



ENGINEERING MANAGEMENT INSTITUTE

How to Use LinkedIn Effectively for Business Development

Presented by
Anthony Fasano, PE

Author of *Engineer Your Own Success*
President of the Engineering Management Institute

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LinkedIn

"LinkedIn® is a channel to increase, not a tool to replace, your networking efforts, and it is an excellent vehicle to facilitate some facets of your marketing and business strategies."

– Viveka von Rosen

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Introduction – Anthony Fasano, PE

- B.S. & M.S. in Civil Engineering
- PE license in NY and NJ
- Found success at a reputable firm at a very young age
- Attended iPEC – the top ranked executive coaching school in the world
- Wrote the best-selling book *Engineer Your Own Success* and started providing career coaching and speaking services to engineers



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Purpose and Learning Objectives

- **Purpose:** To leverage the power of LinkedIn® to grow your professional network and build relationships. In this session, you will learn how to:
- Build an engaging and complete LinkedIn® profile,
- Write a LinkedIn® summary that will get people's attention,
- Connect with the right people for you and your company,
- Leverage LinkedIn® Groups instead of wasting time in them, and
- Obtain recommendations to attract clients and new opportunities.

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Overview

- Part I
 - 7 Steps to LinkedIn Success
- Part II
 - What's New on LinkedIn?
 - Action Steps

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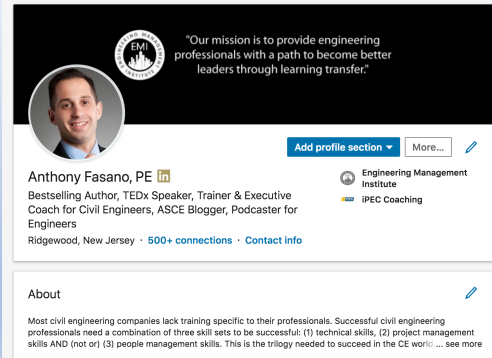
Open your LinkedIn profile now...



Reference: The Next Scoop

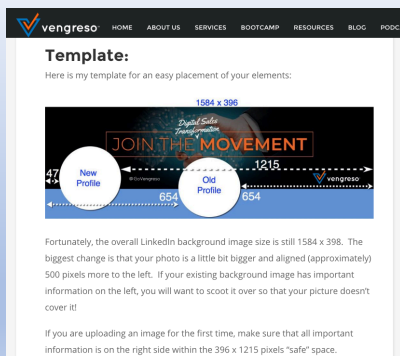
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#1 - Complete your profile including your photo.



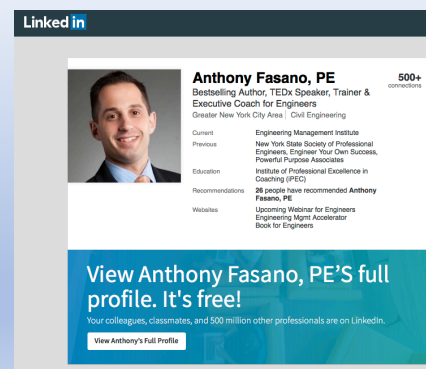
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Use powerful images to make an impact.



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Your profile is visible to those who aren't on LinkedIn.



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Craft an eye-opening summary.

Anthony Fasano, PE

Bestselling Author, TEDx Speaker, Trainer & Executive Coach for Civil Engineers, ASCE Blogger, Podcaster for Engineers

Ridgewood, New Jersey · 500+ connections · Contact info

Engineering Management Institute

IPEC Coaching

About

Most civil engineering companies lack training specific to their professionals. Successful civil engineering professionals need a combination of three skill sets to be successful: (1) technical skills, (2) project management skills AND (not or) (3) people management skills. This is the trilogy needed to succeed in the CE world.

Does your firm provide consistent training and support on ALL of these?

I learned this the hard way practicing as a civil engineer myself. I realized that if I wanted to be a partner in my firm, or if I wanted my team to excel, they needed a good blend of technical, people, and PM skills.

More than ten years ago, I decided that as much as I love doing civil engineering, I wanted to help CE companies become stronger and grow faster through more effective staff development.

