



Advancing Your Executive Brand through

LinkedIn  + 

Agenda

Advances in Society

- entrepreneurship, mistakes, individuality

LinkedIn

- an all-star profile, connecting with peers, paid services



- pages, discussions, mobile app, tips



CPE Credits

Today's webcast is worth 1 Continuing Professional Education (CPE) credit.

To be eligible for CPE credit, you must:

- Answer **at least 3 of the 4** polling questions (during the webcast) and have a total viewing time of **at least 50** minutes.
- Participants will have the opportunity to download their CPE certificate immediately following the webcast if above requirements are met.
- In accordance with the standards for the National Registry of CPE Sponsors, CPE credit will be granted based on a 50-minute hour.
- We are unable to grant CPE credit in cases where technical difficulties preclude eligibility. CPE Program Sponsorship guidelines prohibit us from issuing credit to those not verified by the technology to have satisfied the minimum requirements listed above.

Polling Question #1

Have you watched FEI's new Chief Learning Officer, Dr. Dennis Rebelo's, TEDxPublicStreet Talk entitled "Story Like You Mean It"?

- A. Yes
- B. No

Entrepreneurship



Mistakes



A stack of colorful building blocks (red, blue, yellow, green) with the word "Individuality" written in blue text across a yellow block. The blocks are arranged in a stepped, pyramid-like structure. The word "Individuality" is written in a bold, blue, sans-serif font, slanted slightly to the right, and is positioned across the middle of the stack, primarily over a large yellow block. The background is a plain, light-colored surface.

Individuality

Polling Question #2

Do you use your LinkedIn and FEI Connect profiles weekly?

- A. I use LinkedIn weekly only
- B. I use FEI Connect weekly only
- C. I use both LinkedIn and FEI Connect weekly
- D. I use each occasionally, but not weekly

467M users globally

200 countries & territories

24 languages

133M users in US

57% male, 44% female

44% earn more than \$75K

3M job postings

41% of millionaires use

59% never worked at company with > 200 employees



Create your All-Star profile

Like/comment/share

Connect with your peers

Generate customized value

Paid services - Talent, Marketing, Sales, Learning



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Home



My Network



Jobs



Messaging



Notifications



Me



Work

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Michael S. Seaver

Executive Coach | Leadership Consultant | Speaker

216

Who's viewed your profile

167

Views of your post

Share an article, photo, or update

Write an article

Image

Post

Frank Gittens likes this



Tracy Chambers

Culture & Communications at Dollar Shave Club
6d

Calling all my friends in Marketing! As you might imagine, these roles don't open up too often here...but we have two amazing opportunities on our Brand Marketing Team right now. We need people with fresh ideas who can embrace an ...see more

497 Likes · 29 Comments



Like



Comment



Share

Suggested for you

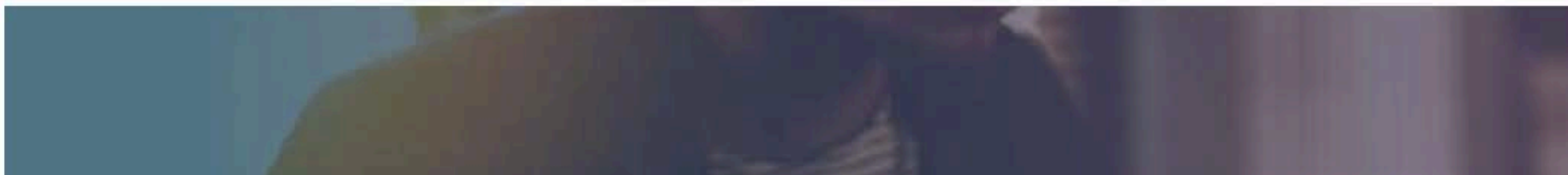


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+ Follow

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Ad

Michael S., picture yourself at Expedia, Inc.



Senior Business Analyst- Pr...

