

Leveraging LinkedIn to Advance Your Career

Part 2



Member of Sanford Rose Associates® Network

CHRIS BATZ | OWNER OF THE LION GROUP



- Owner and Recruiting Manager of The Lion Group
- 12+ years as an executive recruiter of Corporate In-House Counsel and Corporate Defense Law Partners around the United States
- Host of The Law Firm Leadership Podcast | Thought Leadership and Legal Executive Interviews
- Member of Sanford Rose Associates
- Member of the National Association of Legal Search Consultants, the Missouri and Kansas Search and Staffing Association, and the National Association of Personnel Services
- Based in Kansas City



THE LAW FIRM LEADERSHIP PODCAST



- Legal Executive Interviews of General Counsel, BigLaw Leaders and Legal Consultants
- 63 Episodes and more than 41,000 downloads since the fall of 2016
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- Downloadable Transcripts
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- 5.0 rating on iTunes
- Subscribe now...



ACTION ITEMS DURING SESSION

**Submit Questions
Throughout Today's Session
via the Zoom Chat Function**



WHAT WILL BE COVERED TODAY

Reviewing the 4 Steps to Leveraging LinkedIn to Advance Your Career

The Magic of Serendipity

The Power of Networks

How to be a Relational Rockstar

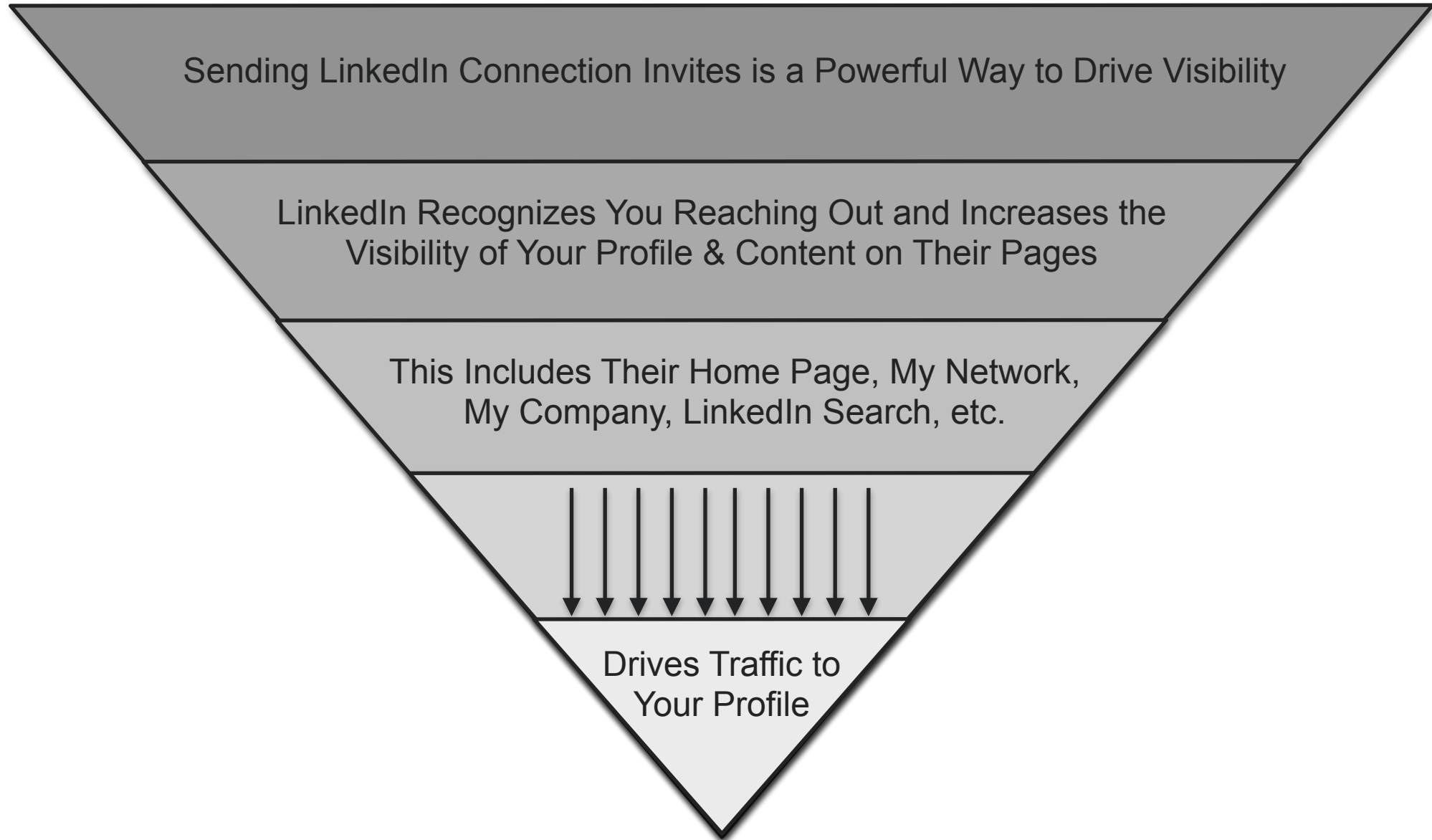
Q&A at the End

SETTING THE STAGE: WHAT'S THE OVERALL GOAL ?

Why Be Visible? Why Learn the LinkedIn Algorithm?

1. The Billboard Effect
2. Be a Thought Leader & Industry Leader
3. Network and Build Relationships

FEEDING THE LINKEDIN ALGORITHM



PART ONE RECAP

#1 Optimize your Profile with Principles & Formatting

#2 Grow Your Connections

#3 Join Groups

#4 Be Active on the Home Page



SALES

COUNTERACT EYE FATIGUE & INERTIA

Simple to Digest

Attractive Format for the Eyes

Easy on the Mind

Reduce the Friction Of Reading

Avoid Forcing Them to Think



COMMON PROFILE MISSTEPS

**Resume Content
Cut & Paste**

**Content
Stacking**

**Empty Profiles
with
Titles**

**Gob
Paragraphs**

**Missing
Sections**

