

Jones Lang LaSalle 2011 Corporate Profile, Video



Why are we using LinkedIn?

- Best way to find talent
- Connect with former colleagues
- Find former clients
- Find former vendors

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Headline

- Jones Lang LaSalle
- 100+ employees
- 10+ years experience
- 10+ years experience
- 10+ years experience
- 10+ years experience
- 10+ years experience
- 10+ years experience
- 10+ years experience
- 10+ years experience

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Profile URL

- Get the URL, put in Personal
- Section & business card
- Contact - put in email and cell phone - also blogs - no home address

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TheCaseSolutions.com Summary

- What you are doing now
- Short Bio
- Career Interests
- Extra curricular
- What you are seeking



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Why are using LinkedIn

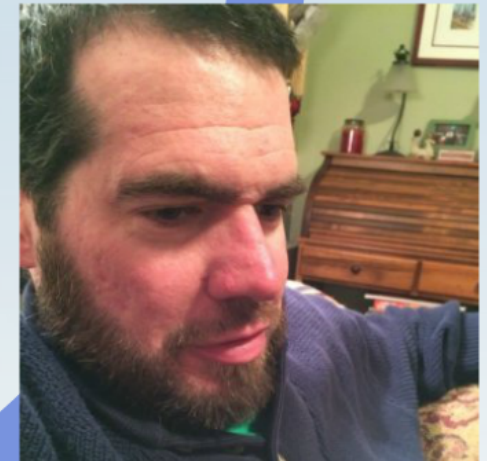
- Start your professional brand
- Connect with alumni
- Learn about sectors
- Get recruited
- All of the above

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Start with a profile TheCaseSolutions.com

- Professional Head Shot - smiling
- Smart Dress - unless related to job





Headline

- Gives default - but edit
- 120 characters - special focus
- Customise
 - research interest
 - key words from field and sector
 - what you want to be noticed for
- **"Final year Biochemistry student at St Andrews/
statistical & bioinformatics skills/seeking position
in the Pharma sector" (70 +)-**

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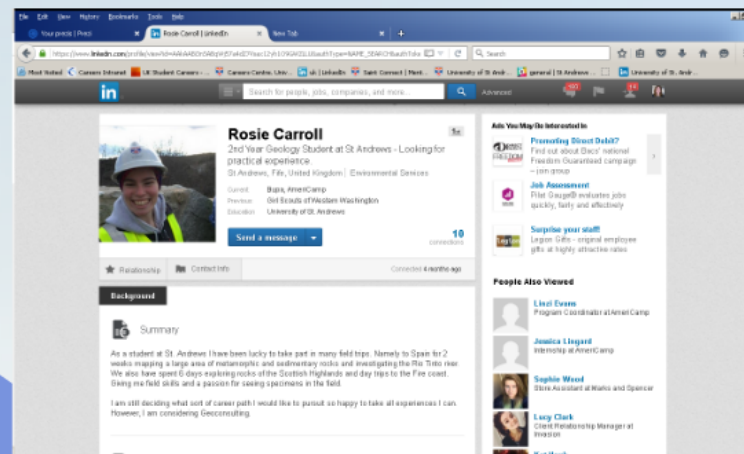
Profile URL

- Edit for CVs (put in Personal Section) & business cards
- Contact - put in email and cell phone - also blogs - no home address

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Why are you a candidate?

- Short and professional head
- Concise and clear
- Legible and clear
- No clutter
- No red text

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Headline

- Don't think too hard
- 100 characters, under 100
- A number
- A keyword
- A benefit
- A call to action
- A link to your website
- A link to your blog
- A link to your portfolio
- A link to your resume
- A link to your cover letter
- A link to your video
- A link to your social media
- A link to your contact info

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Profile URL

- Get the URL, put in Personal
- Section & business name
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TheCaseSolutions.com Summary

- What you are doing now
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