

# LinkedIn: The Perfect Vehicle for YOUR Career U-Turn



**Dr. Elisse W. Barnes, JD, PhD**  
**Your LinkedIn Driving Instructor**

May 17, 2022

# 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 U-Turners!!!

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.

You can use LinkedIn to get the Expertise, Information, Network you need to make your U-Turn.

## Why LinkedIn is the Perfect Vehicle for 50andbetter Jobseekers Making a Career U-Turn

Because it is chock full of professional information and it's FREE!

It enables you to EXPONENTIALLY Expand your network in a new profession without leaving home.

It enables you to get the information you need 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.

# Remember

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

## 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.

# 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.

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

# Banner

- ▶ Human Beings are Visual Creatures. A Picture is Worth a Thousand Words. Corporations Use Images to Communicate their Brand Messages. You Should Too!
- ▶ Find a Banner Image That Relates to Your Future, Not Your Past
- ▶ Karla's was a beautiful, well-designed office space



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**  
value price website business graph analytics ideas client brand chat media SEO web solution quality company strategy communication promotion research innovation online video optimization product

**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 [in](#)  
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

# What the Banners Did Not Say

How long they'd been in their profession.



Whether they had formal training in their profession.



Whether they had been validated or given permission by someone outside themselves to practice their profession.

# Headline

- ▶ The most important 220 characters of your profile because they literally follow you all over LinkedIn.
- ▶ Focus on the skills you offer to your next employer in your new industry.
- ▶ Focus on what they need, not what you want!
- ▶ Karla's headline focused on the skills she developed in her associates degree program in interior design that she could offer as a new associate at a commercial interior design firm.

# About

Often why we do what we do is more compelling/intriguing than what we do, especially if we are making a career U-Turn. This is the place to tell that story.

But never forget that the reader wants to know what's in it for them, not what's in it for you!

So if you begin with why, don't forget to include who and how.

# Connections

- ▶ You can invite people in your new industry to connect based on your interest, not your experience.
- ▶ People love giving advice. It's flattering and anyone can do it.
- ▶ People love talking about their jobs—even if they hate them!
- ▶ People who love their jobs, love to mentor others into their profession.
- ▶ The more people you're connected to in a particular industry, the more people the LinkedIn algorithm will show you in that industry to help you grow your network.

# Skills

Use job announcements to find out what they are in your new field.

Top Three on Your LinkedIn Profile should be consistent with the most sought after skills in your new profession.

Get skill endorsements from your connections.

Karla got hers from her instructors, classmates, colleagues at companies she interned with, and family members.

# Recommendations

- ▶ Make sure your recommenders re-enforce your skill-based message for your new profession.
- ▶ Provide a draft that includes the top three skills in your skills section.
- ▶ Search firms and recruiters read recommendations and take them seriously.

# Posts

Make sure your posts are interesting/relevant/helpful to your connections in your new profession.

Curating good information you find (which may be the majority of your posts starting out) is just as valuable/useful as good information you create.

Substantive comments on the posts of your connections in your new field can help establish your expertise as much as your own posts.



# Interests



Follow influencers, groups, companies, and schools in your new industry.



Read their posts to learn about hot topics, industry trends, growth areas and the vocabulary of your new profession.



Comment on their posts to begin the process of becoming an industry insider who is on their radar screen.

# Remember the Magic of LinkedIn isn't in Who Finds You, It's in Who You Can Find!

The screenshot shows the LinkedIn search interface. At the top, there is a search bar with the text 'interior design'. To the right of the search bar are navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Learning. Below the navigation bar is a filter bar with buttons for People, Services, Companies, Jobs, Groups, Posts, Events, Courses, Schools, and All filters. The main content area is divided into two columns. The left column is titled 'People' and lists three search results. The right column contains an advertisement for Virgin Galactic.


