Next-Level LinkedIn

Advanced Strategies to Achieve Your Career Goals

Thursday, February 15, 2018
12:00 to 1:30 p.m.
Hogan Lovells
7930 Jones Branch Drive, McLean, VA
I. Introduction

Moderator: **Debbie Tang** – *Partner, Bridge Partners LLC*
Panelists: **Shauna Bryce** - *Founder, Bryce Legal Career Counsel*
          **Sheena Gill** - *CAO, SVP & General Counsel, Altarum*
          **Audrey Jean** - *Corporate Counsel & Director, Bloomberg BNA*
I. Introduction

• Common uses of LinkedIn:
  • Platform for professional networking
  • LinkedIn profile to establish “best foot forward”
• LinkedIn offers deeper possibilities that are not obvious or intuitive
• Insights and strategies for using LinkedIn to achieve “next level” results
  • Grow your networks
  • Increase your high-quality connections in the in-house community
  • Pursue and land desirable positions
I. Introduction

• Discussion overview
• How panelists/clients found their jobs on LinkedIn
• How to make yourself “findable” and how to find jobs and connections
II. LinkedIn 101

• Professional picture
• Catchy headline
• Detailed summary
• Skills and accomplishments searchable
• 1st person vs. 3rd person
• Tone - Don’t write it like it’s a brief
• Do I need to spend money on a premium account?
• Should I join LinkedIn groups?
III. Advanced Strategies

A. Leverage Serendipitous or Previously Unknown Connections

• Don’t be limited only to known/established connections
• Broaden searches to include interesting or aspirational industries and companies, or to individuals in desirable positions
• Uncovering otherwise unknown professional connections provides more opportunities to establish new connections for information gathering and relationship building
III. Advanced Strategies

B. Getting on Recruiter’s radars through LinkedIn
• Recruiters & Decision-Makers are on LinkedIn, easy way to contact them
• Especially in tech industry, internal recruiters more likely to use LinkedIn
• Making Connections
  • Don’t just blindly hit Accept
  • Don’t send invitations without a personal note
    • Use as opportunity to build relationship with new connection
      • Comment on a piece of content they wrote
      • Congratulate them on an achievement
      • Mention a mutual connection or colleague
  • Use the People Also Viewed Feature
    • If you find an interesting potential contact, good source to find similar contacts.
III. Advanced Strategies

B. Getting on Recruiter’s radars through LinkedIn
III. Advanced Strategies

C. Crafting Professional Experience

• Reference well-crafted bios of peers in same organization or industry for:
  • Terms of art
  • Well-refined practice area and skillset description
  • Potentially valuable professional associations and volunteer experiences

• Action words should develop in synch with actual job duty progression
  • Assist/Support → Handle/Manage → Lead/Run/Oversee
  • Draft/Write → Prepare → Author/Negotiate
  • Research → Analyze → Counsel/Advise

• Include business facts important to non-legal professionals in same industry
  • Company size
  • Annual Revenue
  • Industry position
  • Plain English descriptions of technical or legal terms
III. Advanced Strategies

D. Career Guidance and Self-Development

• Leverage job descriptions of senior attorneys in same organization or field to double as development roadmap in near and long-term

• Identify skillsets and managerial experiences to seek out, and interim steps
  • Individual contributor → Project Lead/Matrixed Lead → Team Lead → Department Head
  • Manage individual matter → Manage larger project → Run a P&L
  • Support product line → Counsel several business unit management teams → Advise C-Suite
III. Advanced Strategies

D. Career Guidance and Self-Development (continued)

- Navigate a change to new industry or role by observing other successful transitions, note which skillsets transfer well
  - Consider ways to broaden specific legal expertise into larger knowledge base
    - Niche deal type \( \rightarrow \) general corporate transactions
    - Narrow litigation area \( \rightarrow \) disputes, settlements, risk, compliance
  - Same applies to specialists
- Weigh value of industry certifications or advanced business degrees
IV. Best Practices

A. The Power of LinkedIn
   • 500 million+ members = 500 million+ connections
   • Congenial and helpful environment
   • *You* are in charge of marketing your professional identity!

B. LinkedIn for Private Practice vs In-house Attorneys
   • In-house counsel community benefits: sharing best practices, serving as an executive ambassador for your organization, business development
IV. Best Practices

C. Searching Job Postings on LinkedIn

- You can search for jobs on LinkedIn under the "Jobs" tab
- Search for jobs by keyword, country, and zip code
- Use the Advanced Search Option to refine your search and to search by date posted, experience level, specific location, job function, company, and industry
- You can save job searches, and even receive emails about new job listings
- You can also find job openings by searching for and clicking on specific companies
- Many companies post job openings on their LinkedIn pages
IV. Best Practices

C. Searching Job Postings on LinkedIn (continued)
IV. Best Practices

C. Searching Job Postings on LinkedIn (continued)
IV. Best Practices

C. Searching Job Postings on LinkedIn (continued)
IV. Best Practices

C. Searching Job Postings on LinkedIn (continued)
IV. Best Practices

D. Searching for Connections on LinkedIn
   • Networking is building relationships. Give and Take!
   • The more connections you have, the better your chances of finding someone who can help with your job search
   • Employers look for referrals from their own employees to fill positions before opening up a job to the masses, so someone who is employed at the company or has connections there will have a leg up in referring you as an applicant
   • Download address books from Gmail or any webmail application and Outlook contacts too, and invite any of them
IV. Best Practices

D. Searching for Connections on LinkedIn (continued)

• Use LinkedIn to find your connections at a specific organization.
  • Don’t be afraid to ask for an Intro
  • If your first-degree connection knows someone you'd like to talk to, ask your first-degree connections to make an introduction. Browse to target person's LinkedIn profile, look for the blue link that says "Send a Message" and click on the arrow on the right of the link to see a pull-down menu that will include the words "Get an Introduction" if you and your target person have someone you know in common. You can do this within LinkedIn or not.
IV. Best Practices
D. Searching for Connections on LinkedIn
IV. Best Practices

E. Use LinkedIn Company Profiles to Learn About Employers
   • See your connections at the company, new hires, promotions, jobs posted, related companies, and company statistics.
   • Follow your dream companies on LinkedIn
     • You can keep up with their achievements which you can later use in an interview and you will be alerted about job openings.
     • Searching for a specific position within a company—go to the company’s page and click on see all employees.
IV. Best Practices

F. Using LinkedIn to find the Hiring Manager

• Submitting into the “Black Hole” - LinkedIn can help you find the hiring manager in the target organization. Usually the General Counsel or a Deputy General Counsel.

• Use the Advanced People Search feature (click on the word Advanced next to the search bar at the top of the page) with your target company name filled in and the most likely title for your hiring manager as a second search term.

• When I see a posting and determine the hiring manager/attorney, should I send a message?

• Should I request an introduction through common connections?

• What actions are encouraged and what are considered too aggressive and may hurt your chances?
IV. Best Practices
F. Using LinkedIn to find the Hiring Manager
IV. Best Practices

G. Using LinkedIn to Research Your Interviewer
   • Read his/her profile
   • Check out Groups they belong to
   • What influencers does s/he follow?
   • What do they post about?
   • What posts do they like?
IV. Best Practices
G. Using LinkedIn to Research Your Interviewer (continued)
IV. Best Practices
G. Using LinkedIn to Research Your Interviewer (continued)
IV. Best Practices
G. Using LinkedIn to Research Your Interviewer (continued)
IV. Best Practices
G. Using LinkedIn to Research Your Interviewer (continued)
Thank you for joining us!