

NORTH COAST JOB SEEKERS

Career transition support in Northeast Ohio

RESOURCE LIBRARY

“Attracting Awesome Job Opportunities with LinkedIn”

North Coast Job Seekers Presentation by

Kristen McLaughlin

February 24, 2020

www.northcoastjobseekers.org

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“Attracting Awesome Job Opportunities with LinkedIn”

Presenter: Kristen McLaughlin

“Are you on LinkedIn?” How many times have you heard this recently? Professionals are often encouraged to “go on LinkedIn” when searching for a new job. So you create a LinkedIn profile... and then what?

Ready for some good news? LinkedIn can be easy to use, and help you see results in a short period of time.

In this presentation, you'll learn:

- The 2 most important things you must do to see results from LinkedIn.
- An exercise that conveys the hidden power of LinkedIn to simplify your networking efforts.
- Tricks for using LinkedIn that strengthen professional connections and identify hot new job opportunities.

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“Attracting Awesome Job Opportunities with LinkedIn”

Presenter: Kristen McLaughlin



Kristen McLaughlin works with motivated professionals who feel stuck in their career and want an awesome job that makes them excited to go to work every day. She is passionate about helping others meet their career goals and successfully navigate the job search process. Clients from a variety of industries and stages of their career have seen success in working with Kristen.

Born and raised in Cleveland, Kristen earned her Executive Coaching Certificate from Case Western Reserve University and is a Board Certified Coach. She earned business degrees from John Carroll University and Case Western Reserve University.

Kristen is a member of several professional organizations, including International Coach Federation (ICF) – Cleveland Chapter and the National Association of Women Business Owners (NAWBO).



Attracting Awesome Job Opportunities with LinkedIn

Presented to: Northcoast Job Seekers

February 24, 2020

Kristen McLaughlin

KM Career Coaching & Consulting



A little bit about me.



Why LinkedIn?

- More than 660 million users
- In over 200 countries
- The place where people go to find people in business
- Over 94% of recruiters and hiring managers use LinkedIn to find candidates, over 92% use it to screen candidates
- More than just an “online resume” – build your professional brand



What We'll Cover

1. 8 steps to creating an effective and professional profile
2. The 2 most important things you must do to see results on LinkedIn
3. Tricks for using LinkedIn that strengthen professional connections and identify hot new job opportunities



1

8 steps to creating an
effective and professional
profile



#1 Photo

Profiles with photos are 21 times more likely to be viewed and 9 times more likely to receive a connection request.

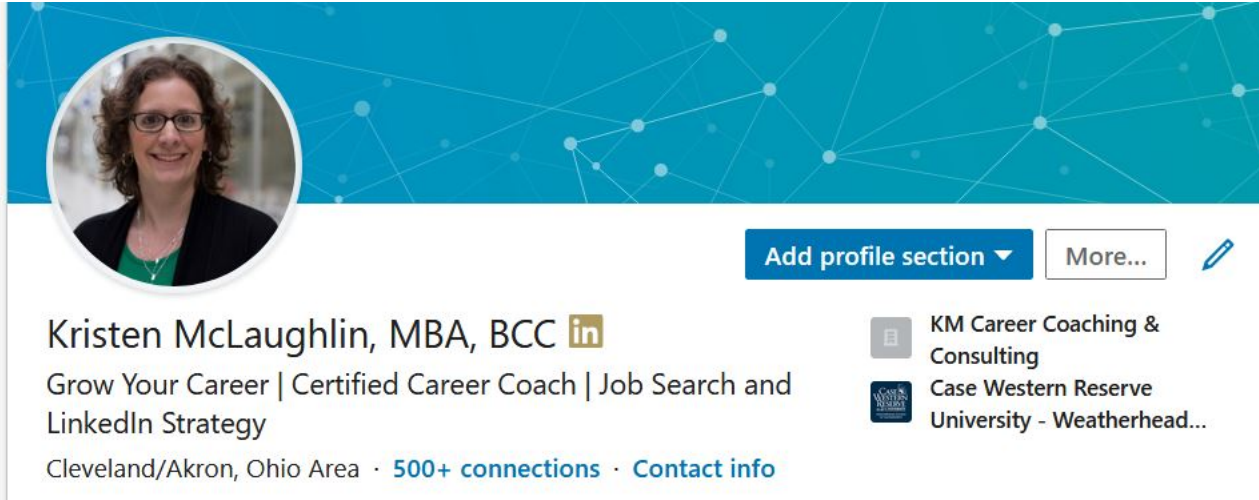
Tips for a professional photo:

- Wear professional clothing
- Your photo should clearly show your face
- Utilize a professional background
- Your photo should look like you




#2 Headline

- Showcases you as a professional
- Up to 120 characters
- Use keywords to target ideal jobs





The screenshot shows a LinkedIn profile header for Kristen McLaughlin. On the left is a circular profile picture of a woman with glasses and curly hair. To the right of the picture is a blue banner with a white network diagram. Below the banner are two buttons: 'Add profile section' with a dropdown arrow and 'More...' with a pencil icon. The name 'Kristen McLaughlin, MBA, BCC' is followed by the LinkedIn logo. Below the name is the headline 'Grow Your Career | Certified Career Coach | Job Search and LinkedIn Strategy'. At the bottom, it says 'Cleveland/Akron, Ohio Area · 500+ connections · Contact info'. To the right of the name and headline are two company logos: 'KM Career Coaching & Consulting' and 'Case Western Reserve University - Weatherhead...'.