No Spacing



PRINCIPLES FIRST

Context is Key

Numbers

Names

Explanations

Blog Post Formatting

Shorter Sentences

Spacing

Headers

Bullet Points

Capitalized Words & Acronyms



FORMATTING SECTIONS IN REVIEW

The About Section

The Experience Section

Professional Headline & Education Sections



THE ABOUT SECTION | AN OVERVIEW

1

1 Sentence Summary of Who You Are

2

HEADER | Core Strengths

3

4-6 Bullet Points

A

Numerical Results

B

Descriptions Explaining Your Core Strengths

4

HEADER | Career Highlights

5

Boilerplate Resume Content with Keywords

PRO TIP

**Make Sure to
Leave a Space
Between Each
Section of Text**



THE EXPERIENCE SECTION | AN OVERVIEW

1

First Sentence | Brief Summary of the Role & Scope at the Employer

2

Second Sentence | Who is the Employer?

3

HEADER | Highlights

A

2-5 Examples of Accomplishments, Projects Completed, Deals or Cases

4

Boilerplate Resume Content with Keywords

PRO TIP

Consider Using
Your Core
Strength Phrases
To Train the Eye
Of the Reader



STEP #2 | GROW YOUR 1ST DEGREE CONNECTIONS



Have a Plan

What & Where Will Your Next Opportunity Be?

What Industry?

What Type of Company?

Create an Exhaustive List of Companies You Want to Target

Send Connect Requests to the Executives from those Companies

STEP #2 | GROW YOUR 1ST DEGREE CONNECTIONS



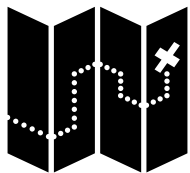
Make it a Goal to **10x** Your Connections

If you have 500, you should grow to 5k

If you have 1K, you should grow to 10k



Be Strategic and Targeted



Focus on Geography

STEP #3 | JOINING GROUPS

**Joining Groups
Feeds LinkedIn's
Algorithm**

Join Up To 100 Groups

**Begin Joining Groups with
Executives from Target Companies**

(Groups for Industry Executives, City Specific Groups, Trade Groups)

Join Law School Groups or Other Alumni Groups

Join Other Related Professional Networking Groups



DIFFERENT TYPES OF GROUPS

- Associations
- Industry Related
- College and Law School Alumni
- General networking
- Executive (CEO, CFO, CLO, CHRO, etc.)
- Vendor & Company Related

