



**KUZUKO GROUP**

## **IChemE Career Solutions Webinar Series**

**Dr. Manisha Patel**

Qualified Executive Coach & NLP Practitioner | Chartered Chemical Engineer

*This session is being run with support from the  
Chemical Engineers Benevolent Fund.*

[www.benevolentface.org](http://www.benevolentface.org)



# Series Overview



Title of Webinar	Date
Session 1 - Transferable Skills	11 <sup>th</sup> November 2020
Session 2 - CV and Cover Letter	18 <sup>th</sup> November 2020
<b>Session 3 - Using LinkedIn to Improve Personal Branding and Digital Fluency</b>	<b>25<sup>th</sup> November 2020</b>
Session 4 - Job Search Strategy	2 <sup>nd</sup> December 2020
Session 5 - Interview Techniques	9 <sup>th</sup> December 2020
Session 6 - Coaching, Mentoring and NLP	16 <sup>th</sup> December 2020

Time: 6.30pm (UK time)



# Session 3 Agenda – Using LinkedIn to Improve Personal Branding and Digital Fluency

1. Benefits of LinkedIn.
2. Build a Professional LinkedIn Profile.
3. Build a Quality LinkedIn Network.
4. Build a Personal Brand.
5. LinkedIn Tips to help enhance Digital Fluency.
6. Insights to industries and companies.
7. Using LinkedIn for tailored job searches.
8. Questions and Answers.



# Benefits of LinkedIn

- LinkedIn is different to other social networking sites because it's designed specifically for **professional networking, finding a job, finding a mentor, finding a coach** etc.
- It is said that over 90% of recruiters are using LinkedIn to **find their future employees** and initially **screen applicants**.
- Allows you to build and maintain a professional and powerful network.
- It provides access to news, updates and insights.
- There's a lot you can do with a **FREE account!**



# LinkedIn – Interesting Statistics

- There are **660 million users** in more than **200 countries**.
- Home to over **30 million companies**.
- According to LinkedIn, growth rate is at **two new members joining per second**.
- The platform is available in **24 languages**.

660 million members in 200 countries and regions worldwide



# Build and Maintain Professional Networks

- Build your **quality relational network before you need it!**
- Think about the future.
- If you are comfortable with connecting, then connect. Your profile belongs to you, but understand that **comfort zones can limit growth.**
- LinkedIn is a fantastic way to show up and build your personal brand. It provides a platform to start conversations that could support development.
- People are more likely to reach out if you're **visible** and make it easy to connect.
- You don't know who's watching, who's benefiting from your post or where your next opportunity may come from.



# Build a Professional Profile

- Your LinkedIn profile is your **Online CV!**
- With many professionals and businesses on the lookout for their next opportunity, it's important to get LinkedIn profiles updated just as much as CVs!
- You never know who's looking for you so **help them find you!**
- Please turn off your notifications or for your edits until you're ready to launch. Then enable them again when you're ready to share updates.

