

Perfecting Your Profile: Optimizing LinkedIn to Land Your Dream Job



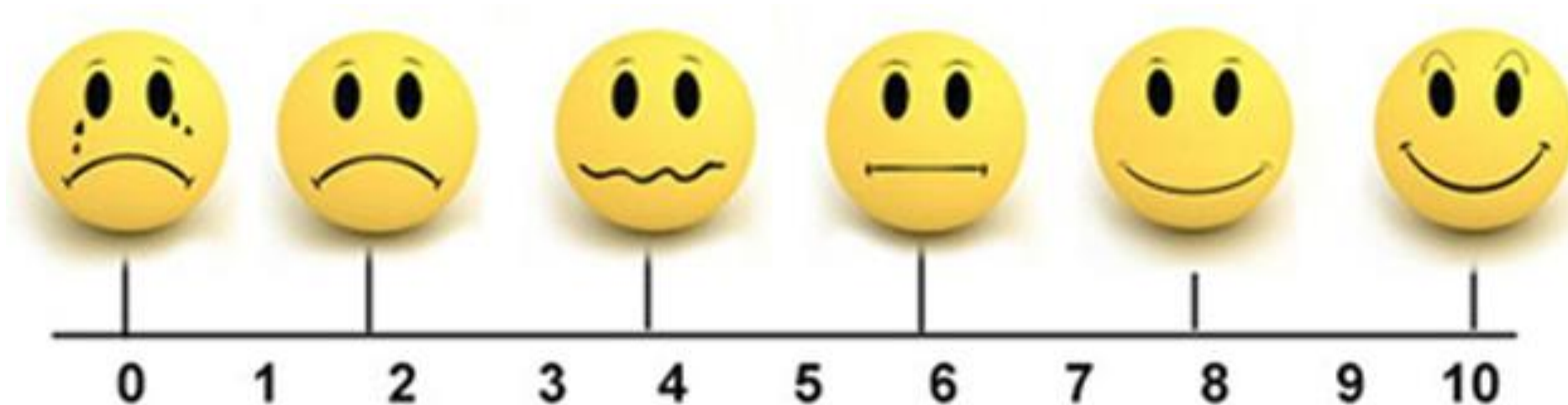
April 21 – 25 • San Diego, CA

ASPET 2018 Annual Meeting
at Experimental Biology



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catalyst compass connector

Your LinkedIn Familiarity?



Kelly Leonard



... CPA [inactive] with 25+ years' training, audit, healthcare, and financial services experience encompassing federal government, nonprofit, private and public accounting environments; including Fortune 100 companies.

... Launched **B.O.O.S.T.**[®] strategy. 5,300+ first level LinkedIn connections with 6-10 daily direct inquiries and opportunities. Generated **\$500,000+ revenue within 1st 24-month period** of implementing repeatable LinkedIn strategy. Trained 7,000+.

... Helped thousands of business leaders increase revenue, build profitable strategic partnerships, connect with new clients, land dream jobs, and more.



National Institutes
of Health



We'll Cover ...

- ✓ Why LinkedIn is the most powerful business relationship building platform
- ✓ How/Why it's critical to have a complete profile
- ✓ The significance of being **A.L.I.V.E.**® on LinkedIn
- ✓ Importance of LinkedIn Recommendations vs. Endorsements
- ✓ Effective strategies to search for Jobs and to connect with key decision makers



The Good News Is ...

90% of questions you have about social media are not in fact social media questions, they're actually networking questions...

Social media technology allows people to talk about brands with unprecedented speed and volume...



IMPORTANT: Know Your Organization's Social Media and Third Party Website and Application Policy



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Why is LinkedIn Important?

- ✓ 550MM+ members worldwide
- ✓ Users in over 200 countries, available in 19 languages
- ✓ 42% of users update their profile regularly
- ✓ 2MM+ Groups, with 1,000 forming every day
- ✓ Over 5 billion professional searches each year
- ✓ 20MM+ Company Pages

- ✓ 7MM+ US-based jobs currently listed on LinkedIn
- ✓ 77% of all open jobs are listed on LinkedIn
- ✓ 48% of recruiters post jobs exclusively on LinkedIn

- ✓ *Vision → create economic opportunity for every one of the 3.3 billion people in the global workforce*



Getting Started ...

Effectively building a personal profile is the first step to growing a strong LinkedIn presence because people do business with people they ...

know,
like, and
trust



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Is My LinkedIn Profile **A.L.I.V.E.**®?

"To attract attractive people, you must be attractive. To attract powerful people, you must be powerful. To attract committed people, you must be committed. Instead of going to work on them, you go to work on yourself. If you become, you can attract." -- Jim Rohn

A – Accurate

L – Locatable

I – Impactful

V – Value-based

E – Engaging



Is Your Profile ... Accurate

“Whoever is careless with the truth in small matters cannot be trusted with important matters” - **Albert Einstein**

- Free of grammar/spelling errors?
- Correct in all details – factual?



