



LinkedIn for Career Switching and Reinvention

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Your LinkedIn Driving Instructor

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Good Morning

Small group LinkedIn
trainings

Public libraries,
nonprofits, and career
development, and
business development
organizations

Focus on jobseekers,
career transitioners,
nonprofit leaders, and
small business owners
45 and older

The most impact out
of 30 minutes a day on
LinkedIn

Acknowledges online
privacy & security
concerns

Also, a graduate of
and facilitator for the
Career Gateway
Program

Great News for Career Switching and Reinvention!!!

We live in an economy that Values Expertise over Experience.

We know this because people with much less experience than us are getting jobs ahead of us.

LinkedIn gives you the Opportunity to Showcase Your Expertise 24/7.

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The overall composition is clean and modern, with a focus on the central text.

Learn How to

Lead with

Showcase

Demonstrate

Establish

Exhibit

Highlight

Emphasize

Spotlight

Accentuate

Your Expertise

Other Reasons Why LinkedIn is an Essential Tool for 50andbetter Career Switching/ Reinvention

Shows you are tech savvy & willing to learn something new. LinkedIn only 19 years old.

LinkedIn Enables you to EXPONENTIALLY Expand your network at a time when it's contracting without leaving home

Enables you to get the information you need to know that's never in the job announcement.

It Allows you to control & TELL your PROFESSIONAL "story" BEYOND YOUR RESUME which is ESSENTIAL if you are transitioning to a new career or industry.

LinkedIn Success Story: Karla's Career Pivot

Karla in
Commercial
Interior Design
Program after
30 years in
banking.

Reduced
banking
experience to
one-sentence on
her LI profile.

Rest of LI profile
about commercial
interior design:
Headline, About
section, Skills &
Endorsements, Posts,
Connections,
Interests,
Recommendations,
Accomplishments.

Had her first job
with Interior
Design firm
before she
graduated.

The Biggest Misperceptions About LinkedIn



Your Profile is JUST Your Resume and a Photo



All You have to do is Create the “Perfect” LinkedIn Profile and Recruiters will be Knocking Down your Door



It’s ONLY About Employers Finding/Connecting with You

Misperception #1

- ▶ Your LinkedIn Profile is Just Your Resume and a Photo

Remember

← The Focus of Your Resume is Your Past
The Focus of Your LinkedIn Profile is Your Future →

Your LinkedIn Profile Is:

Your Online Sales Pitch to Intrigue the Viewer Enough to:

- 1) Read your entire profile.
- 2) Invite you to connect.
- 3) Begin a conversation that will lead to
 - A. Sharing information, resources, job opportunities, and insights about your new industry.
 - B. Connecting you to more people who will become your job search partners and allies.



Why Is This Important?

- ▶ Because if the only person looking for a job for you is you, you're never going to find it. Especially in a new industry where, presumably, you do not have an extensive network of contacts.
- ▶ Because we hire people we know, like and trust.
- ▶ Sending out dozens of resumes and filling out dozens of applications each week doesn't work.



Career Switching/Reinvention LinkedIn Profile Action Steps

Tell your next employer what you can do for them. They really don't care what you did for your previous employers.

Highlight and emphasize the skills you want to offer to your next employer in your profile

Do not include those you do not wish to use going forward on your profile.

Post about things that relate only to the skill set you want to use and the industry you want to be in going forward.

Make these skills the Top 3 in your Skills & endorsement section and have people endorse and recommend you for them.

Reinforce this message with visual images as well as words in your banner and in your posts.

The Bottom Line

- ▶ Since Your LinkedIn Profile is Not Your Resume, You Can Craft an Online Brand Consistent with Your Future Career, not Your Past.

Misperception #2

- ▶ All You Have to Do is Create the “Perfect” LinkedIn Profile and Recruiters will be Knocking Down your Door

It Does
Happen on
Occasion
But Why
Leave it to
Chance?

94% of recruiters use LinkedIn to find candidates.

Many are under 40 and they do everything online.

Users with a Complete Profile are 40 Times More Likely to Receive Opportunities through LinkedIn

Here's Why
"If You Build
It, They Will
Come"
Doesn't
Work on
LinkedIn

Over 770 million Profiles

None of us are truly unique professionally. Thousands do what we do.

Career Switching/Reinvention Action Step

- LinkedIn rewards activity with visibility, i.e., your connections, posts, likes, comments, shares, giving endorsements, writing recommendations help make your profile more visible to your network and to recruiters.

The Bottom Line

- Creating a Profile is Just the Start of Your LinkedIn Journey. The Magic is in Consistent Activity.

Misperception #3

- ▶ The Power of LinkedIn is Employers Finding You

Remember
the Magic
isn't in Who
Finds You,
It's Who You
Find

Type

• Type Term in the Search box.

Select

People. To a connect to begin a conversation about their professional journey in your new profession.

Select

Companies. To see what image they're projecting, what the hot topics are, who's being promoted, growth areas, etc.

Select

Jobs. See what the key words are in the job announcements in your new profession to make sure you have them on your profile.

Select

Groups in your new area. Ask to Join. Connect with other members to become a part of their community and gather information.