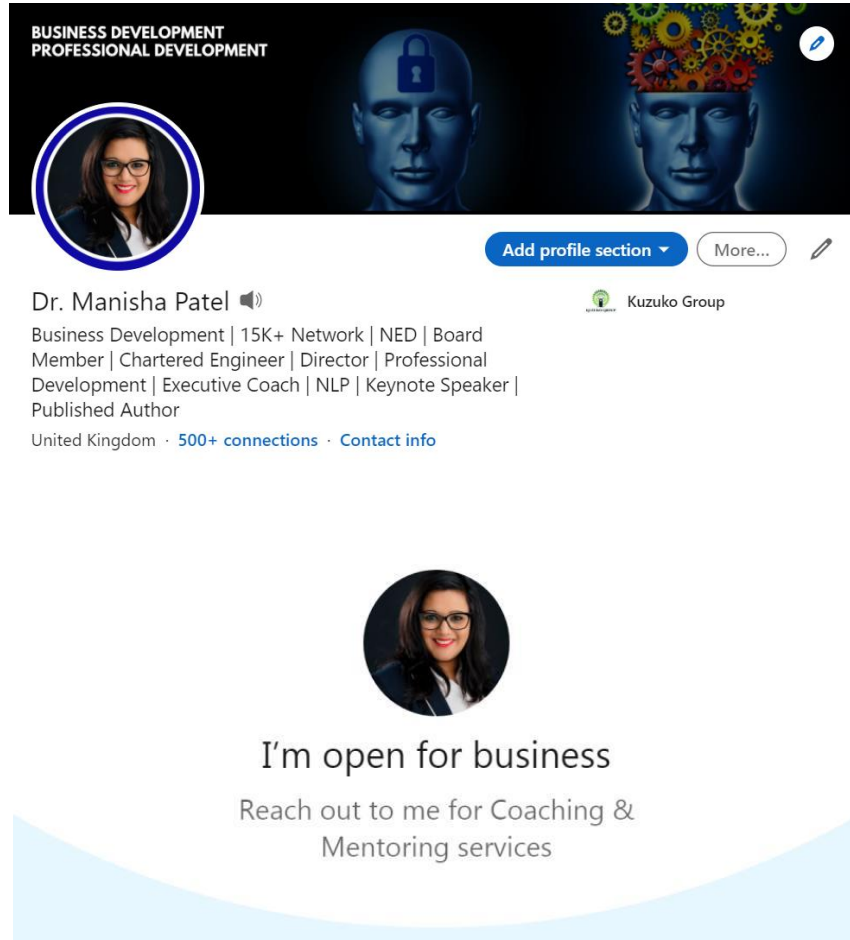


## LinkedIn Profile Checklist

- Professional Headshot
- Personalised Banner
- Engaging Headline
- Personal Summary Section & CTA
- Relevant Experiences
- Ranked & Relevant Skills
- Memberships/Certifications
- Selection of Relevant Keywords
- Contact Details
- Customised URL
- Completed Profile to "All Star"
- Recommendations
- Relevant Groups



# Professional Headshot, Personalised Banner & Engaging Headline



The image shows a screenshot of a LinkedIn profile for Dr. Manisha Patel. The banner features a dark background with a blue padlock on a man's face and a man's face with colorful gears on his head. The text on the banner reads "BUSINESS DEVELOPMENT" and "PROFESSIONAL DEVELOPMENT". Below the banner is a circular profile picture of Dr. Manisha Patel, a blue "Add profile section" button, and a "More..." button. The profile name is "Dr. Manisha Patel" with a speaker icon. The bio includes: "Business Development | 15K+ Network | NED | Board Member | Chartered Engineer | Director | Professional Development | Executive Coach | NLP | Keynote Speaker | Published Author". The location is "United Kingdom" and there are "500+ connections". A "Contact info" link is visible. Below the profile picture is a smaller circular profile picture and the headline "I'm open for business" with a sub-headline "Reach out to me for Coaching & Mentoring services".

BUSINESS DEVELOPMENT  
PROFESSIONAL DEVELOPMENT

Dr. Manisha Patel

Business Development | 15K+ Network | NED | Board Member | Chartered Engineer | Director | Professional Development | Executive Coach | NLP | Keynote Speaker | Published Author

United Kingdom · 500+ connections · Contact info

I'm open for business

Reach out to me for Coaching & Mentoring services

- **Photos are a must!** Research shows that profiles with pictures are **7x more likely to be viewed** than those with no picture.
- Your photo can set the tone and credibility of the rest of your profile.
- Use a professional headshot, if possible.
- Your headline is the first thing someone reads about you and is critical in increasing your "**findability**".
- Use **keywords** that effectively identify your expertise, focus, experience.
- Tell people what you are trying to achieve e.g. you are **available for work** or business.

# Personal Summary & Call To Action (CTA)

- You have 10-15 seconds to **grab the reader's attention**.
- This is your virtual handshake.
- Provide a short **personal introduction** in the 1<sup>st</sup> person telling your reader what you do and why.
- If relevant, include that you're looking for your next opportunity, and how to contact you.
- Include a **Call To Action** – what would you like the reader to do after they have read your profile?



# Relevant Work Experiences



- Summarise your experience.
- Briefly explain the company.
- Key contributions/skills.
- Use **clear** phrases.
- Add **volunteering** roles.


# Ranked & Relevant Skills

- People who list skills on their profile are said to get **13 times more views**.
- List up to 50 skills **hard** and **soft** skills.
- Choose up to **3 skills** to feature in your top skills.
- Endorse others and hope they return the favour!


## Top Skills

 Business Development

 Coaching

 Engineering

## Industry Knowledge

 Chemical Engineering



- Add Education and Degree Information
- Add Membership status with Organisations such as IChemE.
- Add relevant Certifications e.g. from additional courses.
- Consider adding relevant **awards** received that demonstrate sought after skills.

