



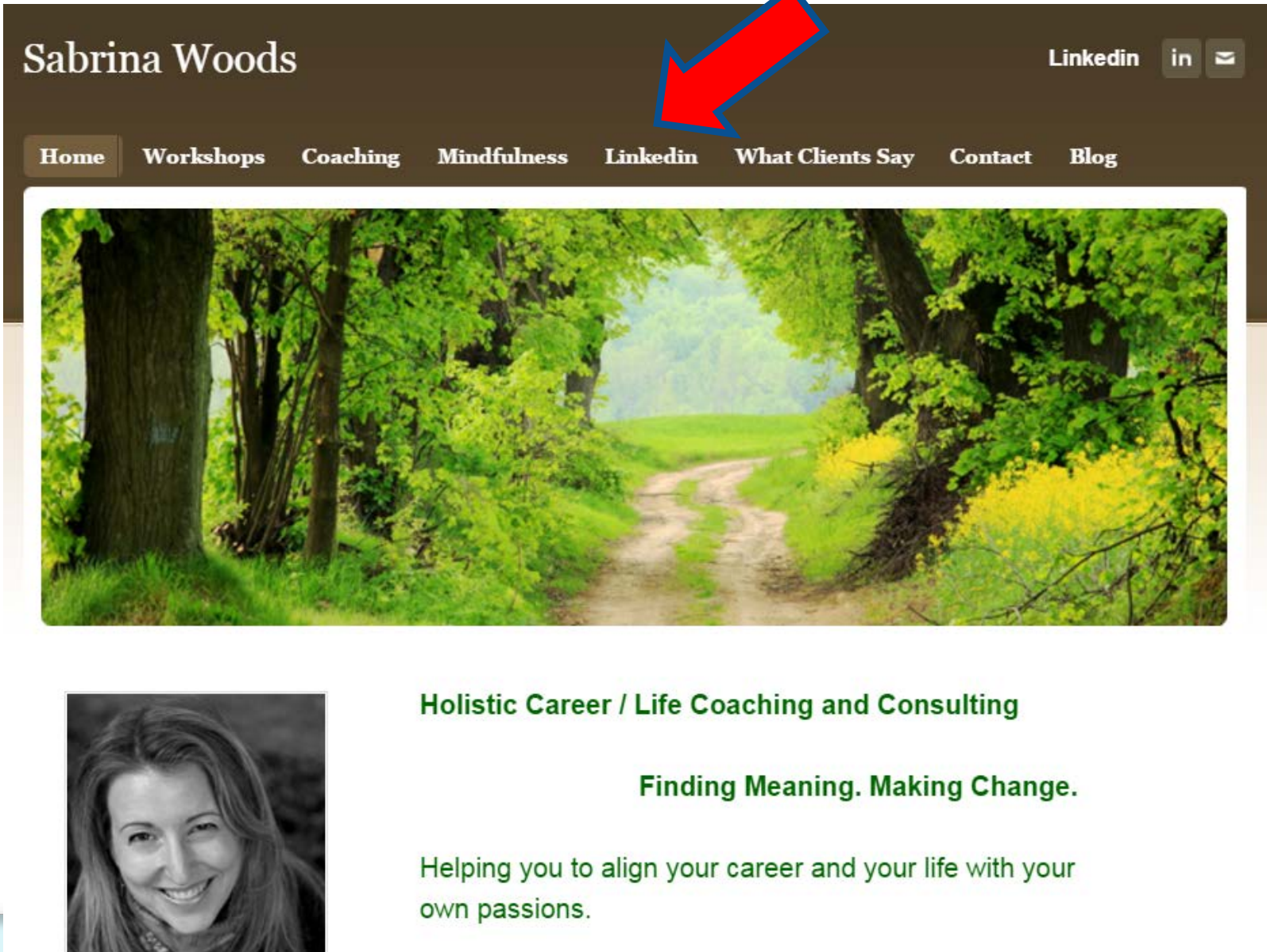
Sabrina Woods
Holistic Career Coach
&
Linkedin Trainer

www.sabrina-woods.com

Linked
Workshop





LinkedIn Resources: www.sabrina-woods.com



Sabrina Woods

LinkedIn in

Home Workshops Coaching Mindfulness **LinkedIn** What Clients Say Contact Blog



Holistic Career / Life Coaching and Consulting

Finding Meaning. Making Change.

