

# LINKEDIN WORKSHOP: UNLEASHING THE POWER OF PERSONAL PRESENCE

LinkedIn is a great tool to enhance your personal brand through building a strong profile and engaging with peers, colleagues, and industry groups. Think of your LinkedIn profile as an interactive business card. It's a summary of your professional experience. A strong profile is a key differentiator in the job market.

## Access the Presentation



[Click here](#) to view the slideshow and access the video on conducting career conversations.

Connect with [Laura](#) and [Colby](#) on LinkedIn, and we will share in-depth, personalized feedback on your profile and action items to improve your presence.

## References Used

- [The Best LinkedIn Marketing Strategy for 2021](#) | Digital Marketer
- [10 Tips to Boost Your LinkedIn Presence in 2021](#) | Social Media Today
- [7 LinkedIn Marketing Strategies That Work in 2021](#) | Brandastic
- [38 LinkedIn Statistics Marketers Should Know in 2021](#) | Hootsuite
- [How to Get the Most Out of an Informational Interview](#) | Harvard Business Review

## Additional Resources to Consider

### [LinkedIn Job Search Checklist](#)

Learn how to set up your profile to attract employers, grow your professional skills, and connect with new opportunities.

### [Tell Me About Yourself - Structure a Strong Answer](#)

This question is important to get it right because it will set the tone for the rest of the interview and can boost your confidence.

### [How to use the STAR method to answer interview questions](#)

By relying on the STAR method to interview questions, you can give better, succinct answers that show impact and results.

### [Three Questions to unlock your authentic career](#)

Watch this TEDxTalk presented by Ashley Stahl and ask yourself those helpful questions.

### [3 Steps to a meaningful career conversation](#)

Learn important aspects of informational interviews.

## BUSINESS CAREER SERVICES

Stop by our [CAREER CLOSET](#) to obtain clothing for job hunting, free of charge. The clothing ranges from business casual to business professional attire.

Don't go through your career adventure alone, schedule a time to [MEET WITH YOUR DEDICATED CAREER COACH](#). We are here for you from career exploration to salary negotiation.