Is Your Profile ... Locatable

➤ Users with complete profiles are **40 times more likely to receive opportunities through LinkedIn**



- Industry and postal code
 - A current position with description
 - Two more positions
 - Education
 - At least 5 skills
 - **Profile photo**
 - At least 50 connections
- Do your **Specialties & Endorsements** contain appropriate keywords which cause you to “rank” for your expertise?
- What words would peers, prospective employers, hiring managers, recruiters, etc. use to search for your background/expertise?



Is Your Profile ... Impactful



➤ Are your Headline and Summary **compelling**?

Postdoctoral Researcher at NCI → Postdoctoral Researcher at NCI | Protein Biochemistry | Molecular Biology | Assay Development | Research Scientist

VP, Patient Engagement at Hudson River Community Health → Global & community health professional specializing in digital health, mHealth, eHealth, & informatics

Molecular Geneticist at National Cancer Institute → Administrator, Educator, Molecular Geneticist with deep expertise in next-generation sequencing



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Is Your Profile ... Value-Based



- Highlight your **past performance**
- Does your Summary highlight your **value proposition**; succinctly written with **measurable/quantifiable accomplishments**?
- Does your profile contain current **recommendations** that are directly aligned with your skills/abilities?



Is Your Profile ... Engaging

➤ Define your **Connection Strategy**

➤ **Grow** your network.

➤ **Share** what you're doing – provide relevant content as a Post or Article to show your thought leadership

➤ **Communicate** with your network – like/comment/share Posts, Articles, etc.



Profile Sections

- Profile Header
- Background/Summary
- Experience
- Education
- Organization
- Certifications
- Skills & Endorsements
- Recommendations
- Volunteer Experience & Causes



Understand Your Settings & Privacy

The image shows a LinkedIn profile page for Kelly Leonard. The top navigation bar includes Home, My Network (with a notification badge of 3), Jobs, Messaging, Notifications (with a notification badge of 2), Me, and Work. The 'Me' dropdown menu is open, showing options for the user's account. A red arrow points to the 'Me' icon, and a red oval highlights the 'Settings & Privacy' option in the dropdown menu. The profile page itself shows a post by Andrew Cowan with a comment by Elisa Eguiarte MBA. The left sidebar displays the user's name, title, and statistics: 459 profile views and 190 post views. The right sidebar shows a recommendation for Barbara Corcoran.

Navigation Bar: Home, My Network (3), Jobs, Messaging, Notifications (2), Me, Work

Profile Header: PREMIUM Kelly Leonard, Speaker, Trainer, Consultant | Delivering customized solutions to drive operational excellence & profitability. 459 Who's viewed your profile, 190 Views of your post.

Post: Andrew Cowan commented on this. Elisa Eguiarte MBA (Talent Acquisition Professional) commented: "When did LinkedIn become a dating app? I am in the business of networking with people for career purposes." 119 Likes · 28 Comments.

Dropdown Menu (from 'Me'): PREMIUM Kelly Leonard (View profile), ACCOUNT (Settings & Privacy, Premium subscription settings, Help Center, Language), MANAGE (Job postings, Company Page: Taylor-Leonard Corporation), Sign out.



Know Your Settings & Privacy



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Profile Header ... Your Headshot



The Perfect Profile Photo

research and analysis by PhotoFeeler.com

- = perceived Competence (Smarts, Capability)
- = perceived Likability (Friendliness, Kindness)
- = perceived Influence (Industry leadership)

Missing numbers indicate no statistically-significant effect.