- Primary Schools
- Non-profit & Charity
- Special Interest and Hobby
- Country Club
- Mentoring or Peer
- Professional Service
- Coaching



Showing 19 results



Executive Assistants Networking Group of Chicago

Group • 921 members

If you are in the profession as an Executive Assistant or administrative assistant, who is supporting C-level executives or owner or present, this is an excellent networking H



Chicago Executives Roundtable

Group • 496 members

The Chicago Executives Roundtable is the premier group for Chicago business execu to connect and learn about all the current and best business, leadership, and mana



Supply Chain Executives Chicago

Group • 313 members

Chicagoland networking group for supply chain executives looking to expand their c Supply chain thought leadership, recruiting for supply chain positions, supply chain



Executive HR Network Group of Greater Chicago

Group • 217 members


The premier group for Chicago/Metro HR executives (V.P., Director and other senior and employment attorneys*(management side) to network, discuss significant emp







Behind Every Leader ~ Executive Assistants Conference

Group • 18,111 members

CEO/Executive Speakers / Forums / Masterclasses / EAO Certifications EAO 2020 B Inaugural EA Mastership Training: - BEL Seattle 02.07.2020 - BEL New York 05.01.2



 Home
  My Network
  Jobs
  Messages



Legal Staffing and Corporate Network of Chicago

Group • 35 members

This group was created as a way for people to connect and network with each other.



CALPA: Chicago Association of Legal Personnel Administrators

Group • 7 members

The Chicago Association of Legal Personnel Administrators ("CALPA") is a non-profit organization comprised of law firm recruitment and professional development employer members. The organization...



The Chicago Bar Association

Group • 4,284 members

Founded in 1874, The Chicago Bar Association is one of the oldest and most active metropolitan bar associations in the United States. The Association's voluntary membership of 22,000 consists largely ...



Events 4 Sure - Connecting Buyers and Vendors in Global Legal Industry

Group • 8,241 members

Headquartered in India with an office in California, USA and alliances in over 20 countries, Events 4 Sure is one of the best-in-class Law Event Management Companies in India and globally. We have been...



Chicago Investment Professionals

Group • 2,070 members

Purpose: To serve as a professional networking group for members of the investment management industry and those that support the industry and to share information and best practices designed to...



STEP #4 | BE ACTIVE IN THE NEWS FEED

Post
Industry
Related
Articles

Tag Others

Like or
Comment

10 Mins a
Day / 60 Mins
a Week

Share
Someone's
Post



LINKEDIN HELP ON GROWING YOUR NETWORK



Help

LinkedIn ▼

Inviting or Connecting with People on LinkedIn



You can ask someone to join your professional network by sending them an invitation to connect. If they accept your invitation, they'll become a **1st-degree connection**. We recommend only inviting people you know and trust because 1st-degree connections are given access to any information you've displayed on your profile. **Building your network** is a great way to stay in touch with alumni, colleagues, and recruiters.



WHAT IS THE GOAL OF LINKEDIN VISIBILITY

GOAL 1

Traffic to your LinkedIn Profile

GOAL 2

Take the Conversation Offline

Networking, Relationship Building and Visibility

Opens Doors to Future Opportunities



THE MAGIC OF SERENDIPITY

The delightful word we use to describe accidental good fortune

Being alert to potential opportunities to act on

Think exploration and going on a journey

THE MAGIC OF SERENDIPITY



Almost every case of Serendipity and Opportunity involves someone doing something.



When you do something, you stir the pot and introduce the Possibility that seemingly Random Ideas, People and Places will Collide and Form New Combinations and Opportunities.

THE MAGIC OF SERENDIPITY | **ACTION STEPS**

Budget Time and Money for Serendipity; **Create Space** for it

Find the Most **Curious** Person you know and **Learn** from them

Cultivate a **Mindset of Expectancy**

Use **Declaration**

I will **attract** incredible opportunities today.

THE POWER OF NETWORKS

OPPORTUNITY IS ATTACHED TO A PERSON.

