LINKEDIN!!!
Speaker Introduction
Daniel Hallak

1-Year Masters Degree

Study Abroad: China & India

Jobs & $$$
* 91% Placement
* $53,000 Median
* $50,000 Avg.

“Real World”
* Meet biz leaders
* Internship
* Build your network
AGENDA & OBJECTIVES

After this session
* Understand the difference between job searching and networking
* Leave convinced that networking can change the world
* Understand the power of networking and how to leverage LI

With the next week
* Create an awesome LI profile
* Join our SPU I/O LI group
* Add everyone you know on LI

By next quarter
* Use LI to find a client for a class project

6-mo from now
* Have conducted at least 12 informational interviews
* Generously use your network to serve other people
WHY LINKEDIN WORKS?
6 DEGREES OF SEPARATION

- 200,000,000 Members!
- 200 Countries
- 2 new users per second

YOU

100 Connections (1st Degree)

10,000 Friends of friends (2nd Degree)

1,000,000 friends of friends of friends (3rd Degree)
The objective of networking
TECHNICAL SKILLS: YOUR PROFILE

www.linkedin.com/in/danielhallak/
www.linkedin.com/in/joshuadweaver/
www.linkedin.com/in/drrobmckenna/
www.linkedin.com/in/gvcampbell/
SOFT STILLS: THE INTANGIBLES

Draft a thoughtful message!

ALWAYS be personal

What are their preferences?

Quality over quantity…

Have a good reason to connect…

SETUP A MEETING!
“Joe:

My name is Dave Alton and I was referred to you by Gary Jones. Recently, I read a very thoughtful answer you posted on the Organizational Development Network group on LinkedIn. After discovering your blog I have read several of your posts and am impressed by your in-depth knowledge of talent management in mergers and acquisitions. Over the past six months, I have been conducting career research on the field of Organization Development and I have narrowed down my focus to talent management. Would you be willing to connect over coffee to answer a few questions about your work and offer any advice for my next step? My agenda would include exploring the challenges faced in blending the talent pools of two cultures and what information you gather to create a strategy. I would also hope to bounce some ideas off of you regarding my career transition to gain your advice. I greatly appreciate your consideration and I look forward to possibly learning from you.”

- Always mention a referral
- Make it about them and give a compliment
- Demonstrate that you have done your research
- Ask for tangible help but do not beg
- Never demand a meeting but give them the option.
- Don’t you dare ask for a job
TAKEAWAYS

- Combine “hard” and “soft” skills
- Optimize your résumé / LinkedIn profile
- Use LinkedIn to “hunt”
- Add value to your network
- Meet people… in person
**RESOURCES**

LinkedIn Resources

www.linkedin.com
(http://grads.linkedin.com/)

LinkedIn Knowledge Center
(http://learn.linkedin.com/)

How to Search on LinkedIn – 3:41
http://www.screencast.com/t/miyNeARPlxF

5 Ways to Connect to People on LinkedIn – 11:36
http://www.screencast.com/t/N8BOF0GY7Yqc

Building a Great LinkedIn Profile – 7:27
http://www.screencast.com/t/IfTYydGqUl

2 Powerful LinkedIn Job Hunting Tips – 4:53
http://www.screencast.com/t/9Mpa9PtFyLM

How to Use LinkedIn Groups – 3:49
http://www.screencast.com/t/lxSFd9zqj3

Finding Companies on LinkedIn – 2:43
http://www.screencast.com/t/PYo2GofEzo7
CONNECT WITH ME!

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