



# LinkedIn® for professionals: Leveraging your network



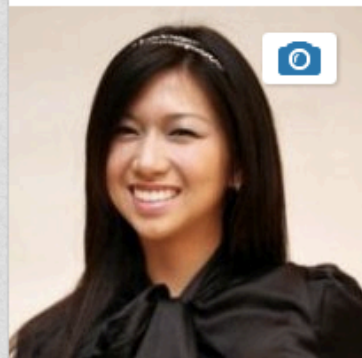
# Why LinkedIn?

1. Define your career path
2. Telegraph your career interests
3. Research companies in an industry
4. Start conversations and grow your network


# Before you get started, turn off your notifications!



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## **Esther Cheng**

 Business Specialist at The Sparrey Consulting Group  
 Greater San Diego Area | Professional Training & Coaching


[Edit experience](#)

[Edit education](#)

**Done editing**

**500+**  
connections

 [www.linkedin.com/in/escheng/](https://www.linkedin.com/in/escheng/) [Edit](#)

 [Edit Contact Info](#)

### Background



#### Summary

 [Edit](#) |  | 

I have always thrived in environments where I can take initiative! As a graduate from the University of California-San Diego (UCSD), I was a leader in multiple organizations, both within Thurgood Marshall College and in Future Business Leaders of America-Phi Beta Lambda. I learned so much from members of both groups – they were positive, engaged and committed to supporting their peers! In addition, my curiosity led me to explore several internships. As a result, I recognized a passion for people development and talent management. An engaged learner, I graduated Cum Laude with Phi Beta Kappa honors and a Bachelor of Arts in International Studies-Economics.

### Recommended for you



Publications



Test Scores



Patents



Certifications



You can also add...



Volunteering & Causes



Notify your network?

**No**, do not publish an update to my network about my profile changes.



# Well-written summaries go a long way!

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## Original summary

Certified public accountant whose background encompasses financial statement audits for a variety of entities including: restaurants, hotels, country clubs, hedge funds, private investment companies, capital equipment dealers, storage leasing companies, law firms, foundations, and pension plans.

## Updated summary

[Name] is a accounting professional with X years of [industry] experience. She has demonstrated results in such diverse entities such as restaurants, hotels, country clubs, hedge funds, private investment companies, law firms, etc. She is a strategic communicator, and a creative problem-solver with an interest in X, Y, and Z.


[Name] is an adept team player with a demonstrated ability to successfully lead growth, negotiate innovative partnerships, and solve strategic challenges. She believes that measurable impact, sustainability, and multichannel alliances are critical to developing transformational results.

Above all, [Name] is a passionate advocate for [cause] and a loyal Cardinals fan.




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# Follow companies for insights

**Bain & Company**

159,846 followers [Follow](#)


Home



Bain & Company is one of the world's leading business consulting firms. We work with top executives to help them make better decisions, convert those decisions to actions, and deliver the... [see more](#)


**Recent Updates**

**Bain & Company** How companies can avoid squandering their scarcest resource -- time: <http://ow.ly/xSHrq>




**Your Scarcest Resource - Harvard Business Review**  
**ow.ly** • Forward-thinking companies expect their leaders to treat time as a scarce resource and to invest it prudently.

**How You're Connected**




**187** second-degree connections  
**7,325** Employees on LinkedIn  
[See all ▶](#)

**Careers**



**Interested in Bain & Company?**  
14 jobs posted  
[See jobs ▶](#)

**Featured Groups**



**Bain & Company, Inc.**  
9,403 members  
[+ Join](#)



# Why follow companies?

- Check out how you're connected to the company
- Reach out to first degree connections, or request an introduction to a second degree connection.



You *could* get introduced to **187** people!

# Need an introduction? No problem!





**Jane Doe** 2nd

Principal, **Bain** and Company, Inc.

San Francisco Bay Area • Management Consulting

▼ 1 shared connection • Similar



**Andrea Sparrey** 1st

Founder, Sparrey Consulting Group

[Connect](#) ▼

See which shared connection(s) you have in common with the person of interest, and request an introduction to get started.

