



Overview & Demonstration

Presented by:

Rich Sauser, PMP, CPA, MBA

<http://www.linkedin.com/in/richsauser>

<http://twitter.com/richsauser>

Presenters

■ Rich Sauser, CPA, CISA

- Rich is a business leader with over 20 years of experience that includes the management of multi-million-dollar technology projects and the maximization of productivity, quality and profits for Fortune 500 corporations.
- Rich founded “The Public You” a company specializing in teaching people how to use social media. Rich has trained 1,000’s of people on social media.





Getting information off the
Internet is like taking a
drink from a fire hydrant.

Mitchell Kapor

Adapted from <http://www.flickr.com/photos/josephmbertson/127758523>





Agenda

- Why Network
- LinkedIn Overview
- Your Profile
- Connections
- Finding People
- Groups
- Q&A



Why Network?

1. Help others and build your brand
2. Find highly desired and unadvertised jobs and/or passive candidates
3. Get noticed for jobs and/or get good referrals
4. Get connected & build community

Open or Closed Network?

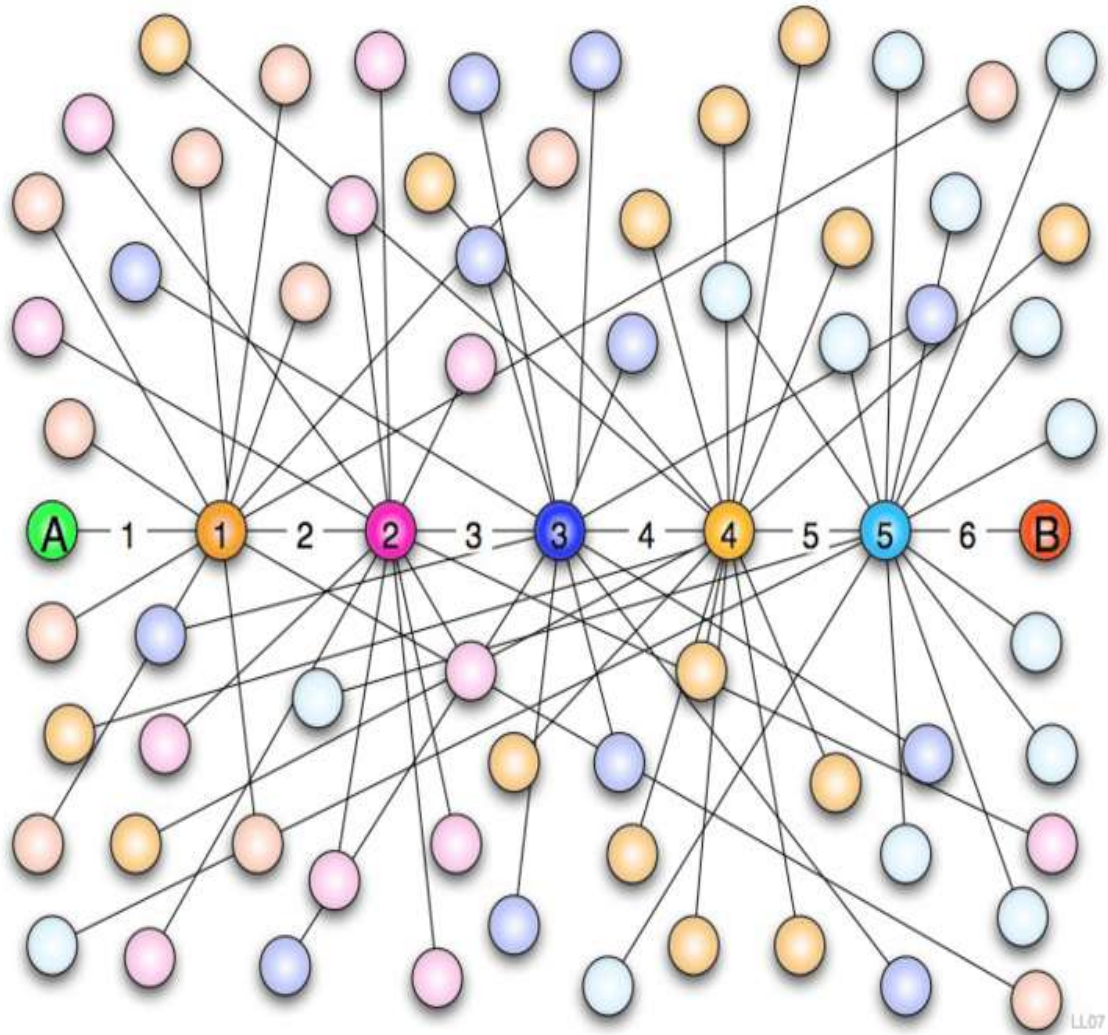
- LinkedIn's Approach: *"A person should only connect to people they personally know."*
- LION's Approach: *"Accept invitations from anyone. You never know who may be able to help you."*