www.photofeeler.com

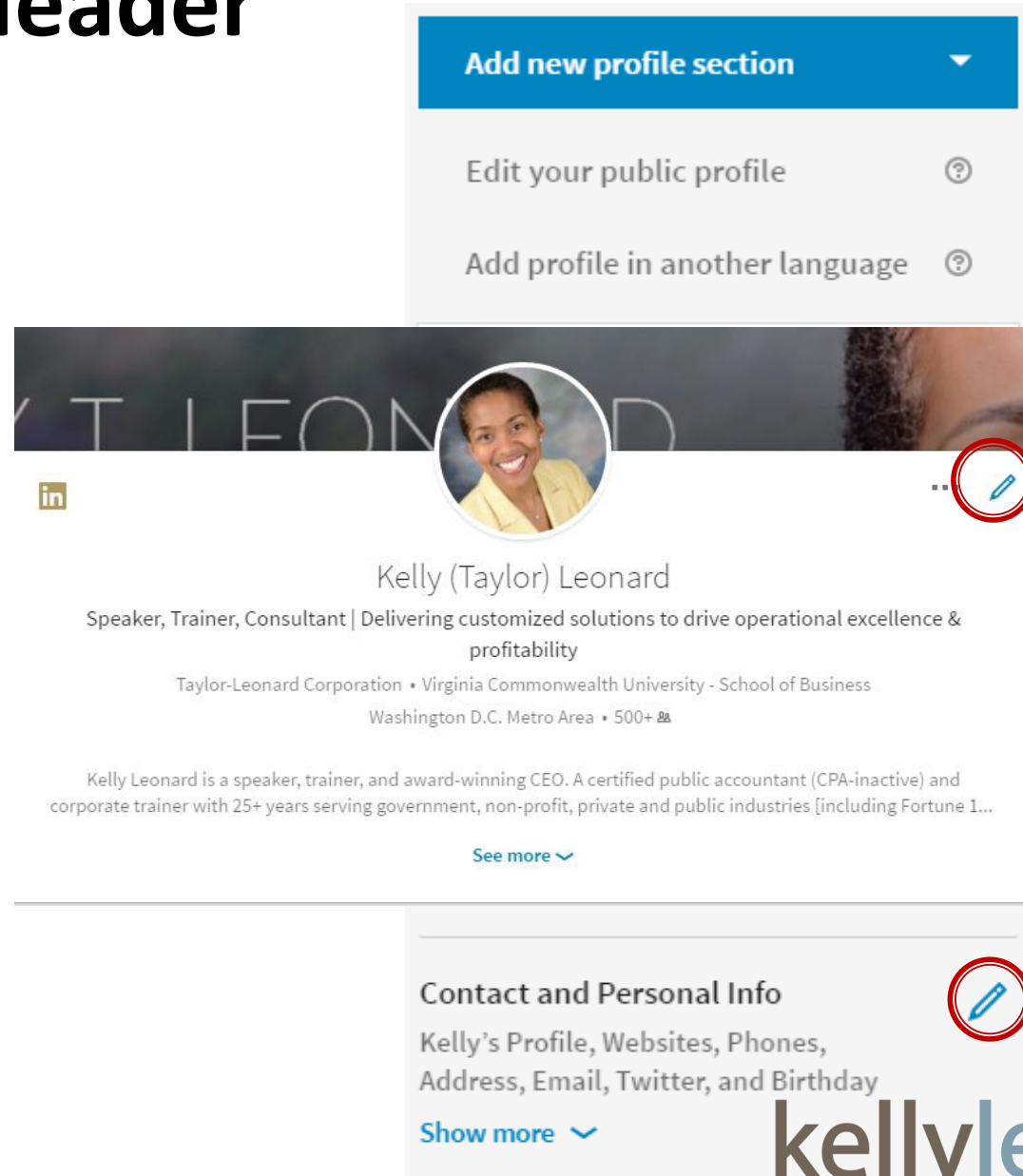


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Customize Your Profile Header

- ✓ Background Photo/Banner
- ✓ Compelling Headline
- ✓ Contact & Personal Info
- ✓ Website & Social Media Links, if applicable
- ✓ Personalized LinkedIn URL



The image shows a screenshot of a LinkedIn profile header for Kelly (Taylor) Leonard. A dropdown menu is open, showing options: "Add new profile section", "Edit your public profile", and "Add profile in another language". The profile header includes a banner image with the text "K T LEONARD", a profile picture of Kelly, and her name "Kelly (Taylor) Leonard". Below the name is her title "Speaker, Trainer, Consultant | Delivering customized solutions to drive operational excellence & profitability" and her affiliation "Taylor-Leonard Corporation • Virginia Commonwealth University - School of Business". A "See more" link is visible below the bio. The "Contact and Personal Info" section is also visible, with a red circle highlighting the edit icon.



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Personalize Content in Your Headline Block

- Professional Headshot
- Add a Compelling Headline
- Contact info (email address & phone #)
- Add Graphic to Banner
- Personalize LinkedIn URL



Summary

Background



Summary

- ✓ Online “resume”
- ✓ Value-based headline
- ✓ Large network
- ✓ 2-3 paragraph Summary
needs Call to Action
- ✓ Highlight Accomplishments
- ✓ Specialties to drive SEO

Public and Global health professional with over 10 years of experience in health information technology. Applied expertise in mHealth applications, knowledge management, decision support tools, vulnerable and underserved populations, and community health nursing. Skilled in needs assessment and clinical workflow analysis in community health contexts and in developing countries. Expertise in design and implementation of mHealth and web-based applications.

