

A graphic for a LinkedIn profile optimisation workshop. It features the LinkedIn logo and the text 'LinkedIn profile Optimisation Workshop' in a bold, blue font. Below the title is the tagline 'Reach out and impress your target audience with a professional profile!'. The background is a light blue globe with various icons representing social media, networking, and professional growth, all connected by a network of lines.

LinkedIn profile Optimisation Workshop

Reach out and impress your target audience with a professional profile!

Synopsis

If you have a LinkedIn account but have not optimised it to convey your most professional image, then you are missing out on the opportunity to impress your target audience and get them to respond to you. In fact, a slipshod profile is likely to undermine your personal branding efforts, spoiling your professional image to potential employers or your clients.

What is it about

In this 1-day workshop, you will learn how to create an attractive and memorable profile on LinkedIn, allowing you reach out and engage your target audience with a compelling personal brand, be it to impress potential employers or to generate more sales leads.

Content Outline

LinkedIn 101

- What is it? Comparison with other social media, e.g. Facebook, Twitter, etc
- Various ways of utilising LinkedIn

Establishing and positioning your own professional identity

- Who are you as a profession?
- Why do you want to go on LinkedIn?

Framework for content creation

- Profile header – Positioning and Identity
- Summary – Personal Branding pitch about yourself as a person of value
- Work experience – Showcasing your experiences

Practical and feedback

- Self-introduction of individual profile and peer appraisal
 - Reflections
-

Prospectus

Course Objectives

Participants will receive the necessary assistance to review and improve their LinkedIn profile:

- A proven framework to position themselves as a professional in your field of expertise.
 - A systematic process to craft their profile header, summary, and past experience.
 - Guidance in the copywriting process so that they can create a compelling personal brand as well as value propositions that are irresistible to your target audience.
 - Opportunity to obtain peer review and real feedback on improving their profile.
-

Who should attend

This workshop is recommended for:

- Anyone with an interest in basic visual design, and
 - Wants to learn how to produce basic marketing materials e.g. posters, flyers etc using just PowerPoint
-

Trainer profile



Derek Teo is a certified Career Coach – GCDF(US). His aspiration is to bring out the best in others so that they can bring their best to the world.

He spent 8 years as a Talent Acquisition Specialist with a variety of employers, ranging from large MNCs, government services, to prestigious European organisations. Derek's has helped many jobseekers and aspiring entrepreneurs find their career directions and articulate them artfully on LinkedIn. This has enabled his clients to successfully brand themselves to their respective target audience, finding their dream jobs and also to secure sales leads.

Derek also holds a Bachelor of Arts from NUS, and University of Pennsylvania certification in Gamification.