Archive vs. I Don't Know

- Choosing "I don't know X" or marking an invitation as spam can cause LinkedIn to impose restrictions on the account of the inviting party.
- Only use the 'I **don't know**' response if you truly **don't know** the member inviting you to connect.
- Use the 'Archive' button for those you **know** but choose not to connect with



WHAT IS LINKEDIN?



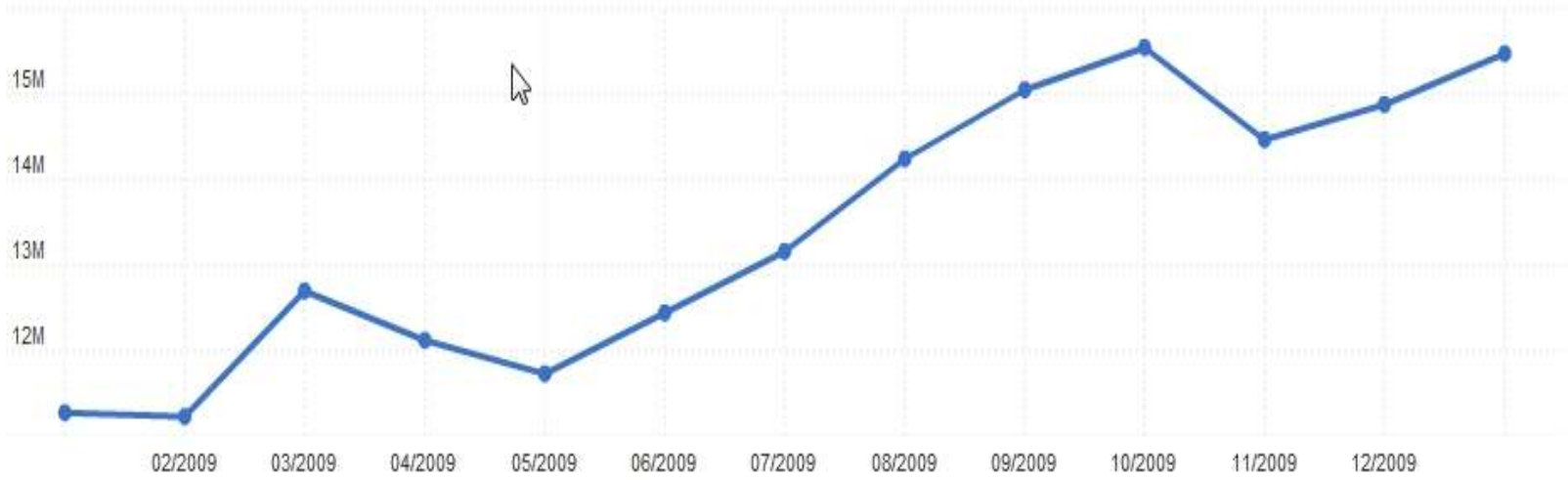
Source: http://en.wikipedia.org/wiki/Six_degrees_of_separation

What Is LinkedIn?



linkedin.com

Unique Visitors





4 Types Of People on LinkedIn

- “Savvy Networkers” (est. 9 million)
- “Senior Executives” (est. 8.4 million)
- “Late Adopters” (est. 6.6 million)
- “Exploring Options” (est. 6.1 million)



What Can You Do?

- Manage the information that's publicly available about you as professional - build your personal brand
- Find and be introduced to potential employers, clients, service providers, and subject experts who come recommended
- Discover inside connections that can help you land jobs and close deals
- Post and distribute job listings to find the best talent for your company



For The Job Seeker & Recruiter

- People with more than 20 connections are 34 times more likely to be approached with a job opportunity than people with less than 5.
- Recruiters are 30 times more likely to get a response than cold calls or emails.
- Users with complete profiles are **40 times more likely** to receive opportunities through LinkedIn.