The Bottom Line

- The Power of LinkedIn is Not in Who Finds You, But in Who You Can Find

YOUR LINKEDIN
DRIVING
INSTRUCTOR'S
FOUR KEYS TO
CAREER
SWITCHING/
REINVENTION
USING LINKEDIN





Focus on the TOP THIRD of Your Profile

- ▶ Capture the viewer in your banner (message reinforcing), headshot (clear, friendly & current), headline (skill-based), and About section (keywords).
- ▶ Make them want to scroll down to see more.
- ▶ If You don't Catch the Viewer's Interest Here, the Rest is Irrelevant Because...
- ▶ They're Never going to See It!

Top Third Career Switching/ Reinvention Action Steps

- ▶ Use Your Banner, Headline, and About section to Reenforce your Skill-based Message.
- ▶ Make Sure Your Top Third Highlights the Skills that are Important to an Employer In your New Industry.
- ▶ Make The Viewer Want to See the Rest of Your Profile and Your Resume.
- ▶ Emphasize Skills/Expertise over Experience. Employers want to hire the BEST, not the OLDEST.
- ▶ Focus on your Headline and About Section.
 - Your headline follows you all over LinkedIn. It is THE most important²⁴ thing to get right.

Plant Your Flag



Every section of your profile should PRESENT AND REENFORCE a CONSISTENT, PERSISTENT message about the ²⁵2-4 SPECIFIC skills/value you offer to your next employer consistent with your new industry.

Plant Your Flag Career Switching/ Reinvention Action Steps



We all could do and have done many things, but potential employer is not interested in a laundry list of everything you've ever done professionally.



Focus on No More than 2-4 Skills in Your Profile. A Diffuse Message is a Weak, Ineffective Message.



Create a clear, compelling message about the 2-4 skills you offer to any employer/client, no matter what the industry or job title is.



Focus on the Skills/Expertise you offer to your next employer not just what you did for your last. They don't care about them. They only want to know WIIFM.



Focus is on the 2-4 skills you offer, not what you want.

Human Beings are Visual Creatures. Use your LinkedIn banner and image to establish & re-enforce your new online brand.




TROOP PUBLIC RELATIONS
& Vines Film

ELECTIONS
Service. Ideas. Action.

Message **More...**

Pamela Hart Vines · 1st
Communication Strategies for Political Campaigns | Campaign Videos | Media Training | Reputation Protection
Lanham, Maryland · 500+ connections · [Contact info](#)

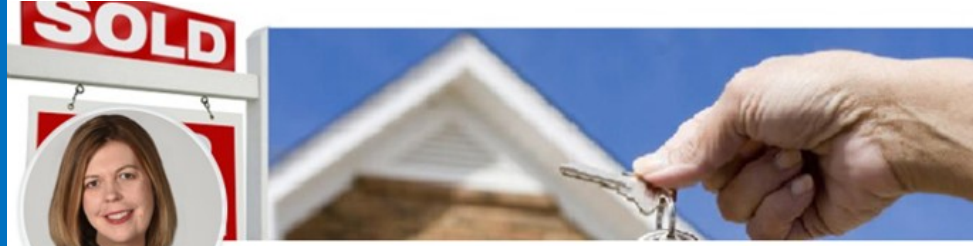
 Troop Public Relations, LLC
 University of Pittsburgh



Message **More...**

Kalima Billups · 1st
IT Specialist A+ Certified | Net + Certified | A focus on technical solutions provided with expert Customer Service.



 Per Scholas
 Rider University



SOLD

Message **More...**

Liz Korte · 1st
Professional REALTOR® Connector/DC Metro Enthusiast/Strategic Problem Solver
Germantown, Maryland · 500+ connections · [Contact info](#)

 RE/MAX
 University of Maryland College Park



CONTENT

Message **More...**

Patty P. Lundy · 1st
Writer and editor helping entrepreneurs and SMBs communicate effectively with their target audiences.
Washington D.C. Metro Area · 500+ connections · [Contact info](#)

<https://www.pattyplundy.com>
 University of South Carolina-Columbia



Message **More...**

Ginaya Crooks MSN BSN RN · 1st
Nursing Informatics/ Education and Leadership /Quality Improvement/ Critical Thinking and Decision Making
Washington D.C. Metro Area · 142 connections · [Contact info](#)

 Georgetown University
 Chamberlain University



THE ART OF COMMUNICATION IS THE LANGUAGE OF LEADERSHIP.

Message **More...**

Tom Thomson · 1st 
Business/communications strategist helping life science/tech startup leaders generate funds & resonate with stakeholders
Washington D.C. Metro Area · 500+ connections · [Contact info](#)

 T. Thomson & Associates, LLC
 The Johns Hopkins University - Carey Business School

Cast a Broad Net



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We underestimate who can and will help us. You may not want to be a LION (LinkedIn Open Networker) but don't be a Turtle.

Cast a Broad Net Career Switching/ Reinvention Action Steps

Invite Your neighbors, former co-workers, people from your church, your book club, your sorority or fraternity, your in-laws, cousins, people you do business with (e.g., insurance agent).

