forums / Masterclasses / EAO Certifications EAO 2020 BEL C Inaugural EA Mastership Training: - BEL Seattle 02.07.2020 - BEL New York 05.01.2020

 **Legal Staffing and Corporate Network of Chicago**
Group • 35 members


This group was created as a way for people to connect and network with each other.

 **CALPA: Chicago Association of Legal Personnel Administrators**
Group • 7 members


The Chicago Association of Legal Personnel Administrators ("CALPA") is a non-profit organization comprised of law firm recruitment and professional development employer members. The organization...

 **The Chicago Bar Association**
Group • 4,284 members

Founded in 1874, The Chicago Bar Association is one of the oldest and most active metropolitan bar associations in the United States. The Association's voluntary membership of 22,000 consists largely ...

 **Events 4 Sure - Connecting Buyers and Vendors in Global Legal Industry**
Group • 8,241 members

Headquartered in India with an office in California, USA and alliances in over 20 countries, Events 4 Sure is one of the best-in-class Law Event Management Companies in India and globally. We have been...

 **Chicago Investment Professionals**
Group • 2,070 members

Purpose: To serve as a professional networking group for members of the investment management industry and those that support the industry and to share information and best practices designed to...

#4 BE ACTIVE IN THE NEWS FEED



**Post
Industry
Related
Articles**



**Tag
Others**



**Like or
Comment**



**Write an
Article**



**Share
Someone's
Post**

LINKEDIN HELP ON GROWING YOUR NETWORK



Inviting or Connecting with People on LinkedIn



You can ask someone to join your professional network by sending them an invitation to connect. If they accept your invitation, they'll become a **1st-degree connection**. We recommend only inviting people you know and trust because 1st-degree connections are given access to any information you've displayed on your profile. [Building your network](#) is a great way to stay in touch with alumni, colleagues, and recruiters.

WHAT IS THE GOAL OF LINKEDIN VISIBILITY

GOAL 1 Traffic to your LinkedIn Profile

GOAL 2 Take the Conversation Offline

Networking, Relationship Building and Visibility

Opens Doors to Future Opportunities

THE MAGIC OF SERENDIPITY

The delightful word we use to describe accidental good fortune

Being alert to potential opportunities to act on

Think exploration and going on a journey

THE MAGIC OF SERENDIPITY

◆ Almost every case of Serendipity and Opportunity involves someone doing something.

◆ When you do something, you stir the pot and introduce the Possibility that seemingly Random Ideas, People and Places will Collide and Form New Combinations and Opportunities.

THE MAGIC OF SERENDIPITY | ACTION STEPS

Budget Time and Money for Serendipity; Create Space for it

Find the Most Curious Person you know and Learn from them

Cultivate a Mindset of Expectancy

Use Declaration

I will attract incredible opportunities today.

THE POWER OF NETWORKS

OPPORTUNITY IS ATTACHED TO A PERSON.