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



Enhancing Your Profile



Search for people, jobs, companies, and more...



Home

Profile

My Network

Education

Jobs

Interests

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



Ranjith Anand

1st

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

Enhancing Your Profile

Ranjith Anand

1st

Research Scientist ♦ Molecular Geneticist ♦ Molecular Biologist ♦ Genome Engineer ♦ Science Instructor

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

jjjjj

Enhancing Your Profile

Ranjith Anand

1st

Research Scientist ♦ Molecular Geneticist ♦ Molecular Biologist ♦ Genome Engineer ♦ Science Instructor

“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.”

Success Stories



Qian Pan • 1st

Postdoctoral Fellow at Sanofi Genzyme



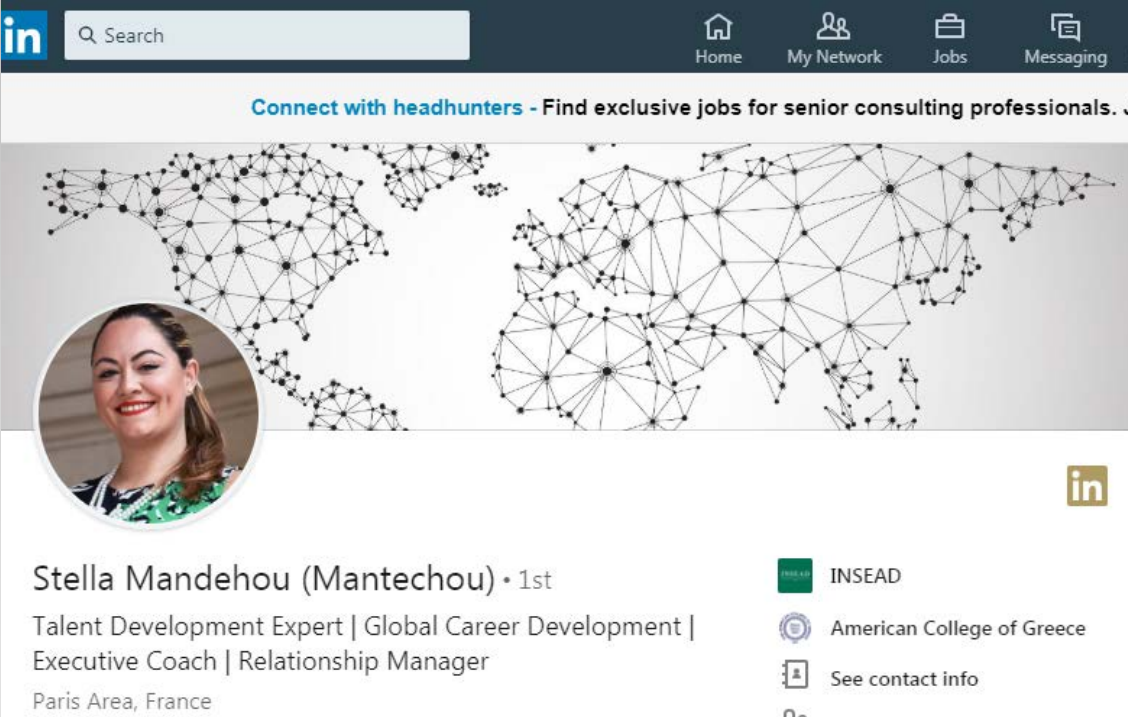
Hi Sabrina,

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**



The image shows a screenshot of a LinkedIn profile for Stella Mandehou. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, and Messaging. Below the navigation bar is a banner with the text "Connect with headhunters - Find exclusive jobs for senior consulting professionals. J". The main profile area features a circular profile picture of Stella Mandehou, a woman