Click on live logos of Your Previous Employers.

Click live logos of the Schools You Attended.

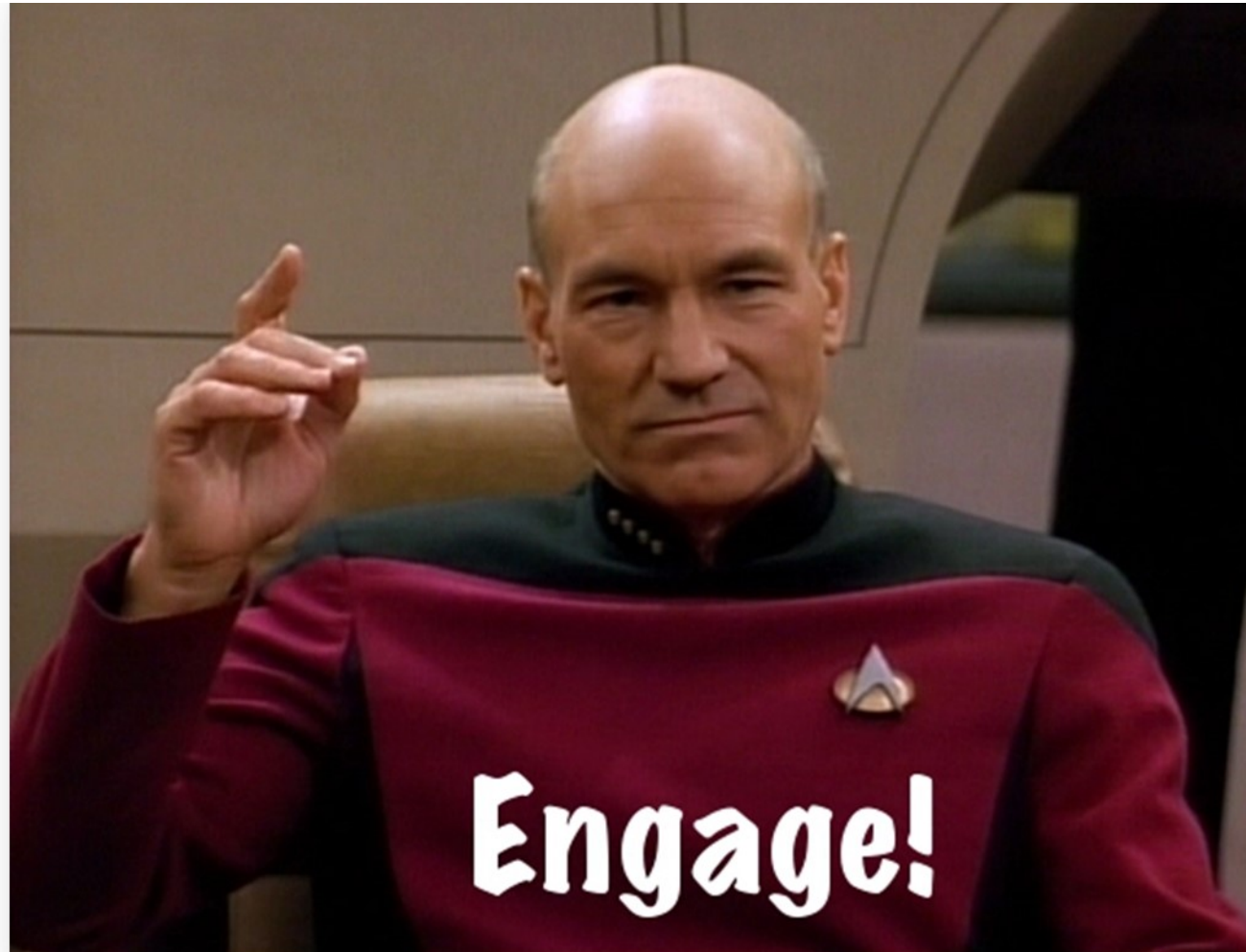
Invite Profile Views to Connect.

Respond to Current Invitations.

View Your Connections' Connections. See who responds to their posts. Birds of a feather.

Invite those who interact with your posts to connect.

Engage



The Rewards of LinkedIn Engagement (i.e., Posts & Comments) for Career Switching/Reinvention

Your Content demonstrates your expertise (i.e., builds your brand) in your new field 24/7 online where everyone is getting their information, especially during the pandemic.

You are building relationships and momentum in your new field by demonstrating that you are active and engaged. This also allows you to stay on the radar screen of your job search allies during the pandemic.

Provides value to your new network by sharing their content and allowing you to stay on their radar screen when you engage with their content.

LinkedIn algorithm rewards activity with visibility to those in and outside your first degree network because when your connections engage with your content it appears on the feed of their connections.

Upcoming Training Events & Contact Info

- ▶ Virtual LinkedIn Boot Camp, Montgomery County Public Libraries every 3rd Tuesday & Thursday of the month, 5:30pm-8:00pm. FREE!

Thank You!!!

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Connect with Me on LinkedIn!

Include a Note that You
attended the JCA 50+
Employment Expo