Currently serving as the eHealth Team Lead for USAID's flagship Maternal & Child Survival Program (<http://www.mcsprogram.org/>), Dr. Velez is responsible for the development of MCSP's eHealth strategy and provides technical assistance on the development and implementation of eHealth, mHealth, and ICT interventions. She is an advisor to Maternal Concept Lab, a cross-cutting project which seeks to establish a common language for eHealth systems to communicate maternal health information and provide tools to ease adoption of shared standards. Additionally, Dr. Velez maintains an affiliate faculty position in the Department of Biomedical Informatics at Columbia University where she is advising on the implementation of a mobile point-of-care decision support applications for midwives and nurses working at the Millennium Village facilities in Ghana.

Specialties: healthinformatics, public health informatics, mHealth, eHealth, nursing, wireless health, decision support, global health, needs assessment, maternal/child health, HIV/AIDS, malaria

SAMPLE CALL TO ACTION: “A results-driven professional, Olivia Velez combines 10 years of health information technology to drive global design implementations. To leverage her expertise, contact Olivia on phone # or email address.”



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Experience

- ✓ Include current & past employment
- ✓ Think *beyond JOBS*
- ✓ Focus on your value proposition & measureable accomplishments
- ✓ Link to Company Page to drive brand /visibility
- ✓ Mix text with bullet points, when possible
- ✓ Show Acknowledgments/Awards
- ✓ Give/Get Recommendations



Experience

Senior mHealth Advisor

ICF International

January 2013 – Present (1 year 10 months)

Provide technical leadership and assistance on information and communication technologies for global health development with a focus on mobile health (mHealth) tools.

Project Roles:

- eHealth Team Lead - Maternal & Child Survival Program- July 2014 - Present

www.mcsprogram.org/

- Deputy Project Manager for ICF International - MEASURE Evaluation SIFSA - Aug 2014 - Present

www.cpc.unc.edu/measure/sifsa

- Senior mHealth Advisor - Maternal Child Health Integrated Program - Jan 2013 - June 2014

www.mchip.net

▼ 1 honor or award

Nursing Informatics Emerging Leader

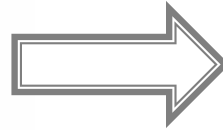
ANI Emerging Leader Developing Tomorrow's Nursing Informatics Leaders ANI has developed a program for emerging leaders in nursing informatics to involve them in a 2 year program to serve nursing informatics practice and policy. The program enhances... [View ↓](#)



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Tune In ...



- **Save**
- **Make**
- **Create Efficiencies**
- **Solve Problems**
- **Bring Peace of Mind**



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What's Your Story?

- Add Content to Summary Block
- Add Experience (Current Role + 2 Prior Positions)



Recommendations – 3rd Party Validation

- Does your profile reflect the experience that would allow you to be recommended?
- Who are you connected to, have you delivered value to?
- Who are your current/past managers or colleagues?
- Who has been a mentor to you?
- Endorsements vs. Recommendations ... *Know the difference!*

Recommendations

Received Given Ask for recommendations Give recommendations

Manage recommendations you've given

Christyne "Chris" Nasbe
As Founder & CEO at Polkadot Libra
“ I recently had the pleasure of working with Christyne on my profile to reflect her amazing new professional experience. Her first contact I found her to be extremely helpful and professional.
Nov 9, 2016
[Edit](#) | [Remove](#)

Radiance Harris, Esq.
As Founder | Managing Attorney at F
“ Responsive, professional, and an excellent communicator. Her company's experience with Radiance was a key step of our trademark process. Having her as a partner was a great experience.
Nov 3, 2016
[Edit](#) | [Remove](#)

Recommendations

Received Given Ask for recommendations Give recommendations

LinkedIn Optimization Consultant | B.O.O.S.T.™ My LinkedIn trainer | Social Media Strategist, Taylor-Leonard Corporation
You have 41 recommendations (39 visible, 2 hidden).
[Ask for a recommendation](#)
Checkmark indicates a particular recommendation is displayed on your profile

Christyne "Chris" Nasbe
Nonprofit Executive | Providing sustainable education to instill the love of reading in underprivileged children
“ Kelly's unique perspective of LinkedIn helped me to embrace the platform's potential impact on my international non-profit. The coaching and content ... [more](#)
Nov 8, 2016, Christyne "Chris" was a client of yours

Sherron Washington, M.A.
Marketing Strategist, Author, Speaker & SmartCEO and Black Enterprise Contributor
“ As a professional marketer, I'm very social media savvy. It wasn't until I began tapping into Kelly's B.O.O.S.T. strategies did I fully appreciate the... [more](#)
Aug 13, 2016, You worked with Sherron but in different group

Sonya Bajwa, CPA, CGMA
CPA - Combining Accounting Best Practices, Strategic Planning, and Organizational Leadership to Grow Enterprise Value
“ After hearing Kelly speak at a conference, I decided to hire her to work with me one-on-one to improve my LinkedIn presence. The comprehensive profile... [more](#)
Jul 21, 2016, Sonya was a client of yours