CREATING A PROFILE

Vice Presidents - Be part of the Cambridge Who's Who registry for distinguished persons. - From Tom Gricka

[Edit My Profile](#) **View My Profile**

Rich Sauser, PMP,CPA

VP - Technology Project Manager at Bank of America
Charlotte, North Carolina Area | Information Technology and Services



Rich Sauser, PMP,CPA Trying out the new Outlook Social Connector and LinkedIn interface - so far very good! 23 minutes ago

Current

- VP - Technology Project Manager at Bank of America
- Professional Speaker at The Public You

Past

- Working through Meridian Technologies at Bank of America
- Vice President - Application Development at Morgan Stanley
- Director Of National Conversion Center at Lason

[see all...](#)

Education

- DePaul University - Charles H. Kellstadt Graduate School of Business
- Loyola University of Chicago

Recommendations 8 people have recommended Rich

Connections 500+ connections

Websites

- In The News
- Twitter
- My Volunteer Work

[Send a message](#)

[Add Rich to your network](#)

[Forward this profile to a connection](#)



replay

POWER7 Systems™ from IBM are designed to:

- Minimize complexity
- Improve efficiency across workloads
- Automate processes

Power your planet >

Smarter systems for a Smarter Planet

Rich's Activity

[edit](#)

Rich Sauser, PMP,CPA, CISA Trying out the new Outlook Social Connector and LinkedIn interface - so far very good!
23 minutes ago · [Add comment](#)

Rich Sauser, PMP,CPA, CISA is now connected to **Jim Volkman**



Your Profile

- Think of your profile in 3 sections:
 - Cover Letter
 - Resume
 - References



LinkedIn Profile

What makes your profile complete?

- Your current position (Resume)
- Two past positions (Resume)
- Your education (Resume)
- Your profile summary (Cover Letter)
- At least three recommendations (Ref.)
- A profile photo
- Your specialties

Summary = Cover Letter

Summary

aka Cover Letter

Rich Sauser is a business leader with over 20 years of experience that includes the management of multi-million-dollar technology projects and the maximization of productivity, quality and profits for corporations including Morgan Stanley. He is known for his well-rounded business perspective having practiced in the IT and business unit sides as well as operations and audit. Mr. Sauser has demonstrated ability for quickly understanding and evaluating situations and identifying key issues. His interpersonal skills allow him to facilitate communication, as he is able to understand diverse viewpoints, build consensus, establish relationships and direct multi-location leaders and outsourced/offshore vendors. Mr. Sauser has led entire system development lifecycles and translated complex data to both technical and non-technical groups.

Specialties

Technology and Operations Experience:

- * Project Management
- * IT Application Development/SDLC
- * Content Management
- * Business Process Outsourcing
- * Financial Services Operations
- * Document/Records Conversion
- * Business Recovery Operations/Disaster Recovery

KEYWORDS

Experience = Resume

Experience

VP - Technology Project Manager

Bank of America

Public Company; BAC; Banking industry

September 2009 – Present (7 months)

Manage multi-year eCommerce projects using a comprehensive Six Sigma DMAIC framework. Scope of projects includes on-line banking, bill payment, and mortgages. Responsible for the following areas: online bill pay, identify verification, OFAC, content translation to Spanish, IDV, ADA, user interface, application monitoring, business reporting and web services.

Professional Speaker

The Public You

Professional Training & Coaching industry

June 2008 – Present (1 year 10 months)

Professional Speaker focusing on the topics of the job search process and using social media in the job search. Helping those in transition move forward to reach their goals.

Rich has 4 recommendations (2 clients, 2 partners) including:

 Diane Marsfelder, PMP, CMA, Senior Consultant, Project Managers, Inc.