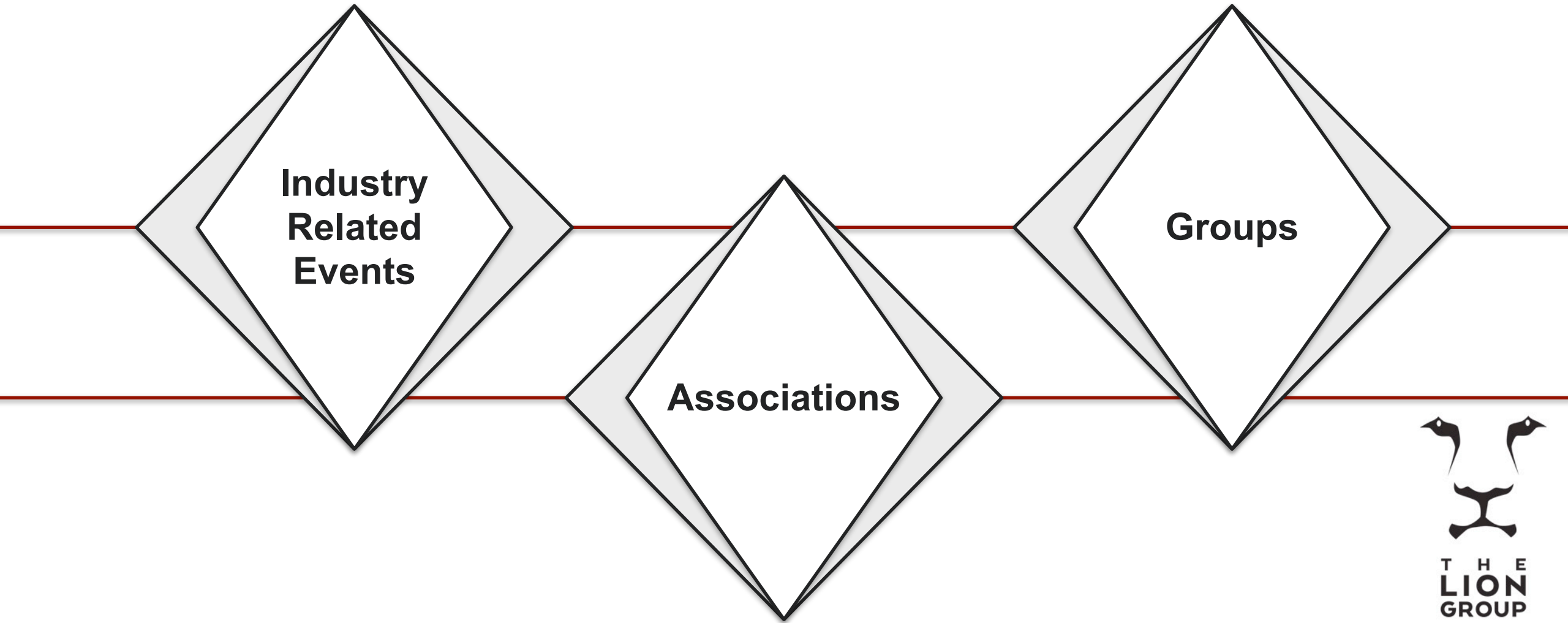
Opportunities do not float like Clouds.

A Company doesn't offer you a job, People do.

The question is not how do I apply for more jobs but

How can I connect with more people?

EXAMPLES OF CONNECTING



THE POWER OF NETWORKS | **ACTION STEPS**

Find people in your network who always seem to be involved in new, exciting, and interesting ventures.

Ask and learn from them, and then meet more people like them.

Join the local ACC, ACG, and NACD chapters and intentionally look at the membership lists and ask yourself who you would like to get to know and meet.