Bellevue, WA, US

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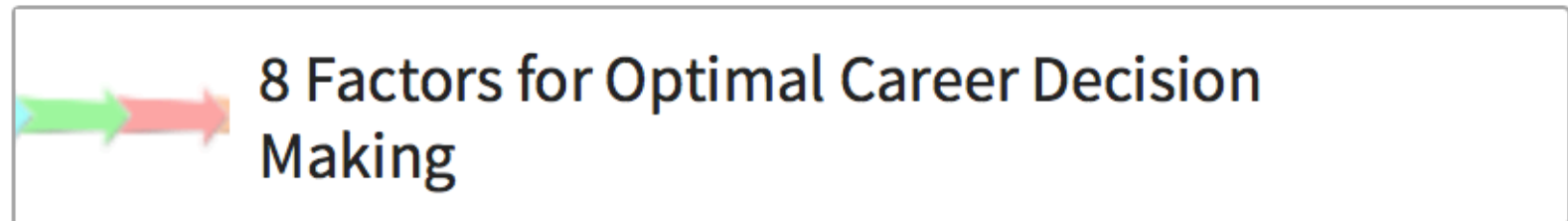
Notifications

You're all caught up!
Check back later for new notifications



Fred Amador and 12 others liked your article

7h



13 Likes

[See who's viewed your article](#)



Congratulate Angela Patriarca for starting a new position as Director Of Business Operations at Starsky Robotics

16h

Previously Assistant Director, MBA Programs at Georgetown University

[Say congrats](#)



Like



Someone on LinkedIn viewed your profile

16h

[See all views](#)



Jennifer Langley mentioned you in a post

19h

To my Southeast Chapter members of **The CFO Leadership Council**- attend our National conference in Boston on May 11th with complimentary registration! Please let me know if I can assist you in enjoying a full

Ad

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The Speaking Industry - Separate from the pack in order to land more speaking gigs. Ad



Update background photo

Michael S. Seaver

Executive Coach | Leadership Consultant | Speaker

michaelsseaver.com • Thunderbird School of Global Management

Phoenix, Arizona Area • 500+ &

I am an executive coach and leadership consultant who unlocks human potential by using business strategy, conscious capitalism, and positive psychology concepts to move leaders from success to significance. I write conte...

See more

Add new profile section

Edit your public profile

Add profile in another language

All-Star profile

216 Who's viewed your profile

167 Views of your post in the feed

Your Articles & Activity

2,763 followers

Michael S., picture yourself at Milwaukee Tool



Chief Information Officer (...
Brookfield, Wisconsin, Wisconsin

Messaging



Public Profile



Michael S. Seaver

500+
connections

Executive Coach | Leadership Consultant |
Speaker

Phoenix, Arizona Area
| Professional Training & Coaching

- Current: michaelsseaver.com
- Previous: Thunderbird School of Global Management, Arizona State University, Grand Canyon University
- Education: Thunderbird School of Global Management
- Recommendations: 36 people have recommended **Michael S.**

Edit public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/michaelsseaver

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

[Learn more](#) ▶

- Make my public profile visible to no one
- Make my public profile visible to everyone
 - Basics (required)
 - Picture
 - Your connections
 - Your network
 - All LinkedIn Members
 - Public
 - Headline
 - Websites
 - Posts & Activities

Michael S.'s Posts & Activity



Career Connectors event on Thursday, June 13th at 9am in...

Michael S. liked



Catch me in North Scottsdale Thursday, April 13th talking...

Michael S. shared



financial executives



Home



My Network



Jobs



Messaging



Notifications



Me



Work

Try Premium for Free

financial executives international

Financial Executives International (FEI)
Company • Financial Services

Financial Executives International CT/Westchester Chapter
Company • Education Management

Financial Executives Institute of Australia (FEI)
Company • Nonprofit Organization Management

The Financial Executives Networking Group - FENG Online
Group

Bank and Finance Technology - FinTech Banking Systems Financial Executives
Group

Financial Executives International Canada - FEI Canada (Financial Executives International Canada...)
Showcase Page

financial executives

Suggested for you



Mediation Training Institute at Eckerd College
Promoted

4 ways to measure the impact conflict is having on your organization's productivity.
<https://lnkd.in/ehuwsYS>

What Is Conflict Costing Your Organization?