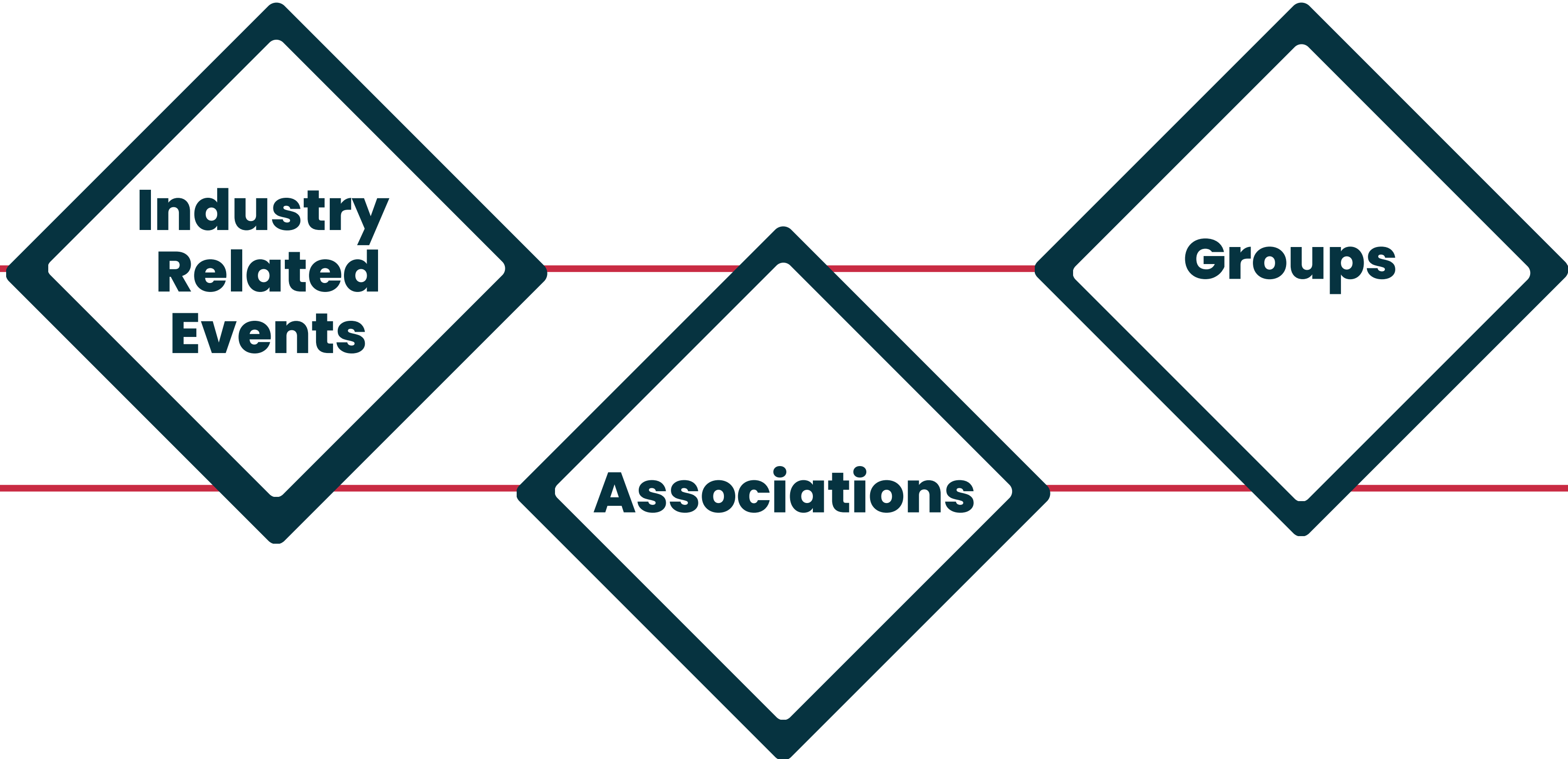
Opportunities do not float like Clouds.

A Company doesn't offer you a job, People do.

The question is not how do I apply for more jobs but

How can I connect with more people?

EXAMPLES OF CONNECTING



THE POWER OF NETWORKS | ACTION STEPS

Find people in your network who always seem to be involved in new, exciting, and interesting ventures.

Ask and learn from them, and then meet more people like them.