Therefore at the Engineering Management Institute (EMI), we've developed a core curriculum of both project and people management skill sets. We offer routine programs that small CE firms can enroll in and we also customize our programs for larger firms that want to use specific verbiage and guidelines that fit their culture.

For information on our proven process, contact me at our office at 201-857-2384 or message me here on LinkedIn. You can also learn about our firm here:
► EngineeringManagementInstitute.org

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Here's an example of a summary...good or not so good?

Engineering executive with a demonstrated history of leadership success in multi-discipline engineering firms. Co-founded and led the fastest growing engineering firm in XYZ State between 20XX and 20XX before being acquired by XYZ in 20XX. Strong AE marketing and branding background with a BSCE focused in Civil Engineering from XYZ University. Registered professional engineer in XYZ states.

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Better? – About the client NOT you...

*Engineering executive with a **client first mentality**. Co-founded and led the fastest growing engineering firm in XYZ State **by being extremely transparent with clients and focusing on finishing projects on time and on budget**. Strong AE marketing and branding background **which helps to ensure our clients' projects get noticed**. Registered professional engineer in XYZ states **which will help to move our projects through the application process faster**.*

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Personalize your LinkedIn URL immediately.

Edit URL

Personalize the URL for your profile.

www.linkedin.com/in/anthonyfasano

Anthony Fasano, PE

Bestselling Author, TEDx Speaker, Trainer & Executive Coach for Engineers

Greater New York City Area

Engineering Management Institute

Institute of Professional Excellence in Coaching..

See contact info

English

Edit public profile & URL

Refinancing student loans?

Act before rates rise

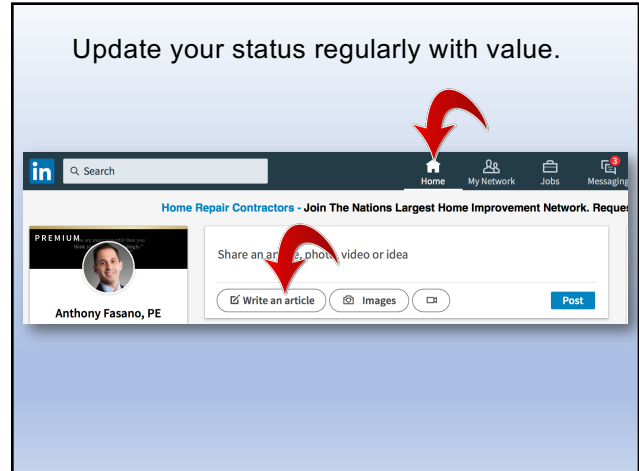
3.75%

Citizens Bank

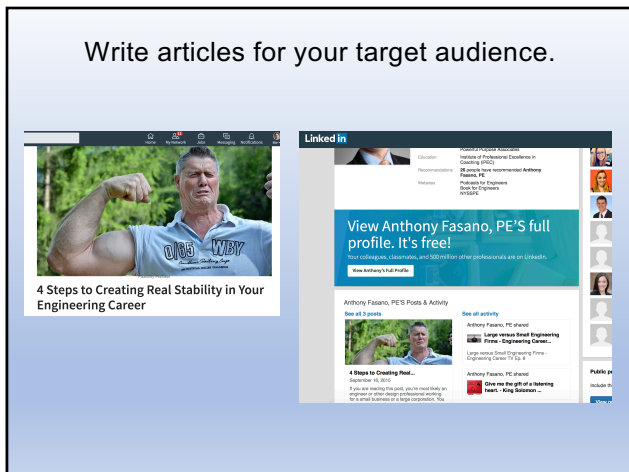
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Write articles for your target audience.



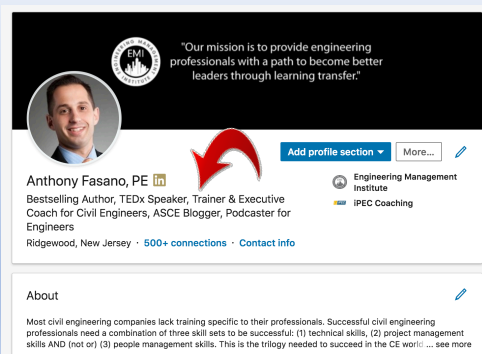
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Create a thoughtful title and update it regularly.