Skills >> Endorsements

The Good

- ✓ Quick, easy, painless
- ✓ Visually attractive skills schematic

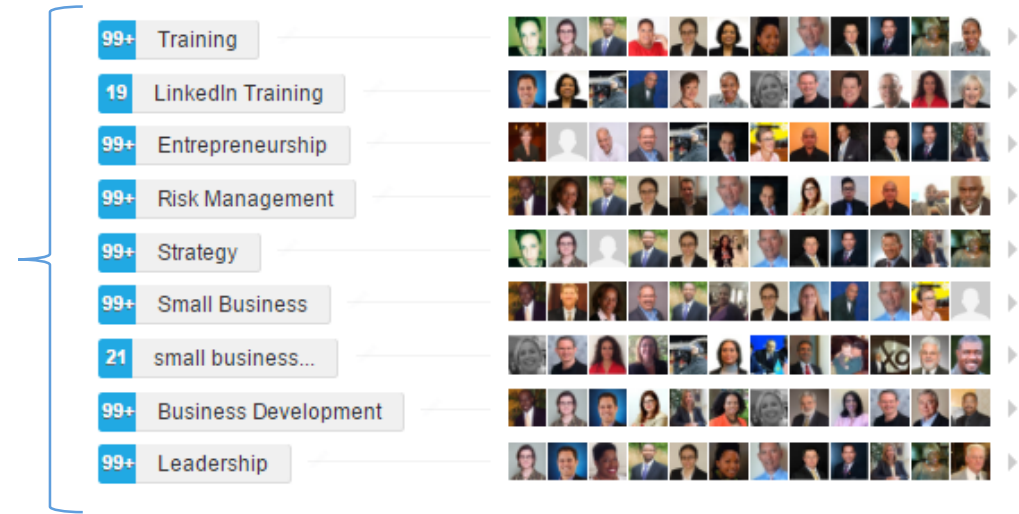


The Bad

- ✓ Impersonal
- ✓ Limited value
- ✓ Viewed as “soft” recommendations

The Ugly

- ✓ Often driven by ulterior motive



Kelly also knows about...



“But I Don’t Have 50 Skills ...”

These **3** possibly become **16**

1. Genomics

1. Functional Genomics
2. Comparative Genomics
3. Cancer Genomics
4. Structural Genomics
5. Functional Genomics

2. Molecular biology

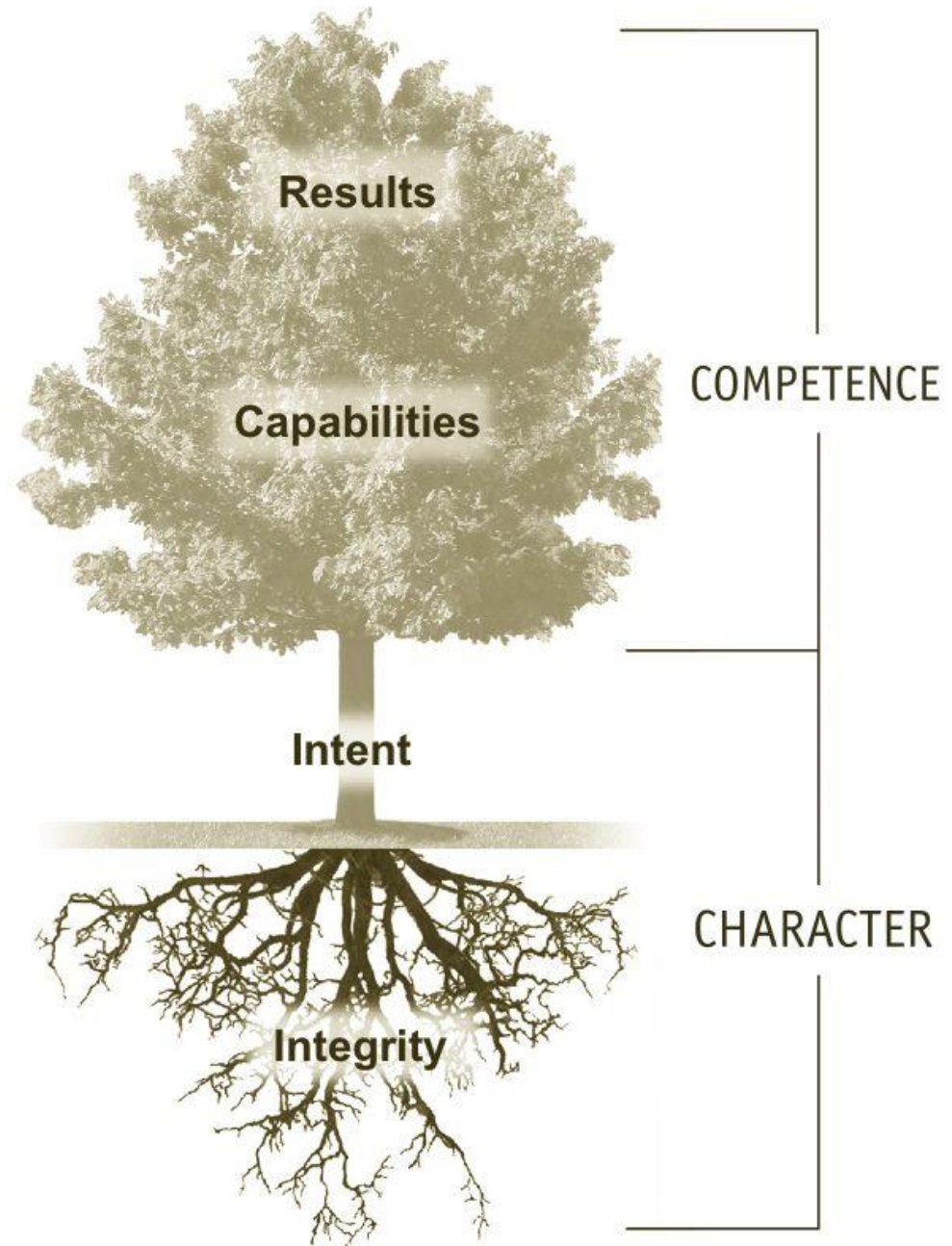
6. Molecular cloning
7. Molecular genetics
8. Molecular & cellular biology
9. Molecular microbiology