IChemE ADVANCING  
CHEMICAL  
ENGINEERING  
WORLDWIDE

# Selection of Relevant Keywords

- Understand what you want to be found for e.g. Process Engineer or Process Safety Engineer etc.
- Add associated keywords to your:
  1. **Headline**
  2. **Summary**
  3. **Skills**
- Avoid using keywords that are too generic.
- Avoid using keywords if you are not interested in that area e.g. Process Simulation.
- Present yourself as the person you want to become.

Top keywords you were found for

**Doctor**

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**Engineer**

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**Executive Coach**

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**Speaker**

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**Coach**

[Improve future search appearances](#)

# Contact Details & Customised URL

## Contact



### Your Profile

[linkedin.com/in/dr-manisha-patel](https://www.linkedin.com/in/dr-manisha-patel)

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### Website

[www.kuzukogroup.com](http://www.kuzukogroup.com) (Company)

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### Email

[manisha.patel@kuzukogroup.com](mailto:manisha.patel@kuzukogroup.com)

- Ensure you can be contacted.
- Provide a **professional** email address.
- Phone numbers are not required, but your CV will already have this if it is attached to your profile.
- Personalise your URL to a **unique identifier** so it can be shared and you are found easily.

# Complete Profile to “All Star” & Recommendations

- Ensure your profile is updated to All-Star Status
- Request and give recommendations



**ALL-STAR**  
Achieved



You're all set. Members with all-star profiles see more relevant feed updates and receive more profile views.



Summary, Add 5 skills, Education, Industry, Photo, Current position, Location



Got it






# Relevant Groups

- Join groups that are **interesting** to you
- Join groups that are **relevant** to your profession e.g. process safety
- Join groups where your target professionals are already members
- Join:
  1. Professional Institute Groups
  2. University Groups
  3. Industry Groups
  4. Special Interest Groups

 **IChemE (Institution of Chemical Engineers)**  
65,229 members

 **Aston University Alumni**  
6,479 members

 **Women in Energy**  
12,164 members

 **The Energy Transition Hub**  
1,320 members

 **Engineering Managers and Executives**  
5,100 members

 **Engineering Council - Official Group**  
3,451 members




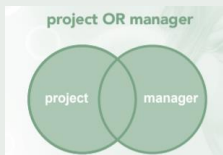
 **Oil, Gas & Energy Industry Executives**  
18,183 members

# Build a Powerful Network



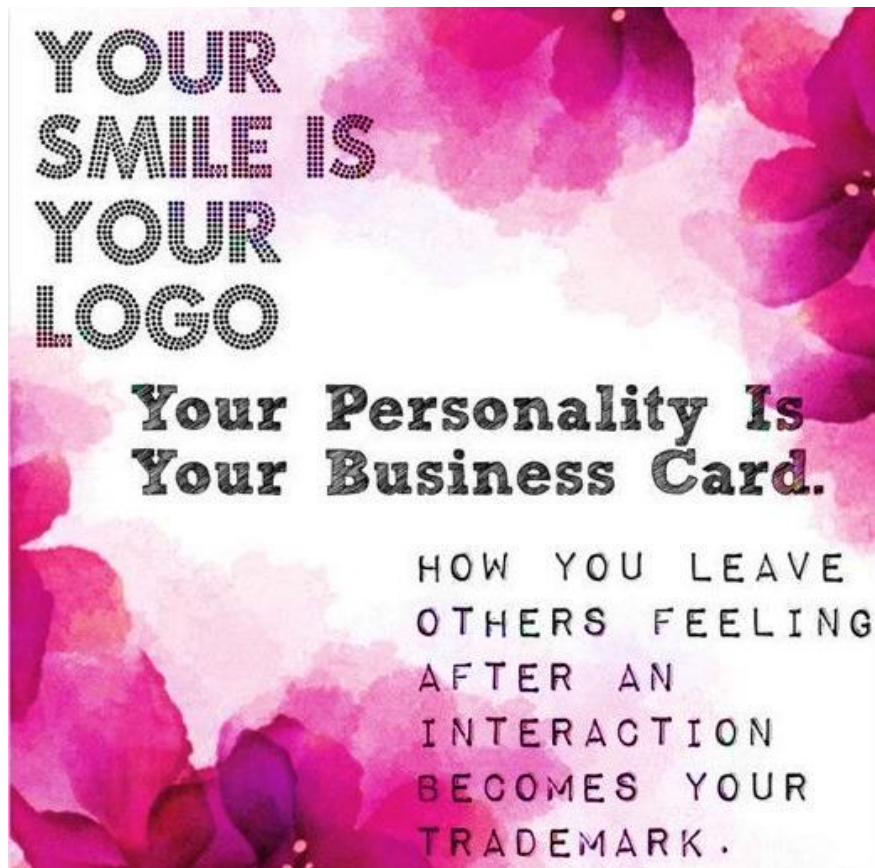
- Aim to make that **human** connection.
- Start where feels most familiar e.g. your university or membership organisation.
- Search for the 'right' people that can contribute to your **support system**.
- Make a note of what you're trying to achieve from the time you are investing in networking.
- Don't sell or ask for jobs in your introductory message.
- 'Hi' is not a complete message either.
- Be **intentional**. Help yourself by adding value and helping your network.
- Reach out to people who view your profile.
- Take action and responsibility.
- Conduct a regular '**spring clean**' of your connection requests.