# If you're looking to build out a list of target organizations, LinkedIn can be useful



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- Learn about related companies in the same industry
- Scroll down to *People Also Viewed* section on a company's page

# Looking at comparable organizations for larger companies yields expected results



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## People Also Viewed



## People Also Viewed



## People Also Viewed



# However, a more targeted search makes comparable company feature valuable



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## People Also Viewed



## People Also Viewed



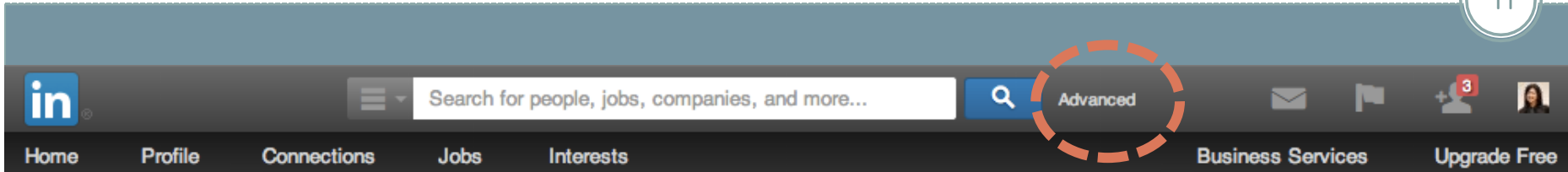
## People Also Viewed



# LinkedIn's Advanced Search function can help you to find valuable contacts



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- On your LinkedIn home page, select the Advanced option in the search bar

# Find people who are connected to your company of interest first



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- In the **Company** field, enter the name of the organization of interest.
- Combined with the other filters mentioned below, you may come up with some interesting finds!

The image shows a search interface with a dark header bar containing the word "SEARCH" in white. Below the header, there is a link "Advanced" with a right-pointing arrow. A vertical menu on the left side of the search area includes "All", "People" (which is highlighted with a blue square), and "More...". The main search area contains several input fields: "Keywords", "First Name", "Last Name", "Title", "Company", and "School". The "Company" input field is highlighted with an orange rounded rectangle. Each input field has a light gray border and a white background.



# Identify alumni who can be helpful

- Filter out your results based on peoples' companies by clicking the checkboxes under Current Company.
- To look for people in specific industries, check the boxes under Industry.

**Relationship** ▲

<input type="checkbox"/>	All	
<input checked="" type="checkbox"/>	1st Connections	(0)
<input checked="" type="checkbox"/>	2nd Connections	(82)
<input checked="" type="checkbox"/>	Group Members	(67)
<input type="checkbox"/>	3rd + Everyone Else	(4081)

**Current Company** ▲

<input checked="" type="checkbox"/>	All	
<input type="checkbox"/>	Harvard Business School	(7)
<input type="checkbox"/>	LinkedIn	(3)
<input type="checkbox"/>	Bain & Company	(2)
<input type="checkbox"/>	Wonga.com	(2)
<input type="checkbox"/>	Time Warner Inc.	(1)
<b>+ Add</b>		

**Industry** ▲










<input checked="" type="checkbox"/>	All	
<input type="checkbox"/>	Internet	(17)
<input type="checkbox"/>	Management Consulting	(16)
<input type="checkbox"/>	Oil & Energy	(11)
<input type="checkbox"/>	Financial Services	(9)
<input type="checkbox"/>	Marketing and Advertising	(9)
<b>+ Add</b>		

Other filters can be valuable in your search, especially if you have reached a targeted stage



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- Consider subscribing to LinkedIn Premium if you are interested in searching with Premium filters such as **company size, years of experience, or function**

 Seniority Level	▼
 Groups	▼
 Company Size	▼
Past Company	▼
School	▼
Profile Language	▼
 Function	▼
 Years of Experience	▼
 Fortune	▼
 When Joined	▼
 Interested In	▼
 Search like a Pro	
Find key people in half the time with Premium Filters	
<a href="#">Learn more</a>	



# LinkedIn checklist

- ☐ Update your profile
- ☐ Invite new colleagues to connect
  - ☐ Goal: invite 3-5 new people every week until you reach your 10x your age
- ☐ Recommend someone
- ☐ Ask for a recommendation, if relevant
- ☐ Select groups to join to make it easier to re-establish connections
  - ☐ Alumni groups from school / work
  - ☐ Industry-related groups
- ☐ Click “follow company” on the company pages for places you might be interested in

# Email us for a comprehensive LinkedIn review



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❑ Email: [andrea@sparreyconsulting.com](mailto:andrea@sparreyconsulting.com)