



Optimize Your LinkedIn Profile to Promote Your Expertise and Build Credibility

October 28, 2021

By John Hutchings, Associate Director
Poole College of Management Career Management Center

Training plan

What surprised me today:.....

What am I doing well:.....

What do I need to improve upon:..

Three things I learned:.....

This week I will:.....

Can you recall when you first created your LinkedIn account?

- What was your motivation?
- What would you do differently knowing what you know now?

What you'll be doing today



Why do I need a LinkedIn profile?

Photo

Headline

About



John R. Hutchings (He/Him) · 1st

Associate Director, NC State MBA | Career Coach for Working Professional MBAs, and Early- and Mid-Career Professionals
Raleigh, North Carolina, United States · [Contact info](#)

500+ connections



14 mutual connections: Belinda Dowdy, Glen Phares, and 12 others

Message

More



North Carolina State
University Poole College of...



Columbia Business School

About

PRACTITIONER OF CONNECTING IN-PERSON AND VIRTUALLY TO ADULT LEARNERS

MY STORY. When I entered the MBA career coaching profession at the Thunderbird School of Management ... see more



North Carolina State
University

Contact info

500+ connections

10 mutual connections:

Message

More

About

Accomplished leader with over six years of leading large-scale transformation with experience focused on managing and developing high performing cross-functional teams, continuous process improvement, and customer centric value delivery. Proven ability to effectively influence at all levels of an organization and plan, manage, and execute complex strategic programs.

I'm a leader with a proven track record and a growth mindset that looks to innovate and maximize value. My success as a leader relies on being engaged, transparent, and open to feedback while collaborating with team members. Understanding problems firsthand and effective feedback loops allow for empirically based decision making.

I hold myself accountable to meet business, career, and personal goals. This quality allows management to utilize me to influence change and deliver results. With an extraordinary ability to adapt, I can yield high quality outcomes in the face of many different challenges and environments.

As a passionate learner, I'm always interested in challenging my way of thinking and continuing my development both personally and professionally. If you would like to collaborate please contact me via InMail.

Certifications:

Agile Coach (ICP-ACC)

Scrum Inc Trainer

Kanban University Trainer (AKT)

OKR Coach



[Redacted text]

Bridging the gap between Emergency and Specialty Medicine with Emotional Intelligence to build your practice. University Clinician ▪ Business owner ▪ Life long learner ▪ Practice builder
Raleigh, North Carolina, United States · [Contact info](#)

152 connections



North Carolina State
University

[Redacted text]

About

I have focused my career in three areas: Communication; Emergency Medicine and Team Building. Moving forward I am adding a focus of business management and consultation. I am dedicated to a people-centered approach to providing veterinary patients the high quality emergency and specialty care they need and deserve. Through frank communication, focused educational growth and emotional intelligence, I have navigated the difficult position of being a non-specialist in a specialist's world. These attributes help me to build bridges between clients and doctors, specialists and non-specialists, management and staff and ultimately sick patients and excellent health care.

In 2019, professional burn-out came knocking on my door. To provide myself with a more sustainable quality of life, I started a PLLC in 2019 and muddled through becoming my own boss. The lessons learned were priceless, and the opportunities afforded were vast. The connections made, simply irreplaceable! I still run and manage my own business on a part time basis, and have found my "home" at NC State's Veterinary Teaching Hospital as a clinical instructor where I focus my skills on educating the veterinary generalists and specialists of tomorrow.

I am interested in hearing from business owners who seek to grow their specialty practice by integrating high quality emergency medicine services. I am also interested in hearing from Veterinarians who want to become their own boss. Please contact me by email at [Redacted email address] for an expedient reply.

"Stories are remembered up to 22 times more than facts alone.