 Lynn Occhino, PMP


Recommendations = References

Recommendations For Rich

Professional Speaker


The Public You

"Rich has been a valuable member of the PMI Metrolina Networking team. Rich pulled together a presentation for our chapter to introduce LinkedIn and Twitter as networking tools. Rich did an excellent job of highlighting key points and best practices for these tools and presented professionally in a very constrained time period. You can count on Rich to not only deliver a solid presentation, but to offer personal, thought provoking insights that make the material meaningful to all users - beginning and advanced." *August 23, 2009*

 Diane Marsfelder, PMP, CMA, Senior Consultant, Project Managers, Inc.
was with another company when working with Rich at The Public You

"I am co-founder of DARTON GROUP, a project staffing firm (senior-level finance and accounting) in Charlotte, NC. Based on a strong recommendation from one of DARTON's project professionals, my business partner and I retained Rich to create and present a custom-designed networking presentation for a company event. From concept to delivery, Rich provided ultra responsive service and a tailored presentation that exceeded our expectations. Unlike many on the "LinkedIn" speaking circuit, Rich delighted our employees by truly customizing his presentation (entitled LinkedIn 201) and presenting content that was fresh, thought-provoking and of immediate value." *August 14, 2009*

Top qualities: Great Results, Expert, Creative

 Mark Weber
hired Rich as a Career Coach in 2009



Top Profile Mistakes

- Not complete
- Bad/Missing Keywords
- Permissions too strict
- Job description vs. accomplishments
- Too long/wordy
- Example - Before & After



ADDING CONNECTIONS

Contacts - Network Statistics

Basic Account: Upgrade

Welcome, Rich Sauser, PMP, CPA - [Add Connections](#) - [Settings](#) - [Help](#) - [Sign Out](#)



[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox \(119\)](#) [More...](#)

People ▾



Advanced

[My Connections](#)

[Imported Contacts](#)

[Profile Organizer](#)

Network Statistics

[Add Connections](#)

[Remove Connections](#)

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 10,492,000+ professionals — here's how your network breaks down:

1	Your Connections Your trusted friends and colleagues	1,212
2	Two degrees away Friends of friends; each connected to one of your connections	408,400+
3	Three degrees away Reach these users through a friend and one of their friends	10,082,300+
Total users you can contact through an Introduction		10,492,000+

30,248 new people in your network since March 2

The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

Total users you can [contact directly](#) — [try a search now!](#)

60,000,000+



Add Connections

[Colleagues](#)

[Classmates](#)

[View Sent Invitations](#)

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

See Who You Already Know on LinkedIn

Searching your email contacts (hotmail.com, gmail.com, yahoo.com, aol.com) is the easiest way to find people who already know on LinkedIn. [Learn More](#)

Email:

Password:

[Continue](#)

Do you use Outlook, Apple Mail or another email application?
[Import your desktop email contacts »](#)

Enter Email Addresses

Enter email addresses of people to invite and connect. Separate each address by a comma.

[Send Invitations](#)

Invite 533 Contacts to Connect

You have 533 contacts that can be invited and 101 are already using LinkedIn. Select which contacts you wish to invite to connect.

Select all

<input type="checkbox"/>	TONY ASSENZA	Member since April 2009 2 connections	
<input type="checkbox"/>	Bob Adams	Member since June 2005 14 connections	
<input type="checkbox"/>	Phil Adams	Member since March 2007 24 connections	
<input type="checkbox"/>	Dick Anderson	Member since August 2008 1 connection	
<input type="checkbox"/>	Bruce Aspinwall	Member since March 2009 151 connections	
<input type="checkbox"/>	Joan Barnes	Member since September 2005 33 connections	
<input type="checkbox"/>	Dan Bassford		

Start with the people who are already using LinkedIn

[Send Invitations](#) or [Cancel](#)

Contacts - Connections

LinkedIn: View/Edit Contact

www.linkedin.com

Update it now »

April M Williams

Professional Speaker, Author, Business Coach, Career Coach: DVD "Networking For Results" www.cyberlifetutors.com

500+ connections (5 are new)

Send message

Edit details

Tags: Edit tags

Email: awill42@yahoo.com Primary aprilwilliams@live.com other

Phone: 8472077412 mobile

Title: DVD "Networking For Results" www.cyberlifetutors.com

Company: CyberLife Tutors

IM: aprilwilliams Skype

Website: www.cyberlifetutors.com business

Birthday: April 4

47 outstanding sent invitations | Export connections

View & Edit Contact Information BETA

April M Williams

Title: DVD "Networking For Results" www.cyberlifetutors.com

Company: CyberLife Tutors

Email: awill42@yahoo.com primary aprilwilliams@live.com other *

Phone: 8472077412 mobile

IM: aprilwilliams Skype

Address: Add an Address

Website: www.cyberlifetutors.com business

Birthday: April 4

Other Info: Add Other Info

Contact: Add Contact Notes

You can edit details & comments



FINDING PEOPLE

LinkedIn People Search

Basic Account: Upgrade

Welcome, Rich Sauser, PMP, CPA - [Add Connections](#) - [Settings](#) - [Help](#) - [Sign Out](#)