Kristen McLaughlin, MBA, BCC 

Grow Your Career | Certified Career Coach | Job Search and LinkedIn Strategy

Cleveland/Akron, Ohio Area · [500+ connections](#) · [Contact info](#)

 KM Career Coaching & Consulting

 Case Western Reserve University - Weatherhead...



#3 About

Grow Your Career | Certified Career Coach | Job Search
and LinkedIn Strategy

Cleveland/Akron, Ohio Area · 500+ connections

[Join to Connect](#)



Case Western Reserve University ·
Weatherhead School of...



[Company Website](#)

Contact Kristen for Coaching & Mentoring services

Career Development Coaching, Interview Preparation, Resume Writing

[See all details](#)

About

I help motivated professionals who feel stuck in their career and want an awesome job that makes them excited to go to work every day.

My work with clients focuses on understanding your strengths to align with your career interests and creating a strategy to achieve your goals. I do this through my business, KM Career Coaching & Consulting, and through my coaching in Lee Hecht Harrison's career transition practice.

Are you looking to move forward in your career but you aren't sure how? Are you looking to



#3 About

- Tell your story
- List accomplishments, strengths, skillsets
- Use first person – “I” statements
- List your contact info at the bottom



What does your
profile say about
you?

#5 Experience

Experience



Owner

KM Career Coaching & Consulting

2018 – Present · 1 year

Cleveland/Akron, Ohio Area

I am passionate about helping others meet their career goals and successfully navigate the job search process. Striving to create impact and value for my clients is my top priority.

I offer one-on-one career coaching sessions, resume development and LinkedIn development.

I also speak to groups about Networking or LinkedIn.

Learn more: <https://kmcareercoaching.com/>



Career Consultant

Lee Hecht Harrison

2018 – Present · 1 year



#4 Experience

- Should be similar to your resume
- Change to first person and write a sentence or two about the position before listing accomplishment statements



#5 Education

- Include all degrees
- You should only list graduation year as an early career professional

Education



Case Western Reserve University - Weatherhead School of Management

Master of Business Administration - MBA · Organizational Behavior Studies

Coursework included: Managing People in Organizations, Negotiations for Managers, Executive Leadership, Developing Interpersonal Skills for Managers & an Independent Study on Women in Leadership.



John Carroll University

Bachelor of Science in Business Administration · Marketing



Case Western Reserve University - Weatherhead School of Management

Executive Coaching Certificate



#6 Recommendations and Skills

Skills & Endorsements

[View 4 pending endorsements](#)

Career Development · 6



Endorsed by **Dumont Owen, Ph.D.**, who is highly skilled at this



Endorsed by 3 of Kristen's colleagues at Case Western Reserve University

Career Path Planning · 4



Endorsed by 3 of Kristen's colleagues at Case Western Reserve University

Recommendations

[Ask for a recommendation](#)



[Received \(11\)](#)

[Given \(11\)](#)



Naila Jones

Career Coach |
Organizational Development
Professional | Workforce
Transformation Expert | HR
Business Partner

June 24, 2019, Naila managed
Kristen directly

Kristen is wonderful to work with. She is flexible in her approach to work and will adapt to new models, concepts and ideas very quickly. She is a fast learner and shows tremendous engagement in her work. Kristen is very knowledgeable about hiring trends in today's job market. She can help her clients write resu... [See more](#)



Ken Countess

Helping businesses like yours

Kristen clearly understands the needs of clients who are in a job search. Her command of how to include LinkedIn as a primary



#6 Recommendations and Skills

- List up to 50 skills
- Can ask for endorsements for skills
- Have at least 3 recommendations on your profile
- Offer to recommend the other person as well



#7 Accomplishments and Extras

- Licenses and Certifications
- Volunteer Experiences
- Accomplishments
 - Courses
 - Organizations
 - Publications
 - Honors and Awards
 - Languages



#8 Personalized URL

- Makes it easy to identify you as the correct person
- Add to resume, email signature and business cards
- Change to closest version of firstnamelastname

LinkedIn profile page for Kristen McLaughlin, MBA, BCC. The profile features a blue header with a network diagram, a circular profile picture of a woman with glasses, and a banner image. The name "Kristen McLaughlin, MBA, BCC" is displayed with a LinkedIn icon. Below the name is the tagline "Helping professionals simplify their job search | Career Coach". To the right of the name are buttons for "Add profile section" and "More...". Further right, there are links for "Edit public profile & URL" and "Add profile in another language", both with question mark icons. A yellow circle highlights the "Edit public profile & URL" link. Below these links is a "Promoted" section with three items: "WSJ 50% Off 1 Year", "MPA to Lead Non Profits", and "\$500/hr Advisory Roles".

2

The 2 most important
things you must do to see
results on LinkedIn



Be Authentic

Be Consistent



3

Tricks for using LinkedIn that strengthen professional connections and identify hot new job opportunities



Networking Tips and Tricks for LinkedIn

1. Identify your goal in using LinkedIn
2. Add connections and leverage your network
 - People you already know
 - People that work at organizations of interest to you
 - Alumni
3. Build your brand through content
4. Follow target companies/ organizations
5. Let recruiters know you are open

Wrap Up

1. 8 steps to creating an effective and professional profile
2. The 2 most important things you must do to see results on LinkedIn
3. Tricks for using LinkedIn that strengthen professional connections and identify hot new job opportunities



What's next?



Kristen McLaughlin, MBA, BCC
Career Coach
KM Career Coaching & Consulting



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<https://www.linkedin.com/in/kristenmclaughlin/>

Questions?