with dark hair, smiling. To the right of the profile picture is a large graphic of a world map composed of interconnected nodes and lines. Below the profile picture, the name "Stella Mandehou (Mantechou) • 1st" is displayed, followed by her job titles: "Talent Development Expert | Global Career Development | Executive Coach | Relationship Manager" and her location: "Paris Area, France". To the right of the profile information, there are several logos and icons: the INSEAD logo, the American College of Greece logo, and a "See contact info" button.

**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.)

Professional Headline



Update background photo 

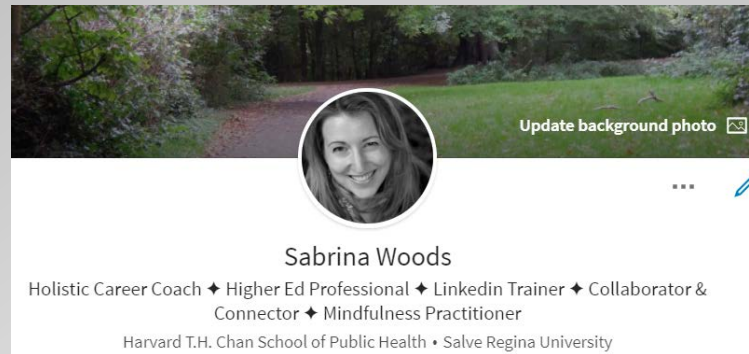


Sabrina Woods

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

Professional Headline

Postdoctoral Fellow ◆ *Biophysics* ◆
Computational Modeling ◆ *Biochemistry* ◆
Cell Biology ◆ *Microscopy*

Research Scientist | *Specialized in developing
efficient vaccine adjuvant* | *Vaccine formulation*
| *VBI Vaccines*

Professional Headline

*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



About



Sabrina Woods

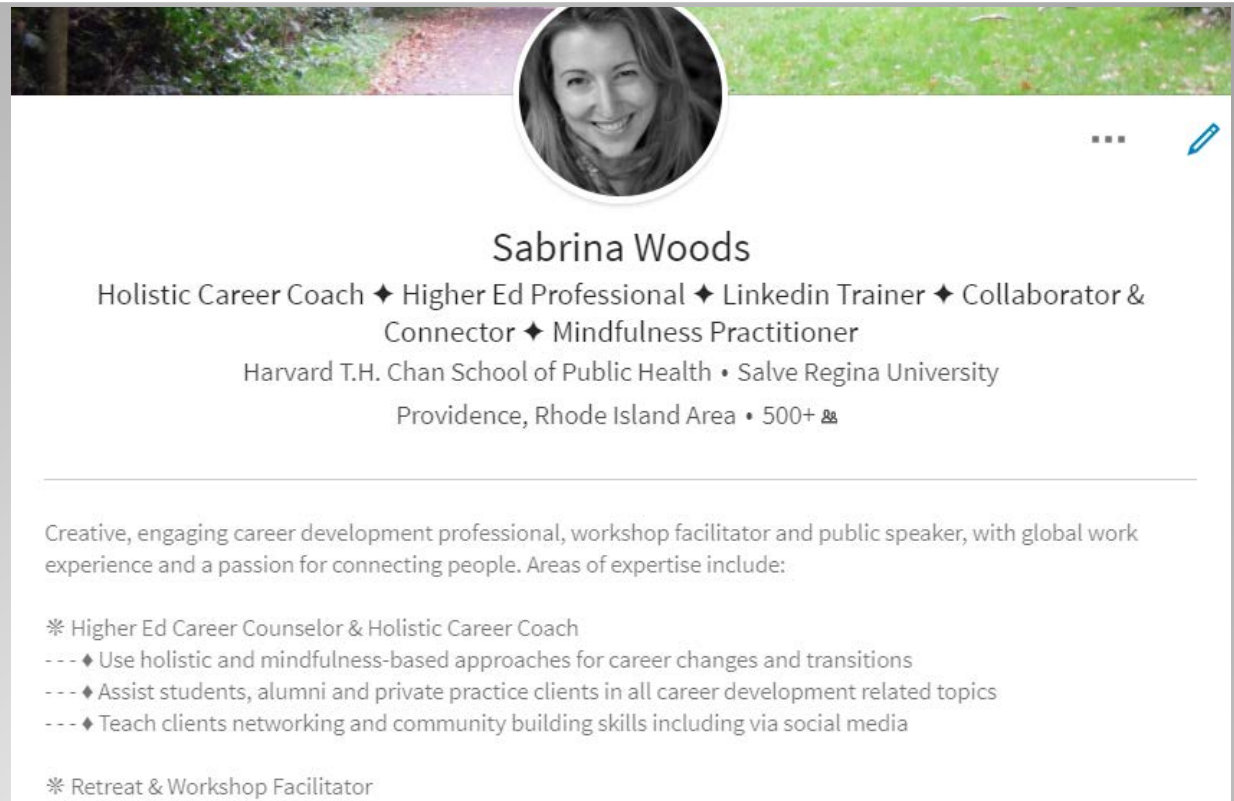
Holistic Career Coach ♦ Higher Ed Professional ♦ LinkedIn Trainer ♦ Collaborator & Connector ♦ Mindfulness Practitioner