Ad

2017 Global Recruiting Trends Report



56% of recruiters say hiring volume will increase

Get tip sheet

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Messaging



Search jobs by title, keyword or company

United States

Search

Chief Financial Officer

Chief Financial Officer Operations

Group Chief Financial Officer

Executive Assistant To Chief Financial Officer

Assistant To The Chief Financial Officer

Deputy Chief Financial Officer

Interim Chief Financial Officer

Chief Operating Financial Officer

Consulting Chief Financial Officer

Regional Chief Financial Officer

Division Chief Financial Officer

Personal Assistant To Chief Financial Officer

Acting Chief Financial Officer

[LinkedIn Salary](#) | [Looking for talent?](#) | [Post a job](#)

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sored

Hiring?

From \$5 a day, get top candidates.



Post a job



Business Coach/Consultant
SBE - Service Business Evolution
Phoenix, Arizona

1 month ago



Sponsored



Messaging

Michael S., you're the boss of your account.



Michael S. Seaver

Executive Coach | Leadership Consultant | Speaker

Member since September 30, 2008

2739 connections

Account

Privacy

Communications

Basics

Third parties

Subscriptions

Basics

Email addresses

[Change](#)

Add or remove email addresses on your account

2 email addresses

Phone numbers

[Change](#)

Add a phone number in case you have trouble signing in

1 phone number

Change password

[Change](#)

Choose a unique password to protect your account

Last changed: April 11, 2014

Language

Meet your next hire

You work hard to get the right people in the door.
You deserve the best recruiting tools.

[Request a free demo](#)



Post jobs

Target the right candidate for any job.

Source talent

Find active and passive talent.

