



NAVIGATING THE GREAT LINKEDIN MAKEOVER OF 2017

Program Overview



2017 will go down as the year in which we saw the greatest changes occur in the history of LinkedIn. On the heels of the Microsoft acquisition of LinkedIn Corporation, the site received a major overhaul, both in its design and functionality.

The much-anticipated platform-wide rollout of a new user interface (UI) has completely altered the user experience. **It is no longer LinkedIn as usual.**

There is much confusion around the latest round of changes, which includes a new look for the profile and home pages, the removal of key features in the free program, and a massive reorganization of the contact management system. Many users have expressed their frustration with the new format, one which represents the company's shift to a pay-to-play business model. Moving forward, there is a wealth of new information to process and new strategies to learn.

JD Gershbein understands what it takes to achieve on LinkedIn. Since 2006, he has enlightened thousands of professionals in all walks of business on the transformative power of LinkedIn. You will receive valuable insights that will guide you through **The Great LinkedIn Makeover of 2017** and up-level your performance the site.

Topics to be covered during this informative and engaging session include:

- ◆ How to craft a LinkedIn profile that epitomizes your personal brand
- ◆ How to establish yourself as a thought leader in your industry, market, or niche
- ◆ How to use LinkedIn more intuitively to generate leads for your business
- ◆ How to connect with more decision makers and influencers
- ◆ How to mine opportunities from your existing LinkedIn network
- ◆ How to leverage LinkedIn recommendations to create trust and confidence
- ◆ How to manage your time more effectively on LinkedIn