# Search for the Right People

Search Type	Effect	Example	Visualised
<b>Quoted</b>	For an exact phrase, enclose the phrase in quotation marks.	Type "project manager"	
<b>NOT</b>	Type the word NOT (capital letters) immediately before a search term to exclude it from your search results. This typically limits your search results.	"project NOT manager"	
<b>AND</b>	AND searches: Type the word AND (capital letters) to see results that include all items in a list. This typically limits your search results.	"project AND manager"	
<b>OR</b>	Type the word OR (capital letters) to see results that include one or more items in a list. This typically broadens your search results.	"project OR manager"	

**DO WHAT MANY RECRUITERS DO: BOOLEAN SEARCH ON LINKEDIN.  
THIS WILL HELP REFINE YOUR RESULTS AND SAVE YOU TIME!**

# Build a Personal Brand



- Share content and engage in things that you're **passionate** about.
- Be a giver.
- Seek to **add value**.
- Go the extra mile.
- It's not who you know, but **who knows you**.
- Be digitally fluent and present online - be visible.
- Be **yourself**, everyone else is already taken.
- Be authentic and honest - are you the same person offline as online?

# LinkedIn Engagement

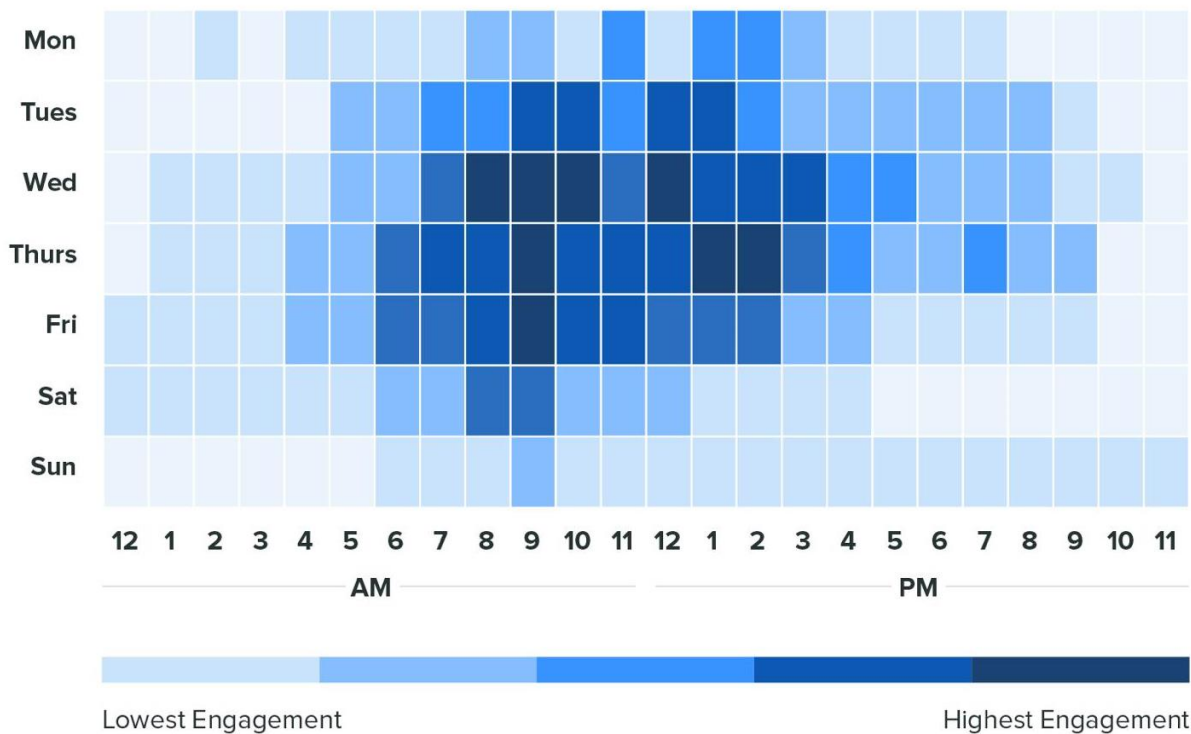


Image Credit: Sprout Social

**BOTH TIMING AND CONSISTENCY COUNT IF YOU WANT TO GROW YOUR PERSONAL BRAND AND VISIBILITY ON LINKEDIN.**

# LinkedIn Algorithm

- Some content has limited engagement while others sky rocket! This is down to the LinkedIn algorithm which applies **content quality scoring** before placing it in our network's feed.
- It's believed that the LinkedIn algorithm ranks "shared" content as **low quality** diluted content - resulting in very few views.
- It's more favourable to add a **like or comment on the initial post**. Alternatively, you could consider sharing an image along with curated content and relevant tags and references.
- The same **low quality ranking** also applies to **links that take you away from LinkedIn** e.g. a link to YouTube or Company website. Instead, consider sharing plain text and/or an image with the link in the comments.

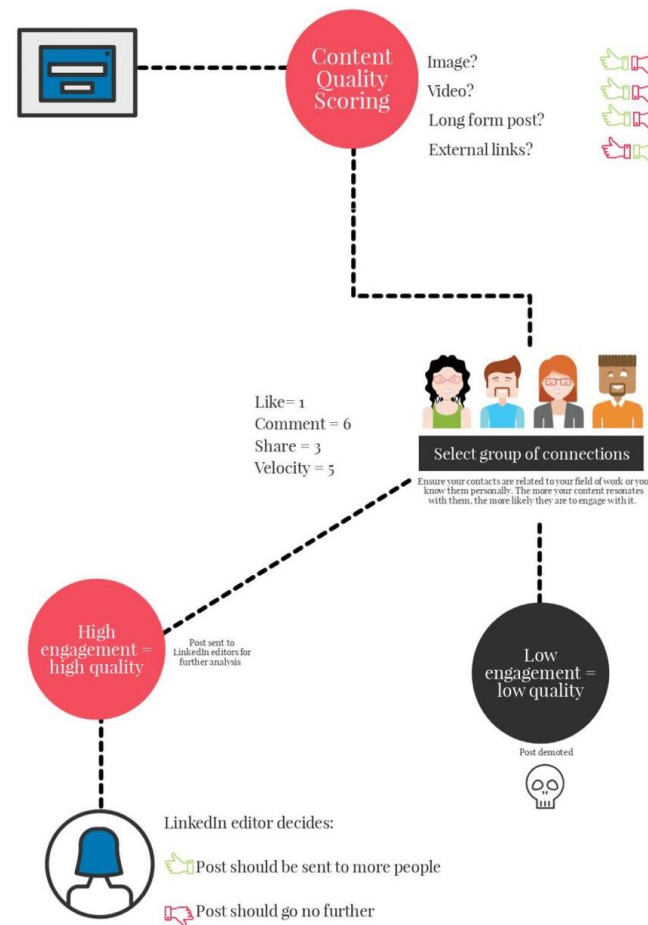
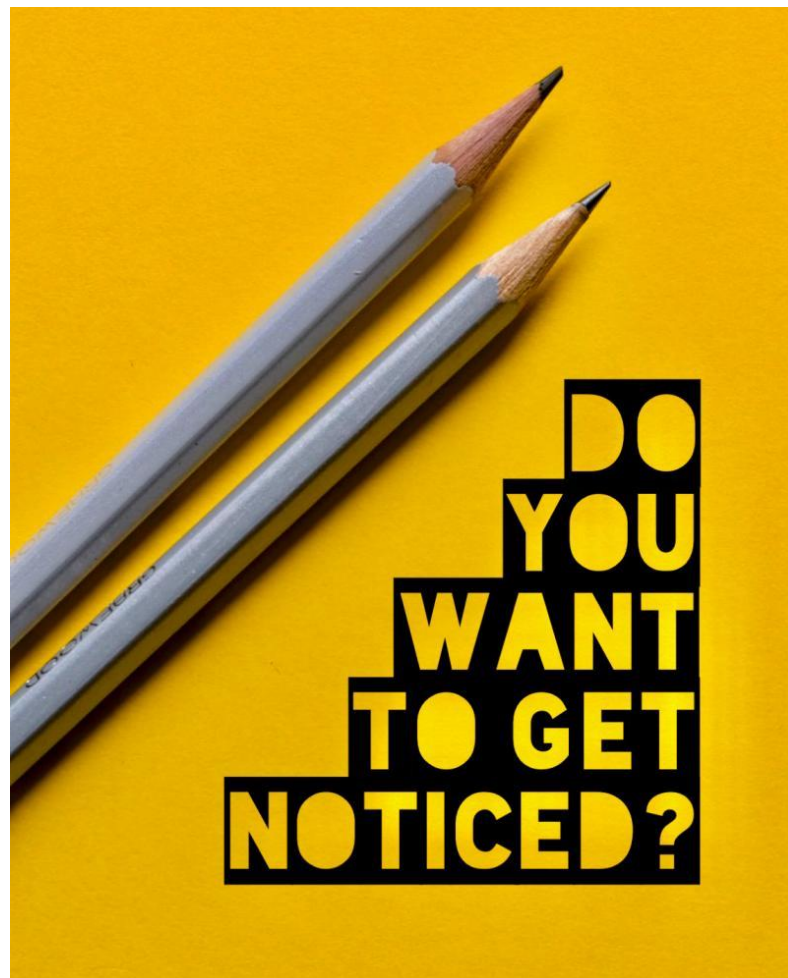