Build your brand

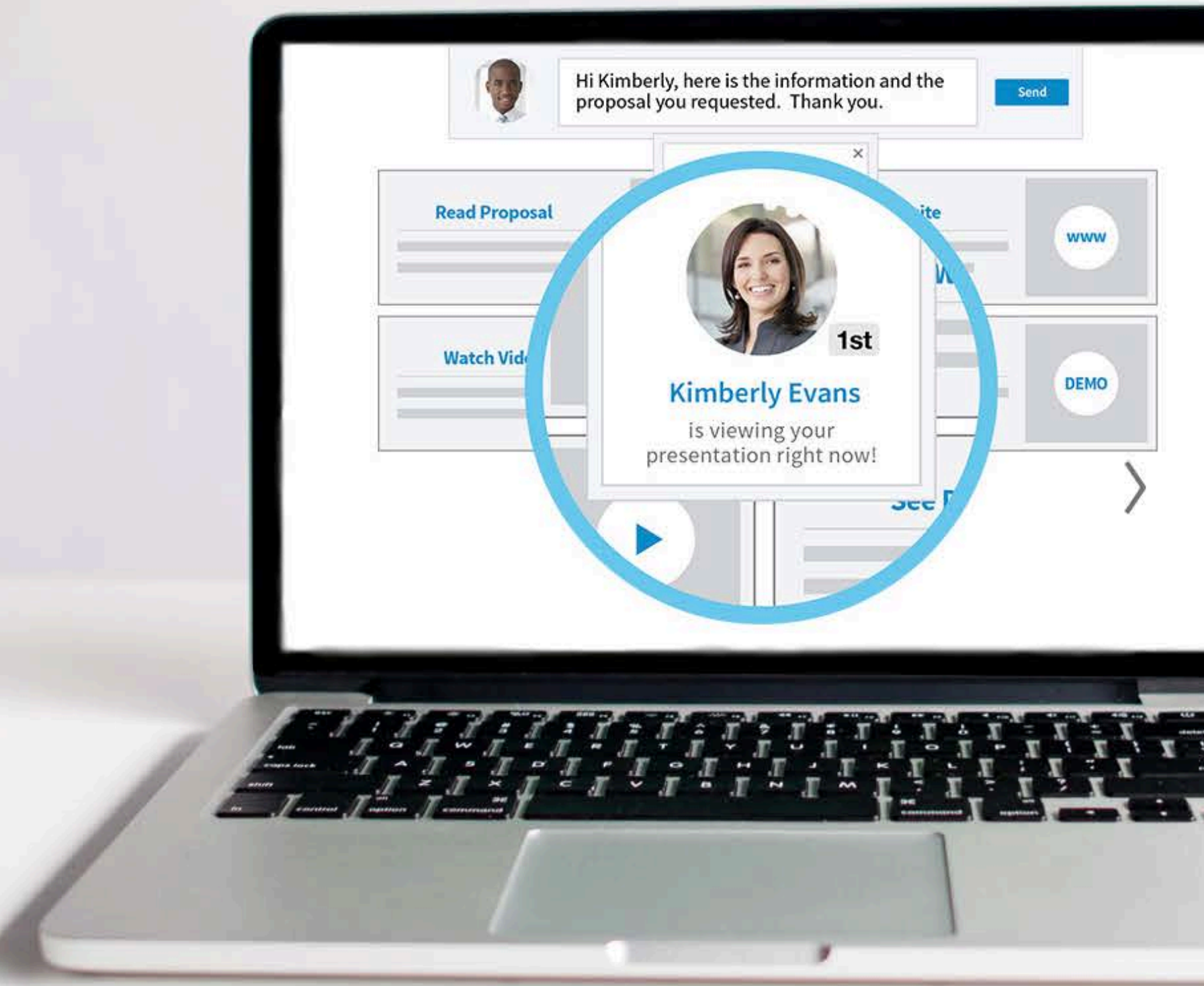
Showcase your unique culture.

Introducing

Three powerful new ways to engage your buyers with LinkedIn Sales Navigator.

Learn more

Request free demo



Why does social selling matter? The results.

[Learn how to get started >](#)



Develop talent and keep skills current

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Product Overview



#1

5 yrs

50%

Polling Question #3

Will you be attending FEI's 2017 Summit in Anaheim?

- A. Yes, I will be there
- B. No, my schedule is tight
- C. No, I'm not interested in Anaheim
- D. No, I don't need to learn more about innovation

What is ?

- A **private** online community **exclusively for you, FEI members.**
- A **benefit** that allows you to **interact** with other members around the world, wherever and whenever you need.
- A platform that is accessible via **website, email** and **mobile device.**
- A way to **connect** with other members you meet at in-person FEI events.

Home Page Features

connect.financialexecutives.org

- Latest Discussions
- Latest Shared Files
- Most Active Members

The screenshot shows the FEI CONNECT website interface. At the top, there is a blue header with the FEI CONNECT logo and navigation links: Code of Conduct, Mobile App, Contact Us, and FEI website. A search bar is located on the right side of the header. Below the header, the page is divided into three main sections:

