



Make the most of LinkedIn

**Presenter: Maryanne Kepui
Wanbel Consulting Cross-Cultural Specialists**

What we will cover today

01

Personal
brand

02

Building
trust and
credibility

03

Top tips for
impact



Personal brand

People do business with people they:

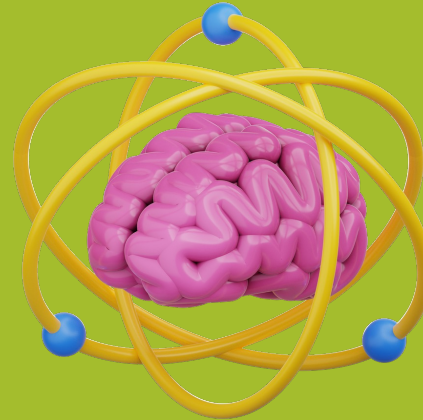
- Know
- Like
- Trust

1



**is what's said when
you're not there**

2



**it's the mental image
that comes to mind**



Activity

Question:

If you were a drink,
what would you be?

Scan code, and
share on Slido!



Cool and
calm

Bubbly and
personable



Refreshing,
new ideas

What you see, is
what you get



Building trust and credibility

It takes time, and requires you to be:

- Visible
- Helpful
- Consistent

- Good workplace habits:
1. Be kind but don't take BS
 2. Present well ...more



Example: David Mead

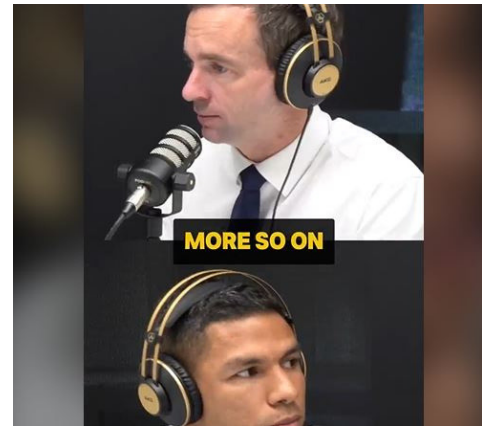
David Mead - Following
Former Athlete - Business Owner Training teams to work and lead wi...
1mo • Edited •

"Tell me and I forget, teach me and I may remember, involve me and I learn."
— Benjamin Franklin ...more



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Top tips for impact

Simple tips include:

- Get the basics right
- Use features to network
- Create engaging, timely and relevant content

Audience insights



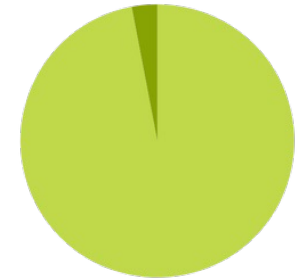
4 out of 5

LinkedIn members drive business decisions



>180 million

LinkedIn users are from the USA



97 %

of HR and staffing professionals use LinkedIn to recruit/hire employees



Challenge

After this session

1. Take a good headshot
2. Post you were at the conference!
3. Connect with me for a free top tips guide



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