Image Credit: Ste Davies

# Is Going Viral Important?

- If you wish to improve your digital presence and personal brand, that **doesn't require going viral**.
- It really depends on what you're truly passionate about.
- Then, if someone sees you as a **thought leader** in your area, they may hire you, ask for your input or recommend you to a recruiter or hiring manager.



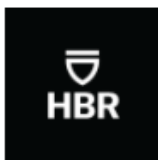
# Industry & Company Insights

IChemE

Institution of Chemical Engineers (IChemE)  
Nonprofit Organization  
Management

27 posts this week

✓ Following



Harvard Business Review  
Publishing

140 posts this week

✓ Following



EIC (Energy Industries Council)  
Oil & Energy

34 posts this week

✓ Following



Shell  
Oil & Energy

30 posts this week

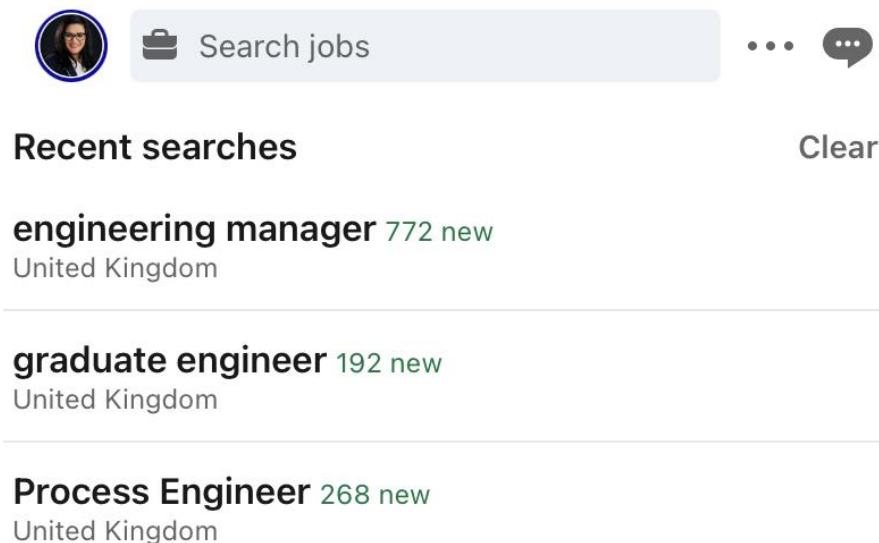
✓ Following

- Join relevant member company pages to build your network.
- Stay up-to-date with your industry news.
- Follow companies that interest you and keep an eye on competitor activity.



# Search for the Right Jobs

- Search using LinkedIn Jobs Section.
- Filter according to **your needs**.
- Try LinkedIn Premium for 1 month (don't forget to cancel before the trial is over).
- This will help with more job insights and save you time!
- Connect to the **job posters** and recruiters mentioned in the adverts.
- Send them a **message** to express your interest in the role.
- Reach out to your connections who already works at that particular company.