- LATEST DISCUSSIONS:** This section contains several discussion threads, each with a user profile picture, a title, and a brief description. The threads include:
 - Welcome to FEIconnect for the Sacramento Citywide!** by Lili DeVita, 23 minutes ago.
 - RE: Looking for HR Consultant Recommendation** by Michael Rapisand, 24 minutes ago.
 - RE: Looking for HR Consultant Recommendation** by John Rischard, an hour ago.
 - RE: Looking for HR Consultant Recommendation** by Dave Sackett, an hour ago.
 - RE: Looking for HR Consultant Recommendation** by Jerry Schneider, an hour ago.
 - Draft Comment Letter** by Tom Thompson, an hour ago.
- RECENT SHARED FILES:** This section displays a list of shared files, each with a user profile picture, a title, and a brief description. The files include:
 - Event Sponsor Documents** by Lili DeVita, 25 minutes ago.
 - Chapter Sponsor Documents** by Lili DeVita, 28 minutes ago.
 - Citywide Postcards** by Lili DeVita, 31 minutes ago.
 - Draft Comment Letter** by Tom Thompson, an hour ago.
 - August 31, 2016 Minutes** by Tom Thompson, 6 days ago.
 - COSO ERM Framework** by Linda Sinnott, CFO Design Resources, Inc., 7 days ago.
 - innovation and risk disclosures in the fortune 100** by Paul Walker, 7 days ago.
- MOST ACTIVE MEMBERS:** This section highlights three active members with their profile pictures, names, companies, and point counts:
 - Dave Sackett** (ULVAC Technologies, Inc., Methuen, MA) with 93 Points.
 - Philip Roush** (SanDisk Corporation, Pleasanton, CA) with 76 Points.
 - Kenneth Brown** (RAB Lighting, Inc., Northvale, NJ) with 62 Points.

Profile Page Features

- Profile Picture
- Contact Information
- View Contacts
- View Inbox
- Communities
- Networks

The screenshot shows a user profile for Doug Hoekstra. Red arrows point to the following features:

- Profile Picture:** Located at the top left, with an 'ACTIONS' dropdown menu below it.
- Contact Information:** A box containing 'Financial Executives International', 'Morristown, NJ', 'PRIMARY: 973-765-1069', and 'dhoekstra@financialexecutives.org', with an 'FEI Staff Member' badge below it.
- Bio:** A text block describing Doug Hoekstra's role and background.
- Import from LinkedIn:** A button labeled 'IMPORT YOUR INFO' with the text 'Update your information from LinkedIn®' next to it.

Other visible sections include:

- Navigation:** 'MY PROFILE', 'MY CONNECTIONS', 'MY CONTRIBUTIONS', 'MY ACCOUNT', and 'ADMIN' buttons.
- Badges:** A 'Top Contributor' badge.
- Social Links:** A section with an 'ACTIONS' dropdown and a LinkedIn icon.
- Education:** 'University of Maryland College Park', 'BA', '2002 To 2005'.
- Job History:** 'Financial Executives International', 'Manager, Marketing & Communications', 'July 2014 - present'.
- Professional Associations:** A section with the text 'Relate your professional memberships here' and an 'ADD' button.
- Honors and Awards:** A section with the text 'List past accolades and recognition' and an 'ADD' button.

Member Directory

- **Search by**
 - Name
 - Company
 - Email Address
 - City, State
Country
 - Chapter
(Community
Type/Name)
 - Title

Code of Conduct | Mobile App | Contact Us | FEI website

fei CONNECT

DASHBOARD | BROWSE | COMMUNITIES | DIRECTORY | HELP/FAQS | search

Member Directory

Basic Search | Advanced Search

Fill in any of the criteria below to limit your search. None of the fields are required although you must enter something in at least one of them. Fields like First Name, Last Name, Company Name, etc. will perform a partial match. For example, a Last Name search for "Jo" will find everyone whose name starts with "Jo".

NAME

FIRST NAME

LAST NAME

COMPANY NAME

EMAIL ADDRESS

LOCATION

CITY

STATE/PROVINCE

COUNTRY

MEMBER OF GROUP

COMMUNITY TYPE

COMMUNITY NAME

TITLE

<input type="checkbox"/> ACADEMIC	<input type="checkbox"/> DIRECTOR - ALL LEVELS	<input type="checkbox"/> MANAGER - ALL LEVELS
<input type="checkbox"/> ASSISTANT CONTROLLER/COMPTROLLER	<input type="checkbox"/> DIRECTOR - ALL OTHER CATEGORIES	<input type="checkbox"/> MEMBER OF AUDIT COMMITTEE
<input type="checkbox"/> ASSISTANT PROFESSOR	<input type="checkbox"/> DIRECTOR, ACCOUNTING	<input type="checkbox"/> MGR
<input type="checkbox"/> ASSISTANT TREASURER	<input type="checkbox"/> DIRECTOR, AUDIT	<input type="checkbox"/> MILITARY