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



The image shows a LinkedIn profile for Sabrina Woods. At the top is a circular profile picture of a smiling woman with long brown hair. To the right of the picture are three dots and a pencil icon. Below the picture, the name "Sabrina Woods" is displayed in bold. Underneath the name is a list of roles: "Holistic Career Coach ♦ Higher Ed Professional ♦ LinkedIn Trainer ♦ Collaborator & Connector ♦ Mindfulness Practitioner". Below that is the text "Harvard T.H. Chan School of Public Health • Salve Regina University" and "Providence, Rhode Island Area • 500+ ♾". A horizontal line separates the header from the bio. The bio text reads: "Creative, engaging career development professional, workshop facilitator and public speaker, with global work experience and a passion for connecting people. Areas of expertise include:". Below this are three bullet points, each starting with a diamond symbol: "♦ Use holistic and mindfulness-based approaches for career changes and transitions", "♦ Assist students, alumni and private practice clients in all career development related topics", and "♦ Teach clients networking and community building skills including via social media". At the bottom of the bio section is a line starting with an asterisk: "* Retreat & Workshop Facilitator".

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+ ♾

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- ♦ Teach clients networking and community building skills including via social media

* Retreat & Workshop Facilitator

POLL Question:

Do you have an "About" Summary?

No Yes, but needs work Yes, in good shape

Summary Example

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

Summary

Jessica Yan

Research Scientist | Ph.D. Candidate | Data Analytics

I am a research scientist seeking to better understand how neural activity motivates and shapes human behavior.

One option - Start with an overview intro sentence

Summary

Jessica Yan

Research Scientist | Ph.D. Candidate | Data Analytics

**Next up could
be your Skills**

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.

Summary

Jessica Yan

Research Scientist | Ph.D. Candidate | Data Analytics

My supervisors and colleagues would describe me as a **driven, resourceful** individual who maintains a **positive, proactive attitude** when faced with adversity.



You can even
show your
Personality

Summary

Jessica Yan

Research Scientist | Ph.D. Candidate | Data Analytics

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.