[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox \(119\)](#) [More...](#)

People ▾



Advanced

Advanced People Search

[Reference Search](#)

[Saved Searches](#)

Keywords:

First Name:

Last Name:

Location:

Title:

Company:

School:

Industries: All Industries
 Accounting
 Airlines/Aviation
 Alternative Dispute Resolution
 Alternative Medicine

Relationship: All LinkedIn Members
 1st Connections
 2nd Connections
 Group Members
 3rd + Everyone Else

Groups: All Your Groups
 Executive Suite
 DePaul MBA Association
 Integrated Alliances
 Loyola University Chicago Alumni Association

Language: All Languages
 English
 Spanish
 German
 French
 Italian
 Portuguese
 Others

Sort By:

Views:



Check out the Google Company Profile



Search

Keywords:

engineer

First Name:

Last Name:

Title:

Current or past

Company:

google

Current or past

School:

Location:

Anywhere

Keep filter selections

Search

Show less...

Filter By

Relationship

Sort by: Relevance View: Expanded

9,820 results for engineer, google [Save this search]

Misha Leder

Software Engineer at Google, Inc
Greater New York City Area | Computer Software

Current: Software Engineer at Google

Past: Senior Software Engineer at Pronto, Inc. (more...)

In Common: 1 shared connection



David Mercier

Software Engineer at Cybectec
Quebec, Canada | Computer Software

Current: Software Engineer at Cooper Power Systems, Software at more...

Past: Software Engineer at Novariant, Member at SONIA Project, more...

In Common: 1 shared connection

Albert Brown

Contract Engineer at Google
San Francisco Bay Area | Internet

Current: Contract Engineer at Google

Past: Engineer at Apple, Consulting Engineer at Affymetrix, more...

In Common: 1 shared connection



Jared Oberhaus

Software Engineer at Google
San Francisco Bay Area | Computer Software

Current: Software Engineer at Google

Past: Architect, Principal Engineer at Scalent Systems, Inc. (more...)

In Common: 1 shared connection 1 shared group

Search tools

Advanced search

Saved Searches

Sponsored Content



Lead Positive

Generate spectacular results today. Free white paper.

Download Now

From: University of Michigan Ross School of Business

What's this?

Look for people you share groups with.

Ways To Connect – Part 1

If you don't share a group, you can't send a message

Sheana Reigle 3

Q&P Consultant at Bank of America
Charlotte, North Carolina Area | Financial Services



Current

- VP, Q&P Consultant - AML PMO at Bank of America
- Sales Associate at White House Black Market

Past

- VP, Q&P Consultant at Bank of America
- MBA Intern at Dell
- Operations Black Belt at Rolls-Royce North America

[see all...](#)

Education

- Purdue University - Krannert School of Management
- University of Nebraska-Lincoln

Connections 143 connections

Public Profile <http://www.linkedin.com/pub/sheana-reigle/6/392/287>

- Send InMail
 - Get introduced through a connection
 - Add Sheana to your network
 - Forward this profile to a connection
- Flag profile photo as...



90% of subscribers say DIRECTV increases their business!

Experience

PMO VP, Q&P Consultant - AML

Bank of America

Public Company: BAC; Banking industry
February 2009 – Present (7 months)

- * Finance Manager for Risk & Infrastructure AML Initiative Portfolio and manager of change control requests
- * Change Manager liaison between PMO and AML LOB
- * Manage "Enhance SAS Monitoring" project to enhance transaction monitoring scenarios in AML LOB
- * Manage process improvement efforts in the PMO