Community Landing Page

- Discussions
- Shared Files – Resource Library
- View Community Members

Member Open Forum


COMMUNITY HOME | DISCUSSION 1.1K | LIBRARY 49 | MEMBERS 10.1K

LATEST DISCUSSION POSTS



RE: Looking for HR Consultant Recommendation
By: Michael Rapisand , an hour ago


Hi Michael, I was the CFO for a few technology companies in Austin for fifteen years. These were small companies with headcounts ranging from 40 to 100 and we did not have in-house HR staff. We used David Hughen of AustinHR (<http://austinhhr.com/about-us/...>




RE: Looking for HR Consultant Recommendation
By: John Rischard , an hour ago

You may want to consider a PEO (Professional Employer Organization). They can assist with HR type of issues and can typically help lower insurance costs as you are part of a larger organization with a larger "labor pool". We utilize TriNet. However,...

LATEST SHARED FILES




RE: Calculating Business Interruption Coverage Needs?
By: Howard Bornstein 15 days ago



EXTRA EXPENSE WORKSHEET
By: Thomas Rogers 16 days ago

It is difficult to determine the amount of extra expense coverage needed by any given insured. Unless...



RE: IRS AFR Rates
By: Gwyn Eastom 29 days ago

MORE

Discussions

Member Open Forum

⚙️ SETTINGS

COMMUNITY HOME

DISCUSSION 1.1K

LIBRARY 49

EVENTS 0

MEMBERS 10.1K

1 to 50 of 228 threads (1.1K total posts)

50 per page ▾

POST NEW MESSAGE

THREAD SUBJECT	REPLIES	LAST POST
Looking for HR Consultant Recommendation	3	13 minutes ago by John Rischard
Hanjin Shipping Bankruptcy	2	20 hours ago by Linda Sinnett
Invoice to Cash process, Bill Trust	2	yesterday by Ted McArthur
Opex, or Standard Cost, or Period Cost in Cost of Goods?	9	2 days ago by Dave Winter
Tax Software	3	2 days ago by Joni Sell
Referral for a reputed law firm in China	5	5 days ago by Richard Brounstein
Alternate reporting periods - 10 periods per year?	8	6 days ago by Bruce Goldstein
More Strategic Presentations for Board Meetings (Finance Committee)	5	8 days ago by David Binder
Transfer Pricing Policy	3	9 days ago by Dave Sackett
Delaware Franchise Tax	4	13 days ago by John Domenoski

Discussions

What can we do to tackle the financial literacy gap in the U.S.?

CPA/CMA designations and career progression

Budgeting Software

401K Auto Enrollment

Bring Your Own Device (BYOD) Stipend

ERP Solutions - Recommendations/Insights

Resource Library

Member Open Forum ⚙️ SETTINGS

COMMUNITY HOME | DISCUSSION 1.1K | **LIBRARY 49** | EVENTS 0 | MEMBERS 10.1K

49 Entries ☰ ☰ [CREATE NEW LIBRARY ENTRY](#)

FOLDERS

New New Child Delete ✂️ 📁 📁 | 🔗

- Member Open Forum**
- ▶️ FERF Reports
- FEIconnect Guides
- Whitepapers

FOLDER CONTENTS

New View Delete ✂️ 📁

- 📄 Board Commitment Letter
- 📄 Business Management and Leadership
- 📄 RE: BYOD Stipend
- 📄 RE: Calculating Business Interruption Coverage Needs?
- 📄 RE: IRS AFR Rates
- 📄 RE: New Product Development and R&D Idea Selection
- 📄 RE: Travel and Entertainment policy
- 📄 Sponsor Commitment Agreement Attachments