3. Epidemiology

10. Molecular epidemiology
11. Cancer epidemiology
12. Genetic epidemiology
13. Social epidemiology



Credibility Counts





- **Give + Get 5-7 Recommendation**
- **Add Relevant Skills (50)**
- **Endorse 10 Connections**



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- ✓ 77% of all open jobs are listed on LinkedIn
- ✓ 48% of recruiters post jobs exclusively on LinkedIn
- ✓ *Vision → create economic opportunity for every one of the 3.3 billion people in the global workforce*



Search for Jobs

📁 genomics AND "assistant professor" 📍 United States Search


Showing 45 results. Sort by: Relevance ▾



Research Assistant Professor
Washington State University
Pullman, Washington

The ideal candidate will be: 1) knowledgeable in the production, manipulation, and culture of mammalian embryos including rodents and domestic livestock; 2) knowledgeable in the...


4 days ago



Assistant Professor, Imaging Science and Innovation
Geisinger Health System
Danville, Pennsylvania


The ideal candidate will have a background in engineering, computer science, mathematics, radiology, or related field. Experience in achieving successful funding preferred.

3 weeks ago • [in](#) Apply



Term Assistant Professor in Ecology and Microbiology
George Mason University
Fairfax, VA, US

Term Assistant Professor in Ecology and Microbiology The George Mason University Department of Environmental Science and Policy (ESP), within the College of Science, is seeking ... jobs.washingtonpost.com

 7 connections work here

4 days ago

I identified these jobs. Now what?



- **Develop saved searches for relevant roles**
- **Leverage your network to conduct due diligence**



Effective Use Requires Discipline



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Need More Help ...



Text **BOOST** to **66866**

Visit www.BoostMyLinkedIn.com

- ✓ **FREE Resources**
- ✓ **B.O.O.S.T.® Book Series**



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kellytleonard.com



[linkedin.com/in/ktleonard](https://www.linkedin.com/in/ktleonard)



[@kellytleonard](https://twitter.com/kellytleonard)

