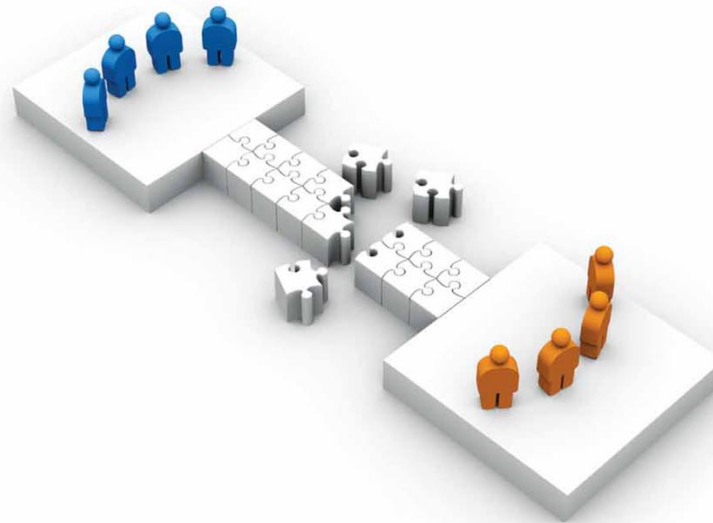


IT IS NOT ABOUT WHO YOU KNOW OR WHAT YOU KNOW,
BUT WHO KNOWS WHAT YOU KNOW

Let's CONNECT

**Using LinkedIn
to get ahead at work**



AJAY JAIN

**It is not about who you
know or what you know,
but who knows what you
know.**



LinkedIn is like being at a business conference...

How you conduct and present yourself, and the expectations you have, should be no different at

either.



Dress your profile for the occasion

- Anyone could be looking at you - ensure you put your best face forward.
- It should be complete.
- Your professional headline is like a tagline below a brand; your own 'Just Do It'
- Summary: 30 seconds under the spotlights
- Keep it updated
- **Your profile is a wiki**



LinkedIn Vocabulary

- Connections
- Introductions
- InMail
- OpenLink
- Recommendations
- Answers / Q&A



i. Your Ever Expanding Rolodex

- Rolodex 2.0 - social contact building
- **Add Connections:** Invite, InMails, Introductions, Classmates, Colleagues, OpenLink
- Personalise Invites
- LION - LinkedIn Open Networkers
- Restrictions & Limited Invites
- Quality vs Quantity



Have a LinkedIn-thon in office...

Good employers should not fear - in fact, they should encourage - employees to be on LinkedIn as it will benefit the organization.



ii. LinkedIn Answers: A Global Focus Group

- Tap the inherent wisdom of the crowd
- Ask Questions - keep these lucid, relevant & sensible
- Answer
- Read Q&As
- Save money
- Public opinion, trendspotting & debates
- Expand Network
- Gain expertise points - become a brand on LI



iii. Networking Plus

- Go offline - it is all about real people doing real world interaction out there
- Meet people when you travel
- Complement conference attendance
- Stumble upon interesting people
- Others will find you
- Stay updated
- Reconnect



iv. Branding & Marketing Yourself

- LinkedIn gives you an opportunity to brand yourself, and become more visible to the world that matters.
- Seek Recommendations
- Answer - gain recognition for expertise
- Work on your network
- Promote your LinkedIn profile
- Update
- Link to your blogs, websites etc - these complete your profile



v. Hiring People

- Post vacancies
- Your network - and their referrals
- Search
- Bump into the right people
- Make money



vi. Finding a job you love

- *“Find a job you love and you will never work a day in your life” - Confucius*
- Get discovered - through participation
- Get referred
- Find the employer & job you want
- Need to work hard on it
- Why LI? Discreet, background checks, settle in faster



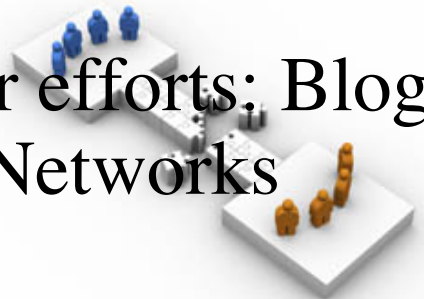
vii. Vendors & Service Providers

- Look up service providers - based on expertise
- Search
- Get references - find undiscovered gems



viii. Running Background Checks

- **Are they telling the truth?**
- Who? Employees, Employers, Investors, Entrepreneurs, Business Associates
- Why? Professional trail not easy, people don't talk, need opinions, traditional references not useful
- Check for: Q&As, Profile, Recommendations, Network
- Complement your efforts: Blogs, Websites, Google, Alumni Networks



ix. Entrepreneurs: Get Investors & Opinions

- Sounding Board
- Landing Partners
- Investors
- Attracting Talent
- Master of all Trades



x. Selling & Brand Building

- The demographics speak for themselves
- Find clients globally
- Small businesses help one another
- Viral Effect
- Corporate Branding
- How? Advertise, One-on-One, Q&As



**The world of business is a
small one.**

LinkedIn just made it even smaller.

**And if you are still not able to find the
person who can help you professionally,
it can only mean one thing:**

You are not on LinkedIn.



A Matter of Etiquette

- No different from the physical world
- Don't spam
- Send your 'Thank Yous'
- Keep it pure
- Give, before you expect to receive
- Show respect, keep it no-nonsense
- Remember: You are being watched



Happy to connect...

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The India Travel Show



Thank You.