Sales Associate

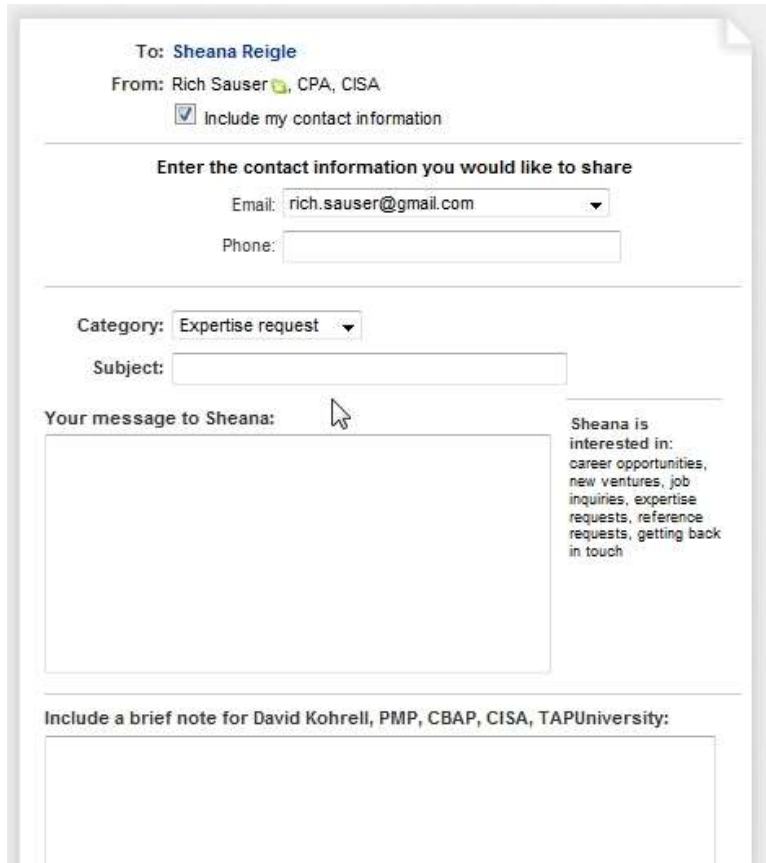
White House Black Market

How you're connected to Sheana




Select someone to introduce you.

Ways To Connect – Part 1



To: [Sheana Reigle](#)

From: Rich Sauser , CPA, CISA

Include my contact information


Enter the contact information you would like to share

Email:

Phone:

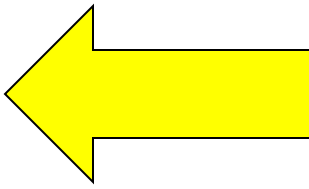
Category:

Subject:

Your message to Sheana: 

Sheana is interested in:
career opportunities,
new ventures, job
inquiries, expertise
requests, reference
requests, getting back
in touch

Include a brief note for David Kohrell, PMP, CBAP, CISA, TAPUniversity:



Always keep your message to your contact professional, as it gets forwarded to all people in the chain.

Ways To Connect – Part 2

Valerie Thigpen, PMP® 2+

Vice President, Merrill Lynch Transition HRIS Change Consultant at **Bank of America**
Charlotte, North Carolina Area | Financial Services

Current

- Vice President, Merrill Lynch Transition HRIS Change Consultant at Bank of America

Past

- Vice President, Countrywide Transition Staffing Change Consultant at Bank of America
- Vice President, GHR PMO Change Consultant at Bank of America
- Assistant Vice President, Project Manager at Wachovia

see all...

Education

- Pfeiffer University
- Clemson University

Recommendations 1 person has recommended Valerie

Connections 117 connections

Public Profile <http://www.linkedin.com/pub/valerie-thigpen-pmp%C2%AE/5/162/a12>

Summary

Project Management Professional with over nine years of experience in Project Management, Process Improvement, and Change Management. Strong leadership, management, analytical and communication skills with the ability to implement effective programs and projects by gaining client confidence and facilitating teamwork. Results-driven with a commitment to quality and an aptitude to learn new skills quickly.

Specialties

Requirements Management, Problem Solving & Decision Making, Project Management and Facilitation, Financial Management, Training Development & Delivery, Vendor Management, Relationship Management, Change Management

Send a message

Add Valerie to your network

Forward this profile to a connection

Flag profile photo as...

The Short Answer: Control your fees.

Pay no monthly service charge for business checking every month you use your debit card.

