Linkedin Resources: www.sabrina-woods.com

Holistic Career / Life Coaching and Consulting


Helping you to align your career and your life with your own passions.
You can grow your network on Linkedin. And you can grow it right now – today.

Introductions

Introduce yourself to 2 people sitting near you.
Introduce yourself to 2 people sitting near you.

Your name

1 sentence about your work
Today’s session...

- How & why LinkedIn is valuable
- Your LinkedIn profile:
  ✦ Customized headline
  ✦ A strong “About” summary section
  ✦ Visually compelling media links
Today’s session...

- Building connections
- Informational interviews on Linkedin
- Strategies for networking and growing your presence
Linkedin Stats

- 620 million users
- 2 new users join per second
- 24 Languages
- $83 – 109K average annual income (pulled from 4 different sources)
- 252 million is number of unique visitors monthly

“88 Amazing Linkedin Stats” from Digital Marketing Ramblings
Enhancing Your Profile

Real Estate Program @ MIT - 2-Day Real Estate Finance Fundamentals program at MIT. Can

Ranjith Anand
Research Scientist ✪ Molecular Geneticist ✪ Molecular Biologist ✪ Genome Engineer ✪ Science Instructor (Biology)
Waltham, Massachusetts | Research

Current
Brandeis University, Aeronaut Brewing Company

Previous
Brandeis University, Tufts University, Jawaharlal Nehru Center for Advanced Scientific Research

Education
Brandeis University
Thank you

Dear Sabrina,

I am joining a new job beginning May 1st. I strongly believe that your valuable help in putting together a professional profile on LinkedIn helped me get the offer.

Thank you.
Ranjith - See less

2/29/2016
“Regarding how I know it may have helped, I could see that some [people] in the biotech industry were looking at my profile.”

“Also, my profile helped me connect with a few prospective colleagues at the company with added confidence.”
Hi Sabrina,

How are you? Hope everything is going well. I recently just found a job at Sanofi doing exactly what I want to do. Thank you so much for your help on my linked-in profile! I think that really helped nail this job since I applied using my linked-in. I got a phone interview and on-site interview and then got the offer.
Networking & Collaboration

Stella Mandehou

Former Career Services Manager
American University in Dubai
Networking & Collaboration

Middle East Career Development Conference
Dec 18, 2012 - Dubai, UAE
Networking & Collaboration

Liane Hambly

Director at Liane Hambly Associates ✦ author ✦ inspirational educator of career professionals ✦ creative career coach ✦ (in the U.K.)
Sabrina Woods
Holistic Career Coach ✧ Higher Ed Professional ✧ Linkedin Trainer ✧ Collaborator & Connector ✧ Mindfulness Practitioner
Harvard T.H. Chan School of Public Health • Salve Regina University
Professional Headline

POLL Question:
Have You Customized Your Headline?  ___Yes  ___No
Postdoctoral Fellow  ♦ Biophysics  ♦ Computational Modeling  ♦ Biochemistry  ♦ Cell Biology  ♦ Microscopy

Research Scientist | Specialized in developing efficient vaccine adjuvant | Vaccine formulation | VBI Vaccines
Postdoctoral Fellow ✦ Immuno-oncology ✦ CAR-T immunotherapy ✦ Immune Cell Engineering ✦ UCLA

Microbiologist | Gut microbiome | RNA-Seq | Data analysis | Grad student Texas A&M University
Tell Your Story

PASION LED US HERE
About

Sabrina Woods
Holistic Career Coach • Higher Ed Professional • Linkedin Trainer • Collaborator & Connector • Mindfulness Practitioner
Harvard T.H. Chan School of Public Health • Salve Regina University
Providence, Rhode Island Area • 500+ •

Creative, engaging career development professional, workshop facilitator and public speaker, with global work experience and a passion for connecting people. Areas of expertise include:

• Higher Ed Career Counselor & Holistic Career Coach
• Use holistic and mindfulness-based approaches for career changes and transitions
• Assist students, alumni and private practice clients in all career development related topics
• Teach clients networking and community building skills including via social media

• Retreat & Workshop Facilitator
About

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POLL Question:
Do you have an “About” Summary?
___No    ___Yes, but needs work    ___Yes, in good shape
Creative, engaging career development professional, workshop facilitator and public speaker, with global work experience and a passion for connecting people. Areas of expertise include:

※ Higher Ed Career Counselor & Holistic Career Coach
- - - ♦ xxxx
- - - ♦ xxxx

※ Retreat & Workshop Facilitator
- - - ♦ xxxx
- - - ♦ xxxx

※ International Linkedin Trainer
- - - ♦ xxxx
- - - ♦ xxxx
I am a research scientist seeking to better understand how neural activity motivates and shapes human behavior.
My expertise includes project design and management, data analysis and interpretation, and the development and implementation of research tools.