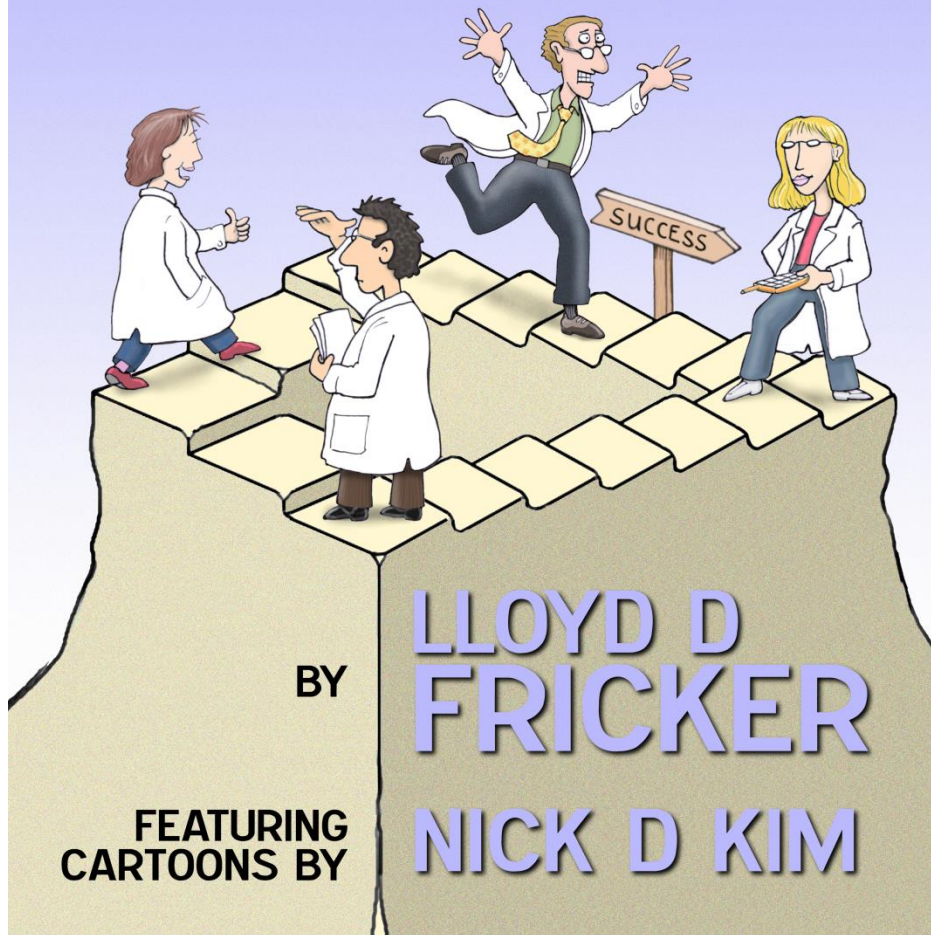
Succeed in Science: Focusing on the Question

Graduate Student/Postdoctoral Colloquium:
Tools and Tricks for Success in Science
ASPET, April 21, 2018

Lloyd Fricker, Ph.D.
Professor, Molecular Pharmacology and Neuroscience,
Albert Einstein College of Medicine, Bronx, NY

SUCCEED IN SCIENCE

AND AVOID GETTING A REAL JOB



BY

LLOYD D
FRICKER

FEATURING
CARTOONS BY

NICK D KIM

Science is all about asking questions

Question(s) \longleftrightarrow Answer(s)

Hypothesis \longleftrightarrow Tests

Try to prove
vs
Try to disprove

Good questions to pursue

Important

Fundamental basis of biology, life, disease, death

Known unknowns vs unknown unknowns

Solvable

Using current approaches, or new techniques you can develop

Technical questions and social media

How do I ...

What is the best source of ... (reagents, etc)

Research Gate

Society websites

INRC forum, APS pain forum

“Judge a man by his questions, not by his answers.”

-quote attributed to Voltaire

Why ask questions about other people's research?

- Curiosity (to get more information)
- Active learning (to better remember the topic)
- To advance science
- Networking (to get to know people better, to become known)
- To get a job

When/where to ask questions?

Almost anywhere...

- At seminars
 - After seminar during Q/A session
 - Not during seminar unless very important question and informal seminar
 - After Q/A session
 - Later during informal open discussion
 - Typical at Gordon Conferences and other small meetings
- Networking: one-on-one or small groups
- During job interviews

Is there such a thing as a stupid question?

“There are naive questions, tedious questions, ill-phrased questions, questions put after inadequate self-criticism. But every question is a cry to understand the world. There is no such thing as a dumb question.”

– Carl Sagan

“There's no such thing as a stupid question, just stupid people with questions.

– Anonymous

Examples of Bad Questions

- Questions that demonstrate extreme ignorance
 - “You used the abbreviation DNA. What does DNA stand for?”
- Leading questions
 - “If I go crazy then will you still call me superman?”
- Limited options/choices
 - “Do you want coffee or tea?”
- Questions that are impossible to answer
 - “Why do we wait until night to 'call it a day'?”
- Questions that are irrelevant
 - “If you could be any animal, what would you be?”

Questions fall on a spectrum

- Focused vs broad
- Clarification vs speculation
- Technical vs big picture
- Fill in the gaps vs extend
- Friendly vs mean

Types of questions

- Simple clarification
- Probing
- Complex
- Questions that aren't questions
 - Advice
 - Statements

Types of questions

Simple clarification

- “I don’t understand ...”
- “Can you clarify ...”
- “I must have missed this, but did you look at ...”

Types of questions

Probing

- “Do you know of any ...”
- “Is there any literature on ...”
- “Can you say a little more about ...”

Probing questions can also probe

assumptions

evidence

implications and consequences.

“Does this mean that...”

