



Project Plan/Proposal Addendum

Discussion points of the Virtual Training Sessions

1. Why Use LinkedIn as a Business Tool.
 - 1.1. Introduce the employees to the potential of using LinkedIn.
 - 1.2. Share success stories of B2B recruiters/sales who use LinkedIn as a Business Tool.
 - 1.3. Discover the true interest of individuals to use LinkedIn as a Business Tool.
2. Social Presence - Building Your Professional LinkedIn Profile.
 - 2.1. Becoming clear on who is your target audience.
 - 2.2. Becoming clear on the keywords specific to your target audience.
 - 2.3. Using the key sections of a professional LinkedIn Profile.
 - 2.4. Discussions of individual LinkedIn Profiles.
3. Social Networking - Building a Highly Relevant LinkedIn Network.
 - 3.1. Who you should connect with on LinkedIn.
 - 3.2. Best Practice of Using LinkedIn Search.
 - 3.3. Best Practices of Sending LinkedIn Invitations.
 - 3.4. Best Practices of Managing LinkedIn Invitations.
 - 3.5. Discussions of LinkedIn Networking tactics.
4. Social Engagement - Building a Professional Reputation Using LinkedIn.
 - 4.1. Best Practices of Engaging with Company Content.
 - 4.2. Best Practices of Sharing/Engaging with 3rd Party Content that draws attention.
 - 4.3. Curating relevant and useful content.
 - 4.4. Engaging directly with your LinkedIn Network.
 - 4.5. Social Listening (paying attention to your network).
 - 4.6. Developing your own organic content (simple and easy content ideas).
 - 4.7. Discussion of moving a connection to a conversation then into a business discussion.

Group 1:1 Virtual Coaching Session will include these topics:

1. Include only the employees who want to begin using LinkedIn as a Business Tool.
2. Hands-on experience by each attendee.
3. Group guidance on changes to their Social Presence (LinkedIn Profile).
4. Experimentation with Social Networking & Social Engagement tactics
5. Tactics for moving the right connections into conversations.
6. Tips for integrating LinkedIn into other recruiting/sales/customer relations processes.
7. Q&A and group discussions around process integration of the tactics that can create the best business results.

All Training & Coaching sessions are recorded and sent to participants with session notes and resources.

1:1 Coaching:

This 1:1 Coaching can include the following guidance:

- Sales Navigator
- LinkedIn
- Tactics experimentation
- LinkedIn Profile development
- LinkedIn Networking
- Engaging & Sharing on LinkedIn
- Other areas of LinkedIn or social media as needed

Each session will be scheduled individually and the employee will get the session recording, notes, and action items.

I will track and report all 1:1 coaching sessions to ensure everyone participates as needed.

LinkedIn Guides Shared During the Program:

- Using LinkedIn as a Business Tool ebook including guidance on LinkedIn Profile, LinkedIn Networking, and LinkedIn Engagement.
- 20 Questions about LinkedIn and the Answers you need.
- Additional relevant training material as needed.
- We will produce support videos for the employee's use as the need arises.