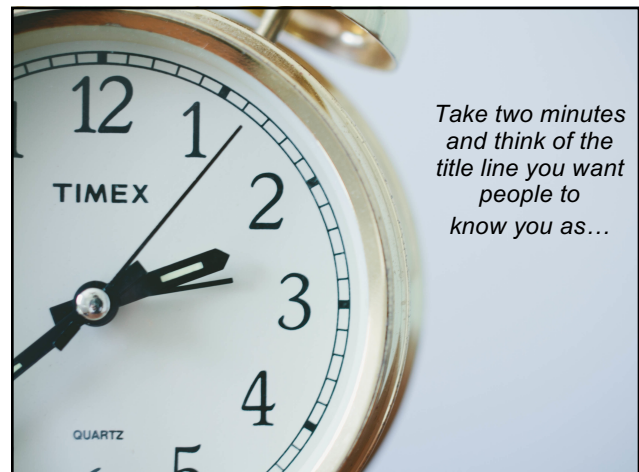


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Example of using multiple titles.

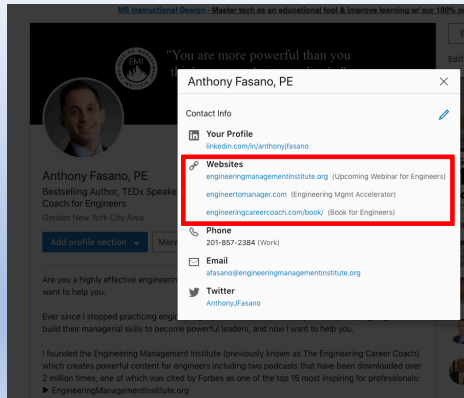


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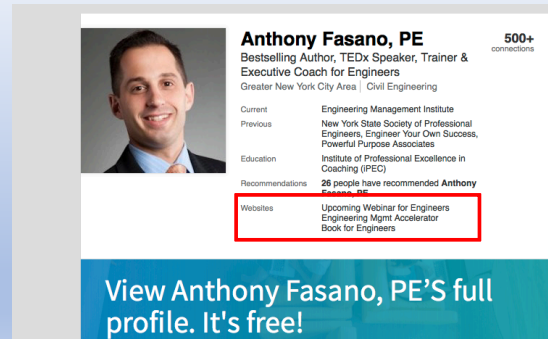
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Include your company website(s).



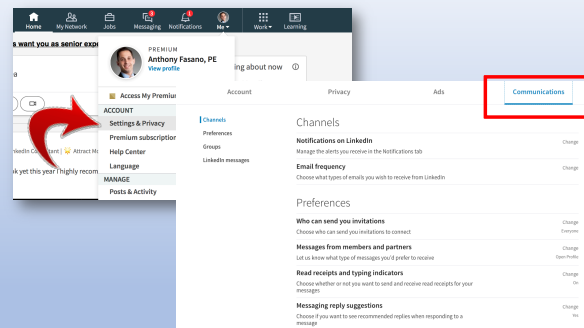
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This is how it will look...



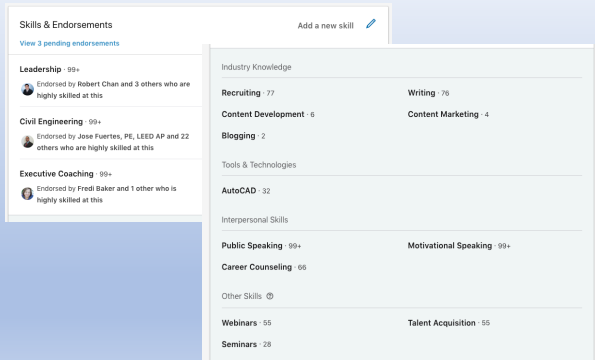
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Set your email settings according to your goals.



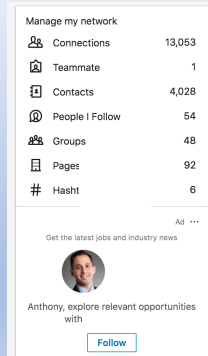
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Add skills and seek endorsements.



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#2 - Connect with people you know.