**People**

- Janet Cotter** • 2nd  
Owner Interior Design at Janet Cotter Design  
Needham, MA  
Summary: I work as a Residential **Interior** Designer in...  
Kathleen Rowe is a shared connection
- Elizabeth Krial** • 2nd  
Principal Interior Designer at Elizabeth Krial Design, L...  
Reston, VA  
Skills: **Interior Design**
- Laura Fox** • 2nd  
Owner Principal at Laura Fox Interior Design, LLC  
Silver Spring, MD  
Current: Owner Principal at Laura Fox Interior Design, LLC -  
**\*Interior Design** \*Consulting \*Project Management with New...  
Marty Tucker, Lisa Foy, and 3 other shared connections

[See all people results](#)

**Ad** ...

Get the latest jobs and industry news



LinkedIn Member, explore relevant opportunities with **Virgin Galactic**

[Follow](#)

# Connect with People



To begin a conversation about their professional journey that will help you with yours.



Conduct informational interviews.



Get insider information.



Get advice/guidance for additional training.



Get referrals to others within your new industry.

# Explore Services

To view potential employers if you are a job seeker.

To view potential mentors if you are entrepreneur.

To learn about the potential services areas/categories to focus your studies or your business in your new profession.

# Follow Companies



To see what their priorities and areas of growth are.



Discover hot topics, growth and challenges you might help them address.



Thoughtfully interact with their content and get on their radar screen.



Find out who's being promoted and begin conversations by congratulating them.

# Look at Jobs

- ▶ To discover the skillset employers are looking for in your new profession.
- ▶ To make sure that any training you invest in develops these skills.
- ▶ To make sure the right skills are highlighted on your profile in your Headline, About section, and Skills section.



# Join Groups

Since most require only interest rather than experience.

Connect with other members to grow your network within your new profession.

Comment on posts to become known to your new industry/community.

Remember that jobs posted here are only seen by members of the group and most will be related to your new industry.

# Read Posts

**Connect  
and  
engage**

Connect and engage with poster and commenters to grow your network in your new industry.

**Learn**

Learn from the more about hot topics in your new industry and who are the influencers on LinkedIn.

**Share  
and  
comment**

Share and comment to help you network promote their expertise and to get on their radar screen.



# Attend Online Events

To connect with thought leaders in your new field.

To connect with other participants to learn about their career journey and grow your network in your new industry.

To acquire strategic allies/partners in your job search.

# Enroll in Courses

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To gain knowledge and information about your new field.

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To explore how deeply you want to pursue this new field before committing to additional time and resources.

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There's LinkedIn Learning and great MOOCs (mass open online courses) from top flight universities, but there's also YouTube U.



## Look at Schools

- ▶ Find out about online and in-person certificate and degree programs in your new industry.
- ▶ Visit their websites.
- ▶ Connect with alumni to learn if it is the right fit for you.
- ▶ Find out if and where their alumni have jobs.

# Final LinkedIn Success Story:

## Dr. Elisse Barnes, LinkedIn Subject Matter Expert

- **On the path to a career in higher education.**
- **Life handed me a detour in the form of a spouse with a chronic illness and an aging, widowed parent.**
- **Needed to make a U-Turn into entrepreneurship to have the flexibility to take care of the people I loved.**
- **Saw a need and began my business around my kitchen table in Spring of 2016**
- **Make half of what I made in 2015 but I am 10X Happier**
- **Love what I do, the partnerships I've made, and the people I help.**
- **The day after I taught my first LinkedIn class around my kitchen table, I changed my LinkedIn headline to LinkedIn trainer.**
- **The only person's permission you need to claim your new career is your own!**



# Upcoming Training Events & Contact Info

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

## Thank You!!!

Elisse Wright Barnes, JD, PhD,  
Your LinkedN Driving Instructor  
CEO, Owner, Lead Educator & Trainer  
Of A Certain Vintage Workforce Education, LLC

[elisse@vintageworkforce.com](mailto:elisse@vintageworkforce.com)

[www.linkedin.com/in/elissewbarnesjdphd](http://www.linkedin.com/in/elissewbarnesjdphd)

240.893.5314



Connect with Me on LinkedIn!

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