The screenshot shows the LinkedIn Jobs search interface. At the top, there is a search bar with a magnifying glass icon and the text "Search jobs". To the right of the search bar are three dots and a speech bubble icon. Below the search bar, the text "Recent searches" is displayed on the left, and "Clear" is on the right. There are three search results listed, each with a job title, a "new" count, and the location "United Kingdom":

- engineering manager 772 new  
United Kingdom
- graduate engineer 192 new  
United Kingdom
- Process Engineer 268 new  
United Kingdom

# Continuous Monitoring

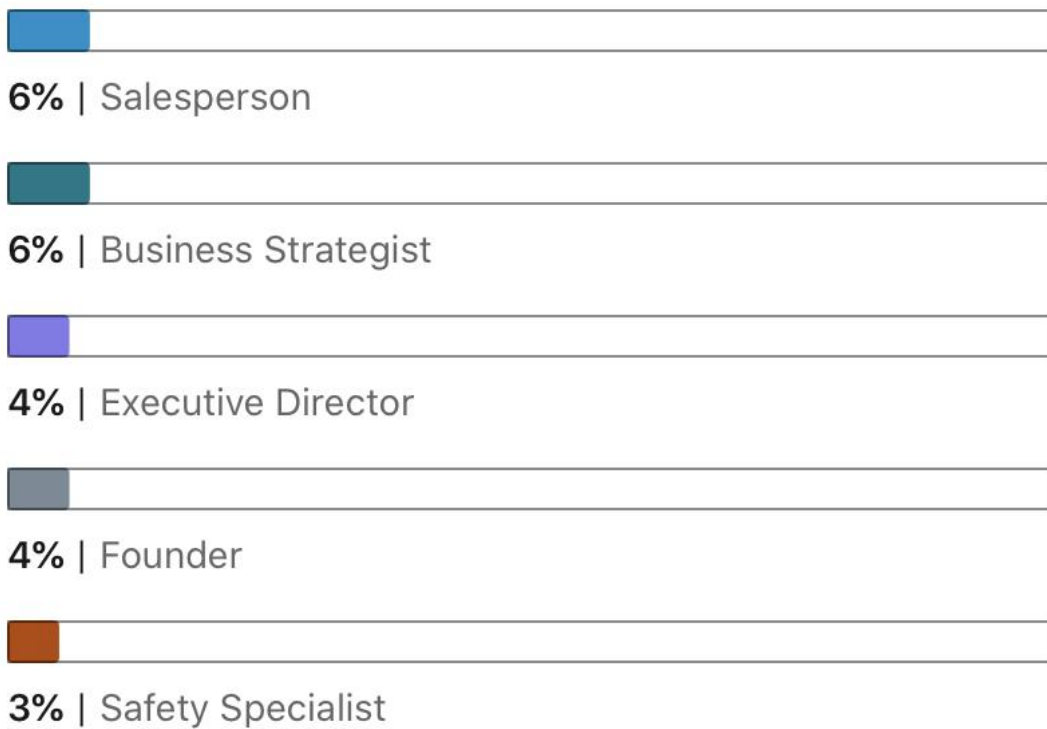
Where your searchers work



- Where do your searchers work?
- Job seekers, sales professionals, business owners and anyone wanting to attract visitors to their LinkedIn profile can check where their searchers work.
- This information is **invaluable**, so check it often and use it to optimise your LinkedIn profile.