**You might want to share
what you are targeting**

Let's head to LinkedIn

The screenshot shows the LinkedIn interface. At the top is a dark navigation bar with the LinkedIn logo, a search bar, and icons for My Network, Jobs, Messaging, Notifications (with a 15 notification badge), Me, Learning, and Try Premium for Free. Below the navigation bar is a banner for 'MS Healthcare Leadership' with the text 'Gain career-ready leadership skills for healthcare with our 100% online MS. Ad ...'. The main content area features a large background image of a forest path and a circular profile picture of Sabrina Woods. To the right of the profile picture are three buttons: 'Add new profile section', 'Edit your public profile', and 'Add profile in another language'. Below the profile picture, the name 'Sabrina Woods' is displayed, followed by her title: 'Holistic Career Coach ♦ Higher Ed Professional ♦ LinkedIn Trainer ♦ Collaborator & Connector ♦ Mindfulness Practitioner'. Her affiliations are listed as 'Harvard T.H. Chan School of Public Health • Salve Regina University' and 'Providence, Rhode Island Area • 500+'. To the right of the profile information is a Comcast Business advertisement for internet service, featuring the text 'CHOOSE ANY INTERNET THEN ADD PHONE + TV' and a large price tag of '\$34.90 MORE PER MONTH'. A 'LEARN MORE' button and the phone number '(866) 727-0065' are also visible.

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"



Image from: personalizeitbyme.com

Invitation to Connect



Joanna Dumas

● Active now



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

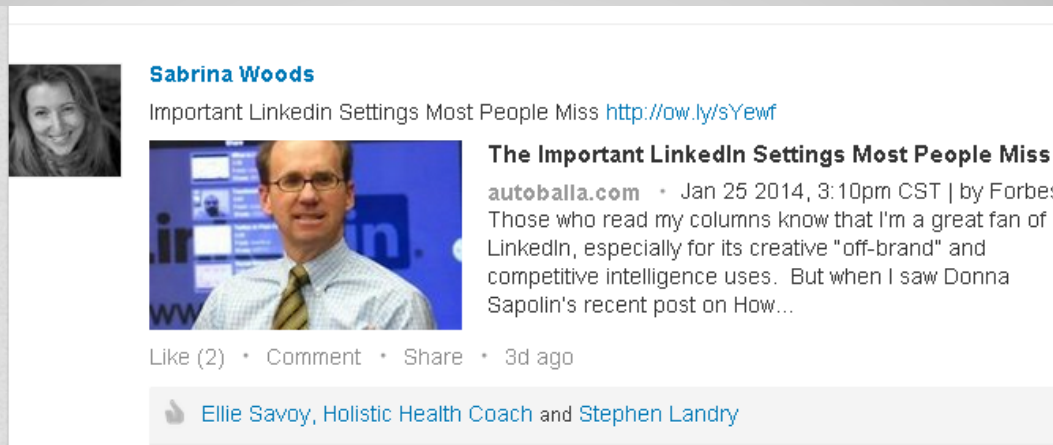
You can ask a 1st level connection to introduce you to one of their connections.



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



Like



Comment



Share

Top Comments ▼



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!!