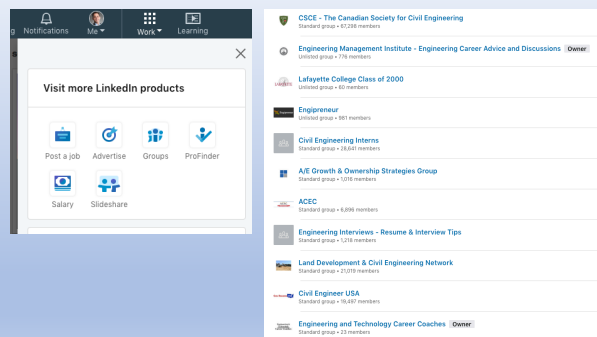
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#3 Determine your target market.



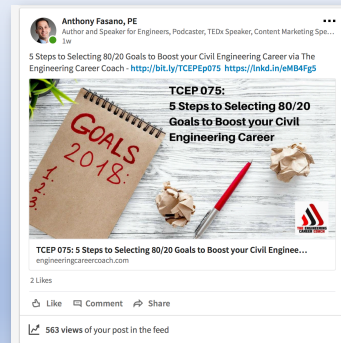
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#4 Join groups related to your target market.



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#5 Participate in discussions in the right groups.



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Do's and Don'ts for LinkedIn Groups

- ✓ Be active in discussions
- ✓ Engage with people
- ✓ Give valuable information through the discussions.



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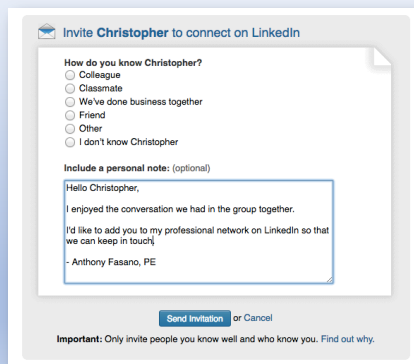
Do's and Don'ts for LinkedIn Groups

- Don't ask questions that don't make sense or are too forward
- Don't say something that may be insulting to people
- Don't waste your time on groups that aren't in your target market, take the time to find the groups that will help you achieve your goals.



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#6 Connect with people through group discussions.



Invite Christopher to connect on LinkedIn

How do you know Christopher?

☐ Colleague
☐ Classmate
☐ We've done business together
☐ Friend
☐ Other
☐ I don't know Christopher

Include a personal note: (optional)

Hello Christopher,

I enjoyed the conversation we had in the group together.

I'd like to add you to my professional network on LinkedIn so that we can keep in touch.

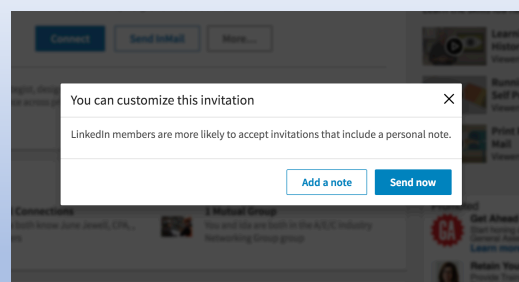
- Anthony Fasano, PE

Send Invitation or Cancel

Important: Only invite people you know well and who know you. Find out why.

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Use a personal note explaining how you know them.



You can customize this invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note Send now