When people think of advocating for their ideas, they think of convincing arguments based on data, facts, and figures. However, studies show that if you share a story, people are often more likely to be persuaded. And when data and story are used together, audiences are moved both intellectually and emotionally. When telling a story, you take the listener on a journey, moving them from one perspective to another"

-Dr. Jennifer Aaker, General Atlantic Professor at Stanford Graduate School of Business and the Coulter Family Faculty Fellow at Stanford Graduate School of Business

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Four Steps to Tell Your Story in Your Profile

1. Who is this story for? Who is your target audience?
2. What do you want your LinkedIn Profile to accomplish for you? How do you want your target audience to respond?
3. What are the most important things for your target to understand about you?
4. Create your story

https://docs.google.com/document/d/17LNzvVcfh51XdRnPne576G_Q8vaUmoC6I_ddAB82_lc/copy

4. Create Your Story

Two approaches

- Approach #1 – Identify and Talk about Career Triggers

Pick One or Two Story Triggers

1. A memorable experience earlier in life
2. Why you decided to go into your profession.
3. Personal transformation or self-discovery of some kind
4. A time you faced a challenge and used your expertise to solve it.
5. How you were influenced by a mentor or colleague
6. A trip or travel adventure
7. A time you moved or uprooted yourself and perhaps how that affected to you
8. A challenging incident that motivated you into action

4. Create Your Story

Two approaches

- Approach #2 – Identify and Talk about Career Themes

“Tell Me About Yourself” Decision Table

	First Job Out of Undergrad	List every job in between	Current Job
What Did You Enjoy? (3)			
What Did You Not Enjoy (3)			
What motivated you to leave? Why were you feeling unfulfilled?			

List 2 – 3 “Enjoy” themes

List 2 – 3 “Not Enjoy” themes

Your Turn

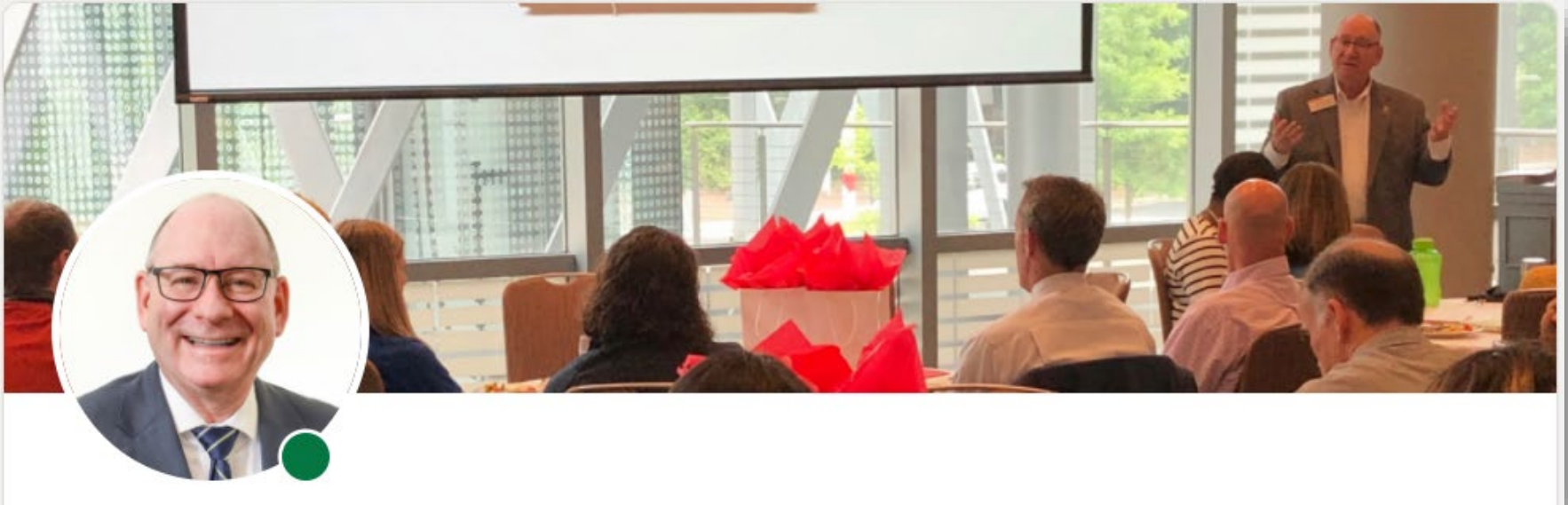
The Headline

John R. Hutchings (He/Him)

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- Showcase Your Specialty, Value Proposition or “So-What”
- Speak to your audience
- Be specific
- Key Words
- Be creative

Photo



<https://www.linkedin.com/business/talent/blog/product-tips/tips-for-picking-the-right-linkedin-profile-picture>

<https://www.thebalancecareers.com/take-a-professional-photo-for-linkedin-2064035>

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Questions?

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