Learn More Bank of America

How you're connected to Valerie

You

↓

Angela K. Brown
Diane Montgomery Ellis

↓

2+ Valerie Thigpen, PMP®

Groups you share with Valerie:

Bank of America Employees & Alumni Network

Project Manager Networking Group

If you share a group, you can send a message

Shared groups

Search - Peopletoucher

PEOPLETOUCHER SEARCH ENGINE [BLOG](#) [ARCHIVE](#) [CONTACT](#) [ABOUT & FAQ](#)

Subscribe: [Twitter](#) [Email](#)

▼ Saved Searches

You have no saved searches

▼ Recent Searches

environmental health 08/22 9:38p
environmental health 08/22 9:32p

▼ Examples

IT / Infrastructure / Networking ?
Information Security
Data Storage / Datacenter
eCommerce / Online Marketing
Finance / Accounting / Audit
CRM / Intelligence
Callcenter / Telco / Support
ERP
Marketing
Sales
Staffing / HR

Create a Customized Toolbar
for your website

Your Site Search

I'm looking for a **decision maker** or a **job candidate**

▼ Companies

?

▼ RankFilter



▼ Title Search Terms

accounting	analytics	audit	call center	commerce	?
compliance	contact	continuity	CRM	customer	
database	datacenter	eBusiness	ecommerce	ERP	
experience	finance	financial	HR	human resources	
information	infrastructure	interactive	internet	IT	
marketing	merchandising	network	online	operations	
privacy	revenue	risk	sales	security	
storage	support	talent	technology	web	

▼ Add more...

Do not enter ranks here (like "Manager"). [Why?](#)

> [Location](#)

> [Freshness](#)

> [Keywords](#)



QUESTIONS



Additional Information

Free Help From LinkedIn

Webinars

To help you get started using your account or to learn more about the features and functionality that LinkedIn offers, we invite you to attend the following **free** online presentations.

- LinkedIn 101: *The basics of LinkedIn*
[When: Wednesdays at 1 pm CST](#)
- Job Seekers: *Tips for using your LinkedIn Account to help you land your next great opportunity*
[When: Thursdays at 1pm CST](#)

To register for any of these webcasts please click on the link associated with the session you are interested in. *Please note that you must register at least 24 hours in advance for the webcast you would like to attend.*

<http://learn.linkedin.com/training/>



Other LinkedIn Tips

LinkedIn Slideshow

[LinkedIn Job Search Strategy](#)

[LinkedIn Job Search Strategy](#)

LIONS Website

<http://www.themetanetwork.com/>

There are basically two types of networkers on LinkedIn; open and "closed". The LinkedIn Open Networkers (LION) agree to accept invitations from anyone to connect and they will reply to your invitation with an "I don't know this person". The closed networkers prefer to keep their LinkedIn network for people they actually know and have some type of relationship with.

Smart Ways To Use LinkedIn

<http://www.linkedinintelligence.com/smart-ways-to-use-linkedin/>

Using Google to search LinkedIn

Using Google to search LinkedIn

You can use Google to search LinkedIn by using the domain name search feature of Google (You can use Google to search only within one specific website by entering the search terms you're looking for, followed by the word "site" and a colon followed by the domain name.)

The syntax for the search from the Google search box is as follows:

site:www.linkedin.com *search words* -intitle:directory

For example:

site:www.linkedin.com "Bank of America" charlotte -intitle:directory

The -intitle is an advanced Google search feature. If you include [intitle:] in your query, Google will restrict the results to documents containing that word in the title.

To print a cheat sheet for basic Google search features go here:

<http://www.google.com/help/cheatsheet.html>

The Advanced Google Search features can be found here:

<http://www.google.com/help/operators.html>



Non-LinkedIn Information

- How To Use Twitter In Your Job Search
- www.cits.groupsite.com

After a Layoff LinkedIn Member Lands New Job with Better Hours and More Money

LinkedIn Success Story



- **After a Layoff LinkedIn Member Lands New Job with Better Hours and More Money**
 - Kevin L. Nichols was a career paralegal, but an unfortunate layoff forced him to look for a new job.
 - He decided to actively use LinkedIn to develop new contacts and to reconnect with former colleagues.
 - A former group member introduced him to the Vice President of Sales at iControlESI, a company that sells software and other services for litigators.
 - He ended up getting the job which actually pays more than his previous role and has a flexible schedule so he can pick up his kids from school.
 - "LinkedIn reduces the six degrees of separation to two. Having a complete profile is essential. Updating your status is vital because 'a closed mouth cannot get fed'." ~Kevin L. Nichols, West Coast Regional Sales Manager at iControlESI



After a Layoff LinkedIn Member Lands New Job with Better Hours and More Money

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