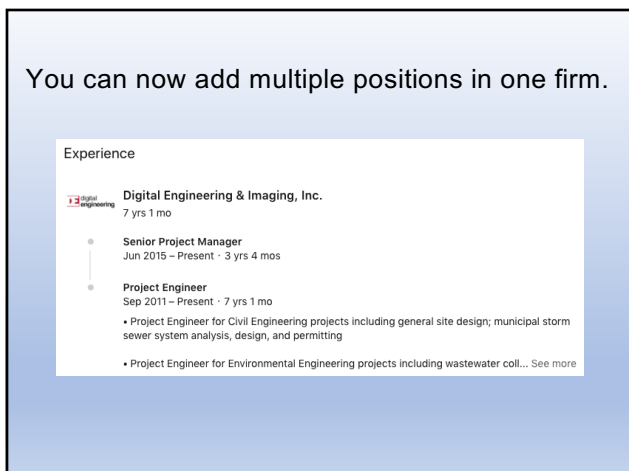
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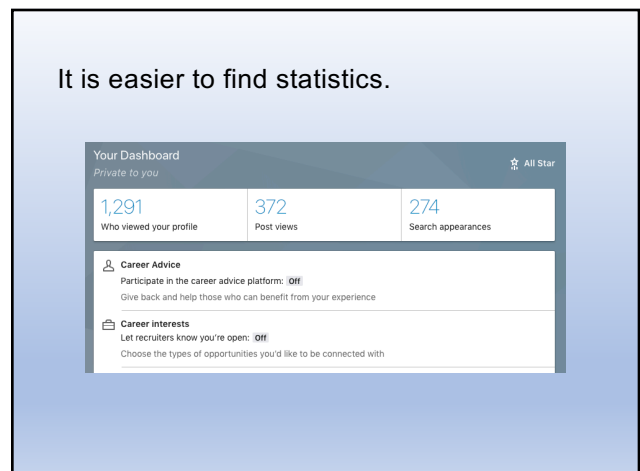
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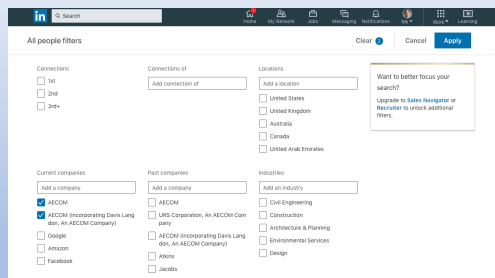


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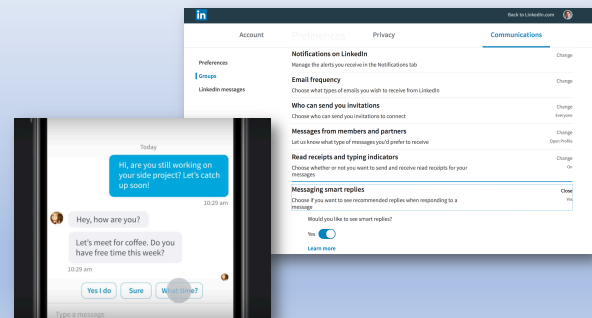
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There are more robust search features.



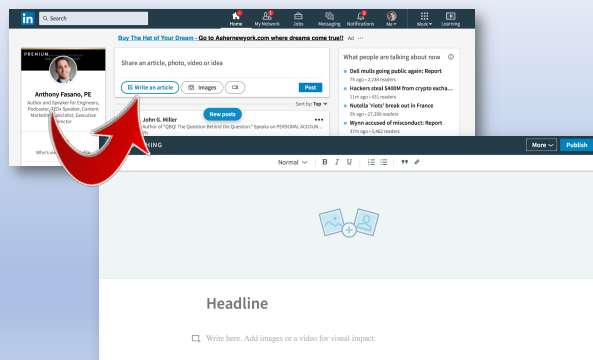
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There are now chat-like messages with smart replies.



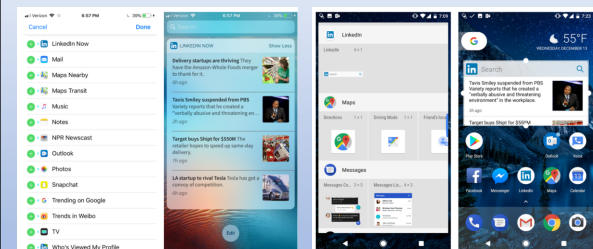
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It's so much easier to blog on LinkedIn.



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New LinkedIn widgets on mobile devices.



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Summary

7 Steps to LinkedIn Success

1. Complete your profile including your photo.
2. Connect with people you know.
3. Determine your target market.
4. Join groups related to your target market.
5. Participate in discussions in the right groups.
6. Connect with people through group discussions.
7. Start building relationships.

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Action Steps

Build and complete your profile:

- Use a professional photo.
- Craft an eye-opening summary.
- Personalize your LinkedIn URL.
- Update your status.
- Create a thoughtful title.
- Include your company website.
- Set your email notifications.
- Add skills and seek endorsements.

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