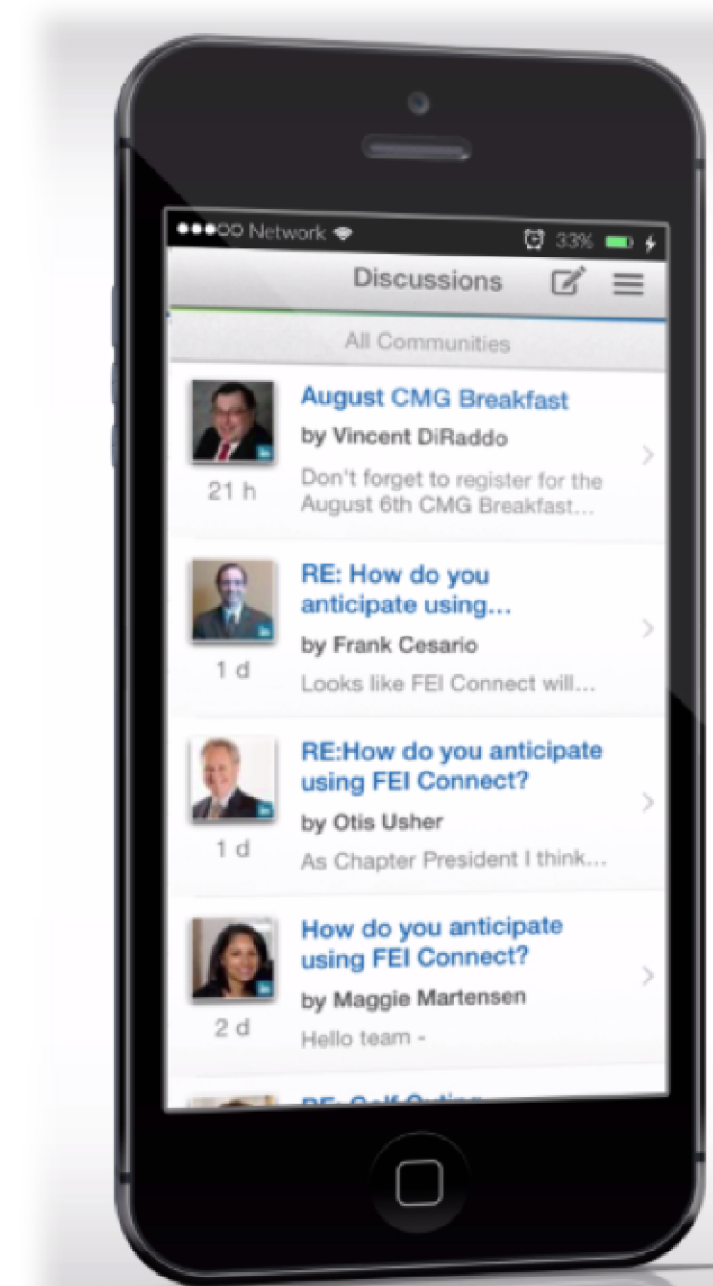
Community Activity

- Discussions, Shared Files & Announcements Delivered to inbox
 - Real time
 - Daily Digest
 - Consolidated Digest
 - No emails
- Clean and easy to navigate
- Reply to Discussion or Sender, View Thread