17 Likes · 57 Comments · 11,206 Views



Mehdi Goudarzi

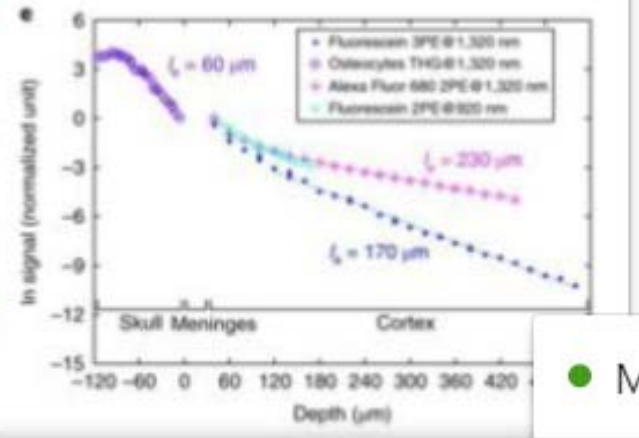
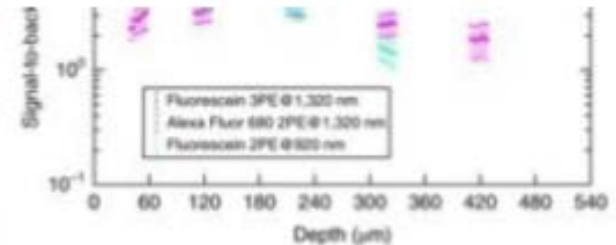
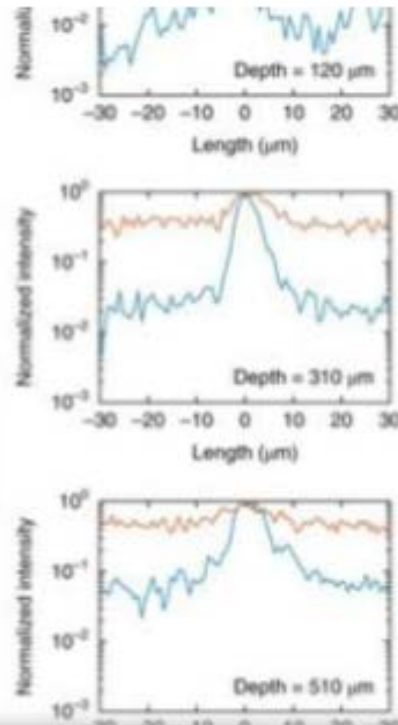
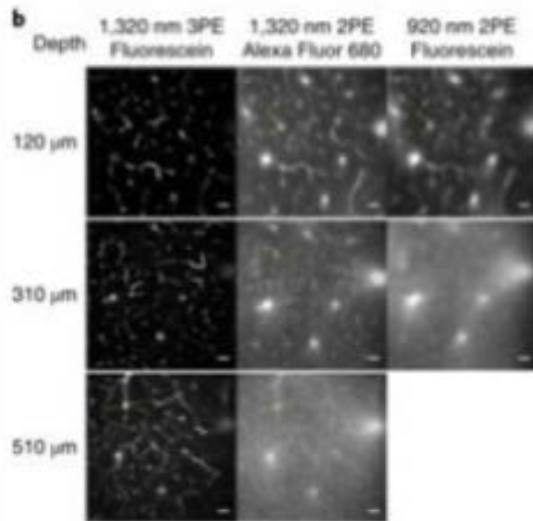
Embryonic Development | Cell & Molecular Biology | Genome Engineering | Neur...
18h

New posts



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

https://lnkd.in/dap6R_k



This post has **30 Likes & 3 Comments**



HARVARD T.H. CHAN | SCHOOL OF PUBLIC HEALTH

Stay “top of mind”
to your network

for a healthier world

On going Networking can help
you build your career

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

Informational Interviews

Asking for advice
or insights

Could be over a
cup of coffee

Use LinkedIn to
find people in
your industry



Image from: Sodaworks.com



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

Informational Interviews



Sabrina Woods

Holistic Career Coach ♦ Higher Ed Professional ♦ LinkedIn Trainer ♦ Workshop/...
1d



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](#)



20 comments

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!"

Back to



To talk about:

- Info Interviews
- Joining Groups
- Networking using Groups

[Page 2 of your handout]