I love to generate new ideas and devise feasible solutions to broadly relevant problems.
My supervisors and colleagues would describe me as a driven, resourceful individual who maintains a positive, proactive attitude when faced with adversity.
Currently, I am seeking employment opportunities that will allow me to use my diverse skill set to develop and promote technologies that benefit human health.

Fields of interest include data analytics, biotechnology, and pharmaceuticals.
Let’s head to Linkedin

For your online handout...
- Go to www.sabrina-woods.com
- Click Linkedin tab
Build Your Network

Add to your connections
Invite past & current coworkers, fellow students, friends and family

Personalize Your Invites
Add these 3 things to your invitations:
  ◦ 1. the person’s name
  ◦ 2. a personal message
  ◦ 3. the words “thank you”
Hi Sabrina

I always enjoy connecting with people who are experts in their industry, especially those in NE! I look forward to being able to share value with you.

Thanks
Joanna
Build Your Network

There are four levels of connections
Focus on your 1st, 2nd and group

Ask for an Introduction
You can ask a 1st level connection to introduce you to one of their connections.
Build Your Network

Add Updates [Found on home page]
- Look for “Share an Update”
  - Share industry related articles / blogs
  - “Like” & “Comment” on other’s posts
Looking for a job where you can work from home, or work from anywhere? Kathy Robinson has collected some fantastic resources.

Struggling to find work from home jobs? Here's how to find one - Turni...
turningpointboston.com

17 Likes · 5 Comments · 2,089 Views
Sabrina Woods
Holistic Career Coach  ♦  Higher Ed Professional  ♦  Linkedin Trainer  ♦  Workshop/Retre...
5d

Looking for a job, trying to network more? Shift gears and think about how you can help or add value for others. Being "of service" is an amazing way to authentically grow your network.

47 Likes · 3 Comments · 3,393 Views
Sabrina Woods
Holistic Career Coach ✶ Higher Ed Professional ✶ LinkedIn Trainer ✶ Collaborator & 2w

Help me choose my workshop title. Want to vote? Do you like a, b, or c?

a) Spring Cleaning for the Self – workshop with integrated yoga

b) The Too Full Life - Spring Cleaning for the Self
   * Workshop with integrated yoga *

c) Cleaning Out Life Clutter - Spring Cleaning for the Self
   * Workshop with integrated yoga *

Thank you!!
Three-photon imaging of mouse brain structure and function through the intact skull

https://lnkd.in/dap6R_k
On going Networking can help you build your career.

Stay “top of mind” to your network.
Build Your Network

Join groups

- Greater access to millions of other members
- You can join up to 100 groups
- Contribute to conversations, post articles, ask questions
Informational Interviews

Anyone heard of this?

POLL: Have you done one?

______no    _____yes

Image from: Sodaworks.com
Informational Interviews

Asking for advice or insights

Could be over a cup of coffee

Use LinkedIn to find people in your industry
Possible Topics:

- How to prep for a specific career
- How to make a career change
- New developments in your industry
- A particular company’s culture
Two quick questions: 1) have you ever done an informational interview? 2) How valuable do you think they are, on a scale of 1 to 10 (10 being "very valuable"). Also, if you're in Boston, I'm teaching a free session on this topic on Wed, Oct 31st at the Harvard Ed Portal. #networking
Informational Interviews

“Definitely a 10! Exposure is great for everyone.”

“I encourage my high school students to do informational interviews.”
Informational Interviews

“...I choose 5 people from different industries to learn how my skill sets and interests would transfer to them.

Met with a bank president, VP in a paper mill, CEO at a medical center, city manager, and a community college president.

Best thing I ever did. Each had advice and suggestions in their industries and one (community college president) ended up hiring me!”
To talk about:

- Info Interviews
- Joining Groups
- Networking using Groups
Now What?

5 next steps:

1. Customize header
2. Build strong summary
3. Add media links
4. Participate in groups
5. Ask for info interviews / a cup of coffee
Connect via QR Code

Mobile App
Thanks for joining us today!

You are welcome to connect with me on Linkedin.

~Sabrina Woods
www.sabrina-woods.com