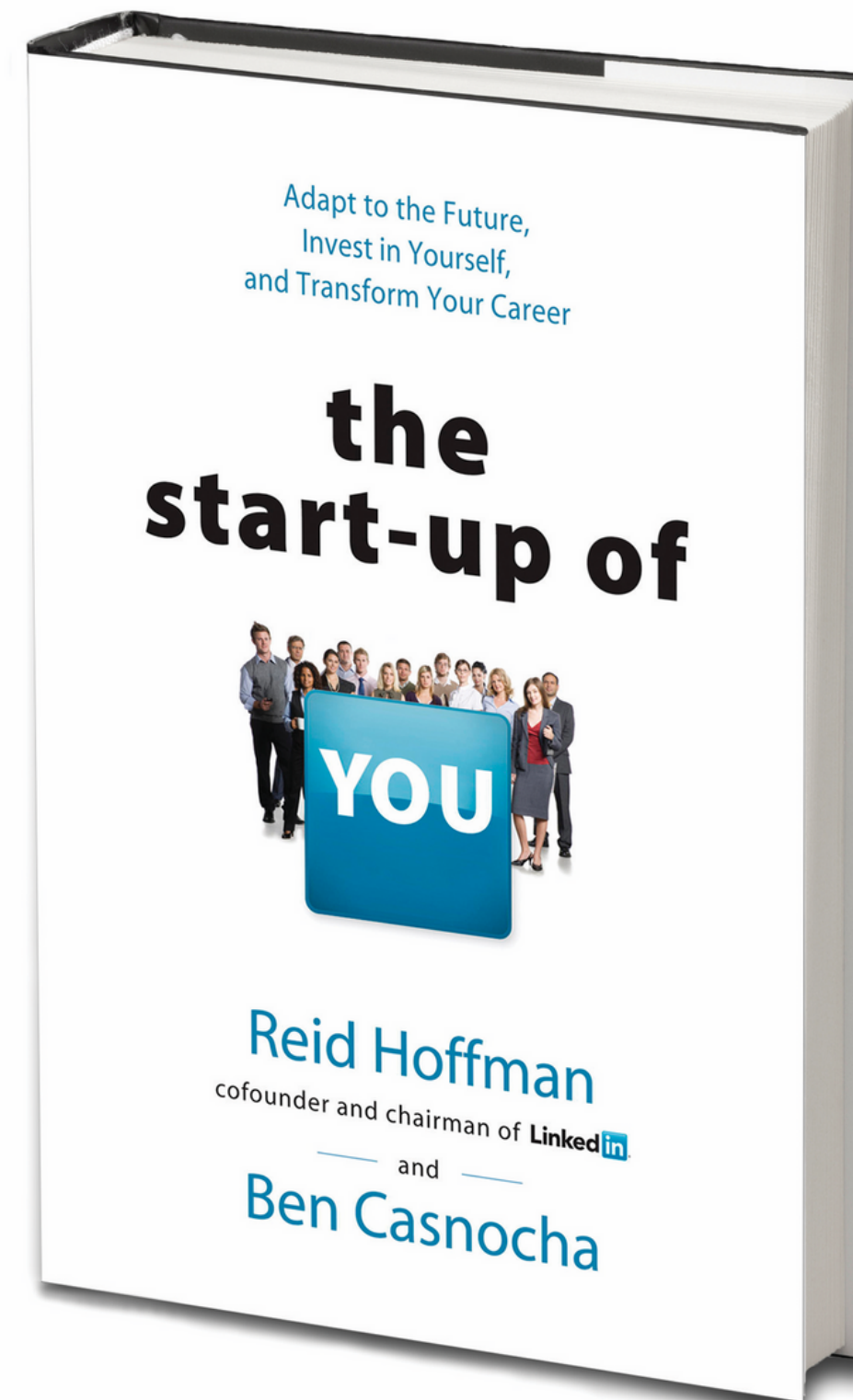
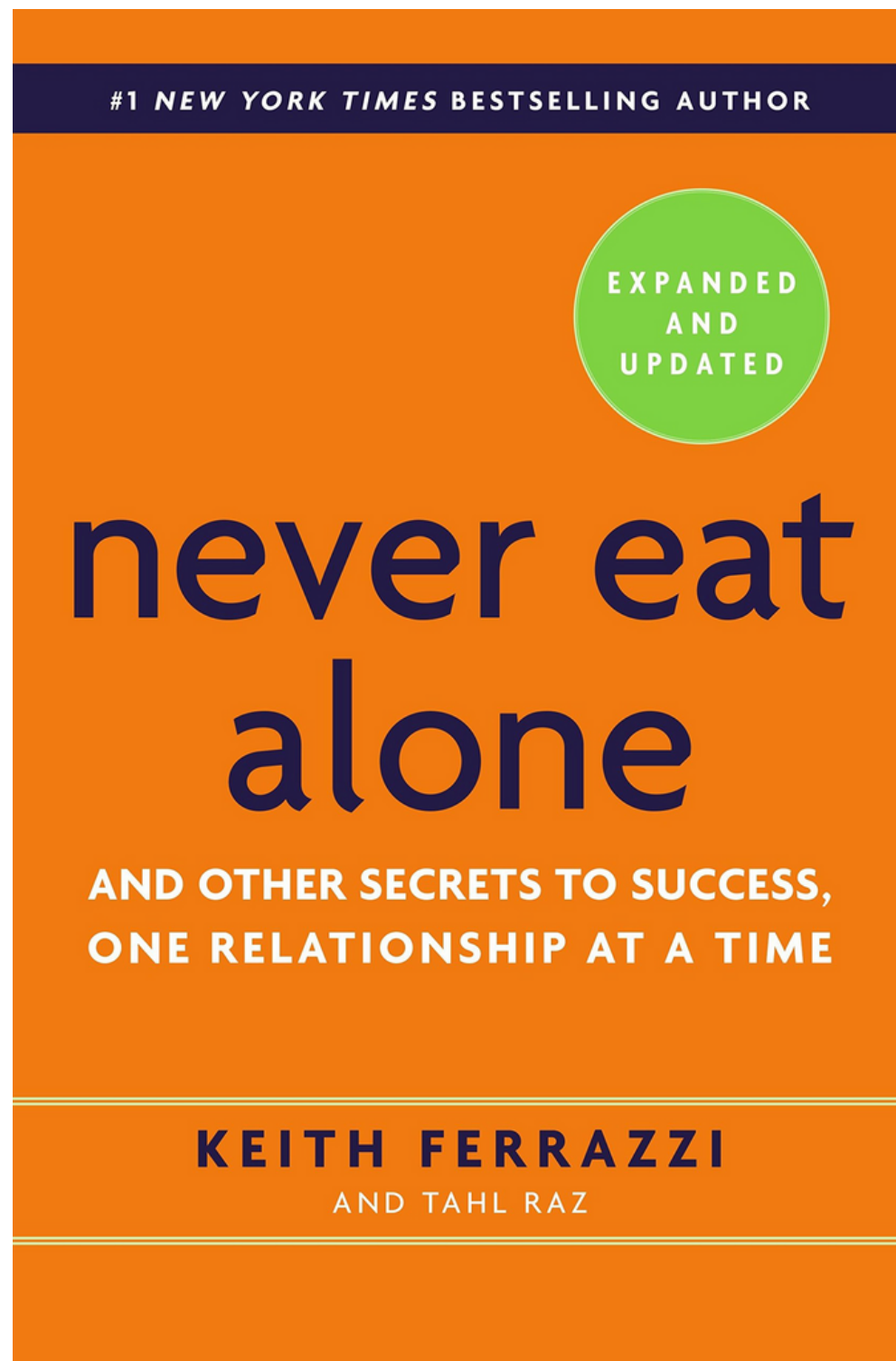
Join the local ACC, ACG, and NACD chapters and intentionally look at the membership lists and ask yourself who you would like to get to know and meet.

