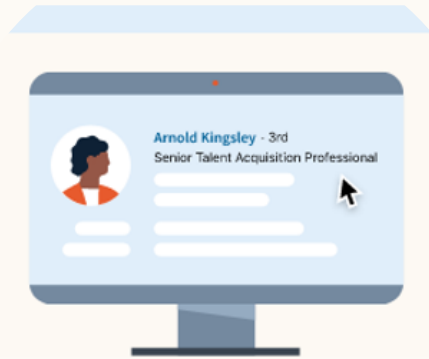


Your skills,
your profile,
your story

Connect to your next opportunity



How can LinkedIn and LinkedIn Learning connect you to your next opportunity?



Optimize your
LinkedIn
Profile



Leverage your
professional
network



Sharpen your
Skills



Manage your stress
and ensure your
wellbeing

Optimize Your LinkedIn Profile



Action items to optimize your profile:

1. Be as intentional about building your brand as companies are about building their own
2. Create an effective and engaging profile
 - Join one of our Rock your Profile live webinars
3. Make it easier for recruiters to find you, show you are *Open To Work*
 - Identify and highlight key skills and qualities that show you are top candidate
4. Update and upload your resume
 - Consider tailoring the language of your resume for each position

Leverage Your Professional Network



Action items for using LinkedIn to build and leverage your professional online network:

1. Join professional groups and turn relationships into opportunities
2. Reach out and connect with colleagues, previous clients or customers, and college alums that can provide referrals for internal positions
3. Research the companies you want to work for, then connect with recruiters and hiring managers directly on LinkedIn
 - Take the time to personalize your message when you connect
4. Consider writing or requesting a LinkedIn Recommendation

Sharpen your Skills

Action items to sharpen your skills:

1. Start with a skills gap analysis
 - Investigate the key skills for the positions you are applying for
 - Analyze your current competency for each skill
 - Ask for input from peers and previous managers
2. Develop a plan to upskill yourself
 - Take advantage of free resources where available
 - Microsoft + LinkedIn Learning
 - LinkedIn + LinkedIn Learning
 - Consider starting off with a 1-month free subscription to LI Premium to evaluate LinkedIn Learnings relevance to your upskilling
3. Robust skills make it easier for recruiters to find you
 - Recruiters use these skills to search for and narrow down the candidates



Manage your stress and ensure your wellbeing

Action items to ensure your wellbeing:

1. Ask if you will have any ongoing access to services through your Employee Wellness Programs as part of your severance
2. Maintain supportive relationships
 - Consider joining a LI group specific to supporting employees after a layoff or who are experiencing a career transition
3. Take care of yourself
 - Prioritize self-care, exercise, journal, but do something everyday that brings you joy
4. Keep a positive mental attitude.
 - LinkedIn & LinkedIn Learning offers a free Self-Care Toolbox along with access to courses to help manage stress and build mindfulness