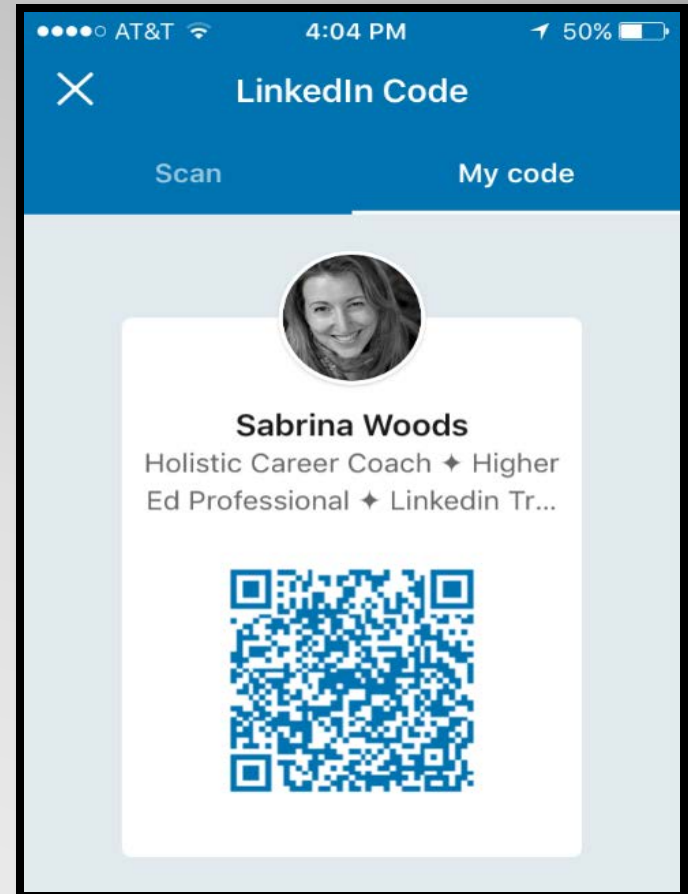
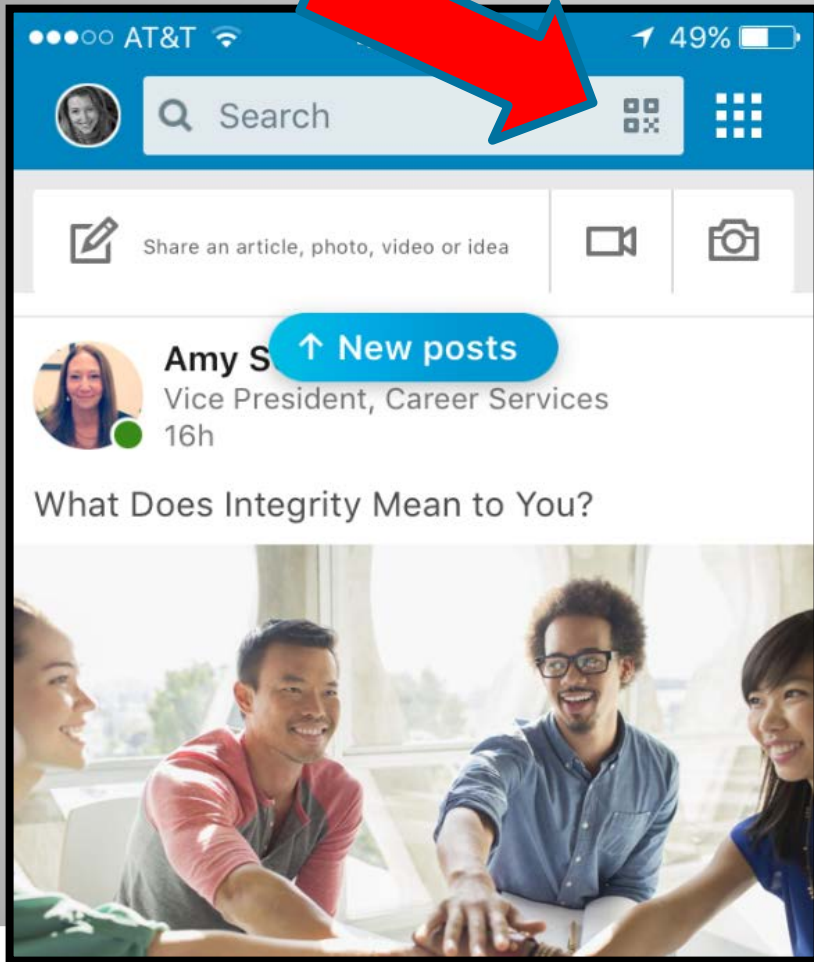
Now What?

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

Now What?

Thanks for joining us today!

You are welcome to connect
with me on LinkedIn.

~ Sabrina Woods
www.sabrina-woods.com