Types of questions

Complex

- “I don’t understand”
 - when asking about something that didn’t make sense, such as an apparent contradiction between results and/or their interpretation
- “How do the results from the experiment on ... support your hypothesis?”
- “Why does ...”
- “What do you think is the ...” (similar to Why questions)
- “How do you explain ...” (also similar to Why questions)

Types of questions

Advice in the form of a question

- “Have you looked at ...”
- “Is it possible that ...”
- “Have you considered using another approach, such as...”
- “Could your data be explained by an alternative hypothesis?
Specifically, ...”

Questions that aren't questions

- “We have found that ...” (followed by a detailed description of results that may or may not be relevant to the topic)

Mastering the art of asking questions

- Go to many seminars
 - In your field **and** outside your field
 - Think of questions during the seminar
- Pay attention in the Q/A session
 - What is asked?
 - How are the questions phrased?
 - Are they good questions?
 - Did anyone ask “your” questions?
 - Try asking your questions
 - What was the speaker’s reaction?
- Ask questions when you meet new people

Interactive session

Tables of ~8 people

- Everyone introduces themselves
 - name, position, institution, and 1 sentence about their main research focus
- After introduction, 1 person at table give “elevator pitch” to others at table (max 2 minutes)
 - Select the most senior person, if willing
- After finished with pitch, everyone asks a question
 - Keep the answers very short (the focus is on the questions, not answers)
- If time, another person gives elevator pitch, others ask questions
- Moderators circulate around room, listen in on pitch and questions
- After ~10’ general discussion
 - What types of questions came up?

Example of “elevator” pitch

- Background
 - Catnip makes cats frisky and playful
- Central question
 - What does catnip do to humans?
- Approach / technique
 - We recruited 12 volunteers and had them smoke either catnip or a control herb
 - We tested short-term memory before and after exposure, offered them cookies, and recorded the amount eaten.
- Results
 - Compared to the control group, catnip significantly increased short term memory and decreased appetite.
- Interpretation
 - Catnip effects on humans are different than on cats.
 - Catnip could be helpful for improving memory in Alzheimer’s patients.
 - Catnip could be an effective aid in reducing obesity.
- Further directions
 - We are working to isolate the active compound from catnip.

Interactive session

- What types of questions came up?
 - Any complex questions?
 - Any question that was not something you expected?
 - Any questions that seemed really good?
 - Any potential ideas for collaborations?
- Did this exercise help you feel more connected?

For a job in academia (and elsewhere)

You need to

- Get invited to a job interview
 - For this, networking is helpful
 - Asking questions at conferences will get you noticed
- Impress everyone during the job interview
 - Meet with faculty members
 - Answer questions they ask you
 - Ask them questions
 - Give a seminar
 - Answer questions after your seminar

Asking questions after seminars at conferences

- Get over your shyness
 - Don't be afraid that asking questions will make you seem ignorant
 - Don't assume everyone else knows the answer
- Gain confidence by
 - coming up with questions
 - discussing them with your friends after the seminar
- Get feedback on
 - what is a good question
 - idea is good
 - phrasing is good
- Ask the speaker your question
 - Semi-privately after seminar
 - During Q/A period

Asking questions during job interviews

- Examples of standard questions job candidates ask
 - “What are the strengths of working here?”
 - “What are the major challenges?”
- These questions won’t impress anyone
 - You need to ask questions that show you can think

- Prepare in advance
 - Have a general idea of the research direction of everyone you will meet
 - Have several specific questions in mind
- Ask about their current directions of research

Practicing for job interview-type questions

- Ask many questions
 - at lab meeting
 - at department “work-in-progress” seminars
 - at department seminars with outside speakers
 - at conferences
 - when you meet new people at conferences
- Go to seminars outside your immediate field

Answering questions after seminars

Concentrate when question is being asked

If you don't understand the question, ask for clarification

“Do you mean...?”

Have standard answers to things that usually get asked

Simple clarification – provide short answer

Complex – “That’s a really good question. I’m working on that and hope to have an answer soon”

How to answer a difficult question if you don't know

“That’s an interesting question. I would like to discuss it with you later”

Keep answers short, especially if many hands are raised

If no questions after your seminar

- You went over the allotted time
 - the audience is respectful of the next speaker and they don't want you to take more time
- You stopped with plenty of time for questions
 - your talk was clearly understood by all, and further discussion is unnecessary (this never happens)
 - your talk was too complex or otherwise hard for the audience to understand
 - your topic was of no interest to anyone

Science is all about asking questions

Question(s) \longleftrightarrow Answer(s)

I think,
therefore I am

I ask questions,
therefore I think

Additional Information

Google the phrase “asking questions”

Ask questions: The Single Most Important Habit for Innovative Thinkers

<http://www.innovationmanagement.se/imtool-articles/ask-questions-the-single-most-important-habit-for-innovative-thinkers/>

Relearning the Art of Asking Questions

<https://hbr.org/2015/03/relearning-the-art-of-asking-questions>