

# LINKEDIN CHECKLIST



“PEOPLE DON’T BUY WHAT YOU DO THEY BUY WHY YOU DO IT”  
SIMON SINEK

## BUILD A POWERFUL ONLINE PRESENCE

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### GET YOUR PROFILE RIGHT

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- Use a professional photo, dressed in your work attire, on a blank or professional background
  - Look at the camera this enables people to look into your eyes and build trust
  - Choose a linkedin background that represents you or your organisation - differentiate yourself
  - Write a headline that will bring your prospects to you. What sets you apart? for example: Claims manager| People Leader| Simplifies process| Innovation lead
  - Write your profile in the first person, a synopsis of what you do and what is important to you in your work. Why do you do what you do?
  - Include your experience
  - Ask for recommendations
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### MAKE YOURSELF VISABLE

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- Comment on others posts
  - Post regularly, ideally once a week or whenever you have relevant content or articles to share
  - Understand the quality of their thoughts leads to how they feel
  - Take decisive action rather than moving away from problems
  - Are socially connected
  - Take care of themselves and overall well being
  - They see failure as learning
  - They have a positive mindset
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### RESILIENCE STRATEGIES

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- Know yourself
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### MAKING SUCCESSFUL PLANS

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- Reflect on last year
- Define your vision for success/goals you want to achieve and ‘why’
- Establish obstacles/barriers to success
- Execute your plan
- Review regularly
- How will you hold yourself to account? Who can support you?
- Celebrate success and milestones along the way

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## REFLECT ON THE PREVIOUS YEAR

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- What are you most proud of achieving last year and why?
- What changes do you need to make as you go into the new year?
- What do you need to stop, start and continue?
- What will make a difference to your work and life in 2020?
- What might stop you from succeeding?