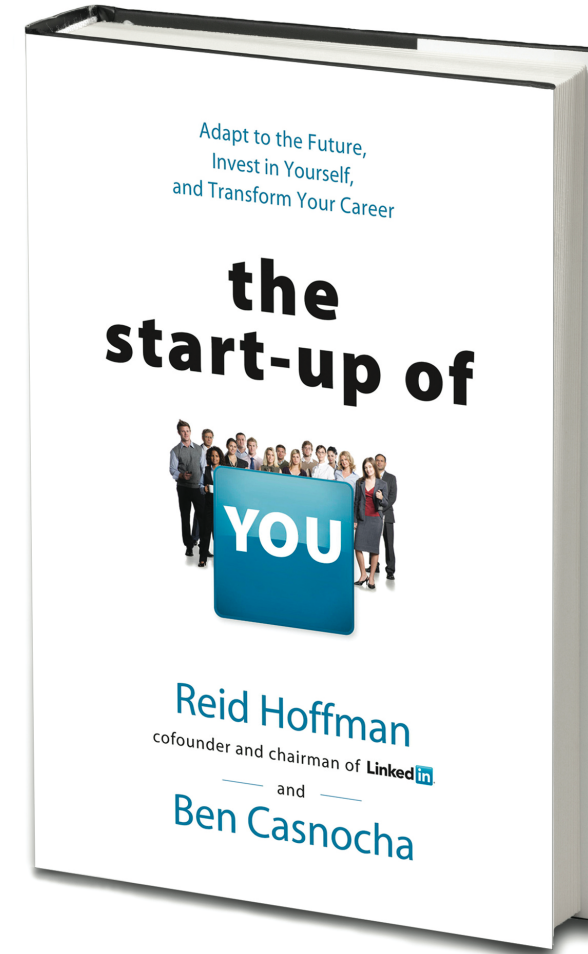
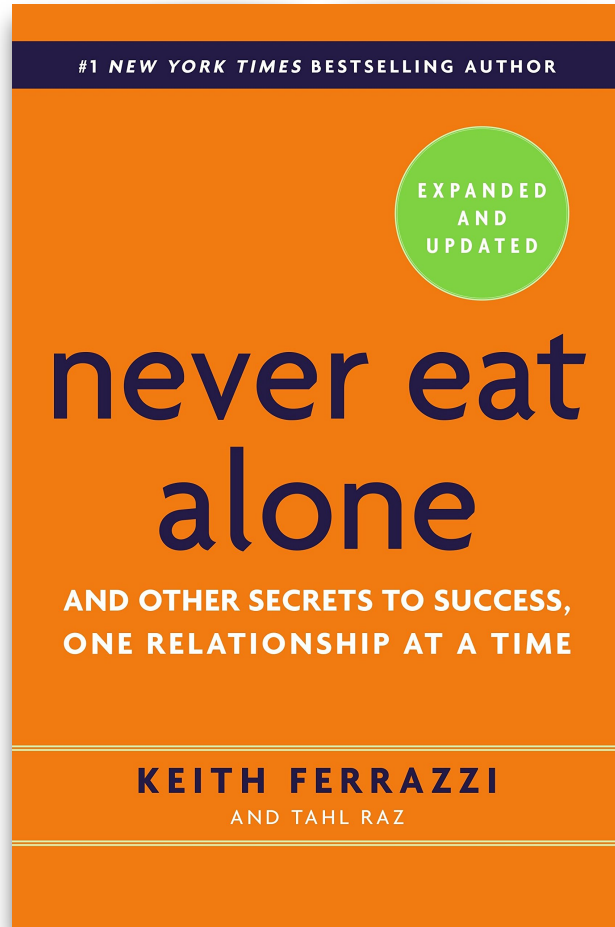
Then, systematically approach to treat them for coffee, a meal or drinks.

HOW TO BE A RELATIONAL ROCKSTAR

- ◆ *Grow in Emotional Intelligence | Be Vulnerable and Genuine | Own your Stuff*
- ◆ *Learn to Give and be Others Focused | An Abundance Mindset*
- ◆ *Embrace Humility | Prefer Others over Yourself*
- ◆ *Be Filled with Mercy and Kindness*
- ◆ *Take Notes, Track Conversations & Follow Up with Relationships*



BOOK RECOMMENDATIONS



Q&A

**Submit your Questions
via the
Zoom Chat Function**

THANK YOU



CHRISTINE BINOTTI
JACKIE BELCASTRO
LISA CARRERAS



LET'S STAY IN TOUCH



Visit our Website | FindtheLions.com



Subscribe to The Law Firm Leadership Podcast



Email Us at chris@findthelions.com



Network with Us on LinkedIn | The Lion Group | Chris Batz



THE LION GROUP IS A MIDWEST
LEGAL RECRUITMENT FIRM BASED IN
KANSAS CITY WITH NATIONAL REACH.



The Lion Group

We Identify, Recruit, and Connect Top In-House Legal & Compliance Talent, Law Partners & Groups.
We – Find the Lions®

Staffing & Recruiting · Kansas City, MO · 2,713 followers



T H E L I O N G R O U P



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*Nationwide Legal Recruiting based in Kansas City
Partners, Groups & Corporate Legal Departments*