Then, systematically approach to treat them for coffee, a meal or drinks.

HOW TO BE A RELATIONAL ROCKSTAR

- ◀ **Grow in Emotional Intelligence | Be Vulnerable and Genuine | Own your Stuff**
- ◀ **Learn to Give and be Others Focused | An Abundance Mindset**
- ◀ **Embrace Humility | Prefer Others over Yourself**
- ◀ **Be Filled with Mercy and Kindness**
- ◀ **Take Notes, Track Conversations & Follow Up with Relationships**

BOOK RECOMMENDATIONS



Q & A



**Submit your Questions
via the
Zoom Chat Function**

THANK YOU



**Andy Wimmer
Dillon Strohm
Lori Beck**



LET'S STAY IN TOUCH



Visit our Website | FindtheLions.com



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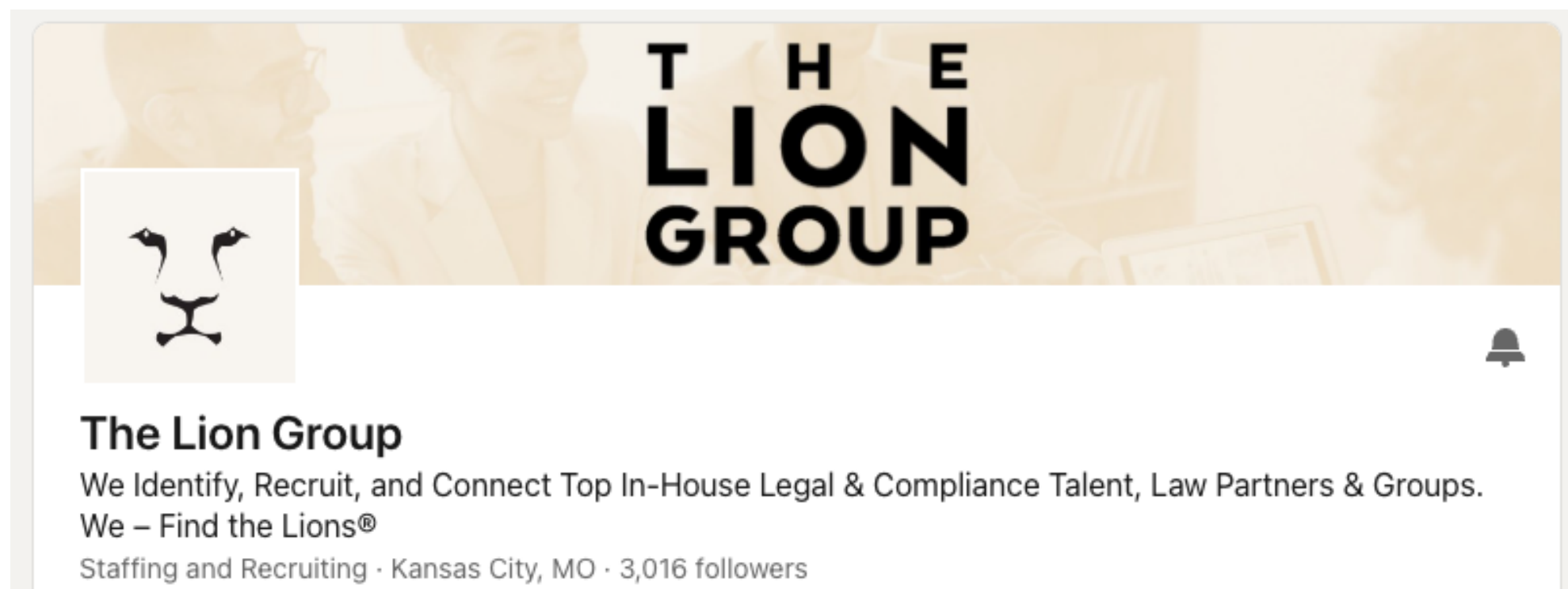
Email Us at chris@findthelions.com



Network with Us on LinkedIn | The Lion Group | Chris Batz



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**T H E
L I O N
G R O U P**



A member of the Sanford Rose Associates® network of offices

*Nationwide Legal Recruiting based in Kansas City
Partners, Groups & Corporate Legal Departments*