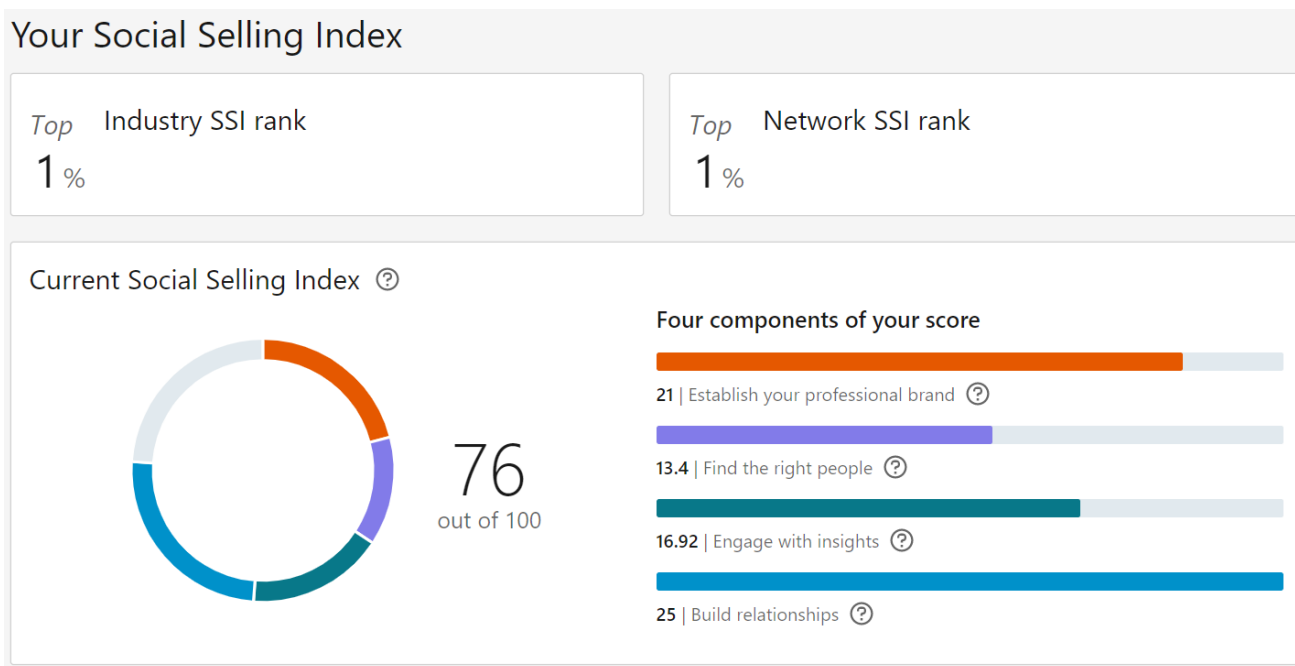
# Continuous Monitoring

What your searchers do



# Social Selling Index (SSI)

- Measure your **effectiveness** on LinkedIn.
- A breakdown of sales index provides insights to where you can **improve**.
- <https://business.linkedin.com/sales-solutions/social-selling/the-social-selling-index-ssi>



# Be Safe Online!



- Check your **privacy** settings.
- Determine who can view your activity feed.
- The default is that your 1st-degree connections can see all of your connections. This means that **recruiters can go through your contacts**. Change who can see your connections to 'Only You'.

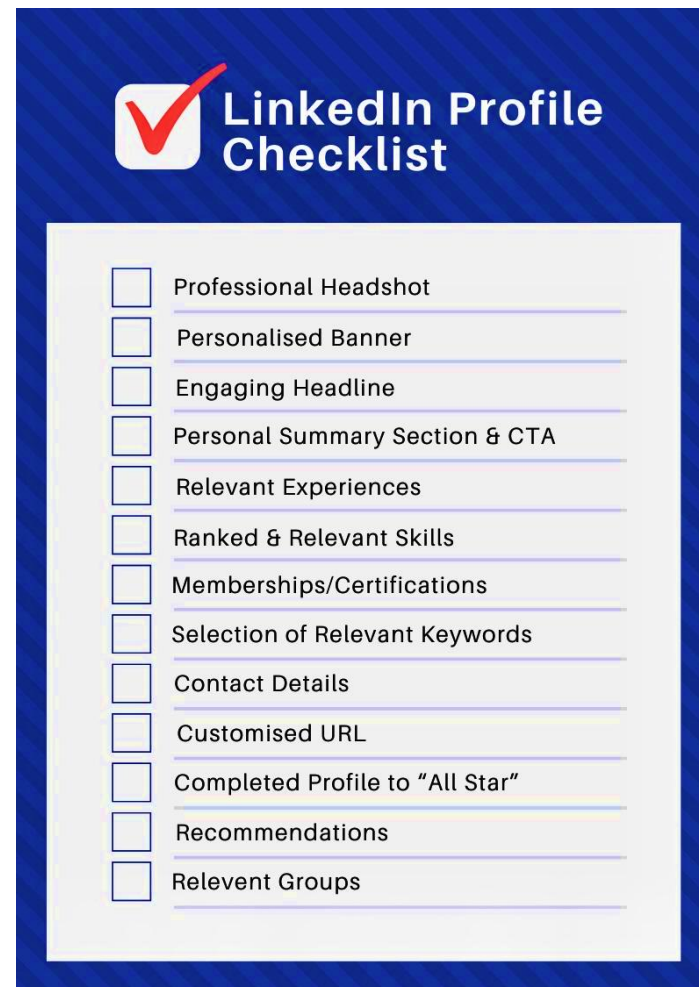
# LinkedIn Action Sheet


## INSTRUCTIONS:

1. Update your LinkedIn Profile using the checklist provided.
2. Create a personalised action plan of how you are going to increase your digital fluency on LinkedIn in 2021.

## IMPORTANT

Continuously update your profile as required.



 **LinkedIn Profile Checklist**

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# Thank you for listening



Don't forget to **celebrate the little wins** and **be the best version of you** – for you and your loved ones!