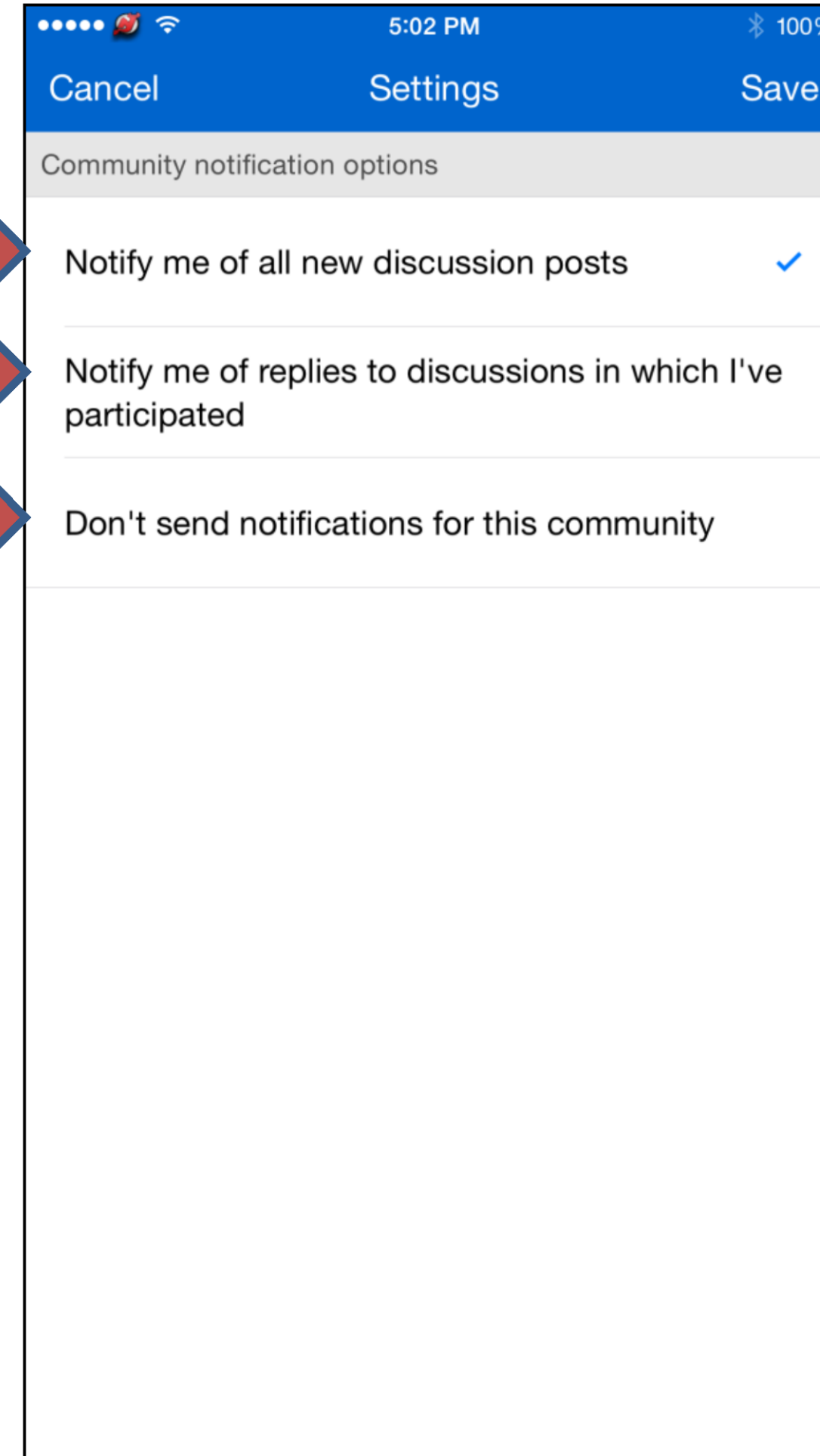
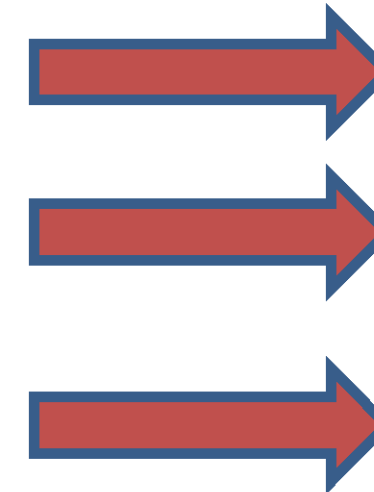
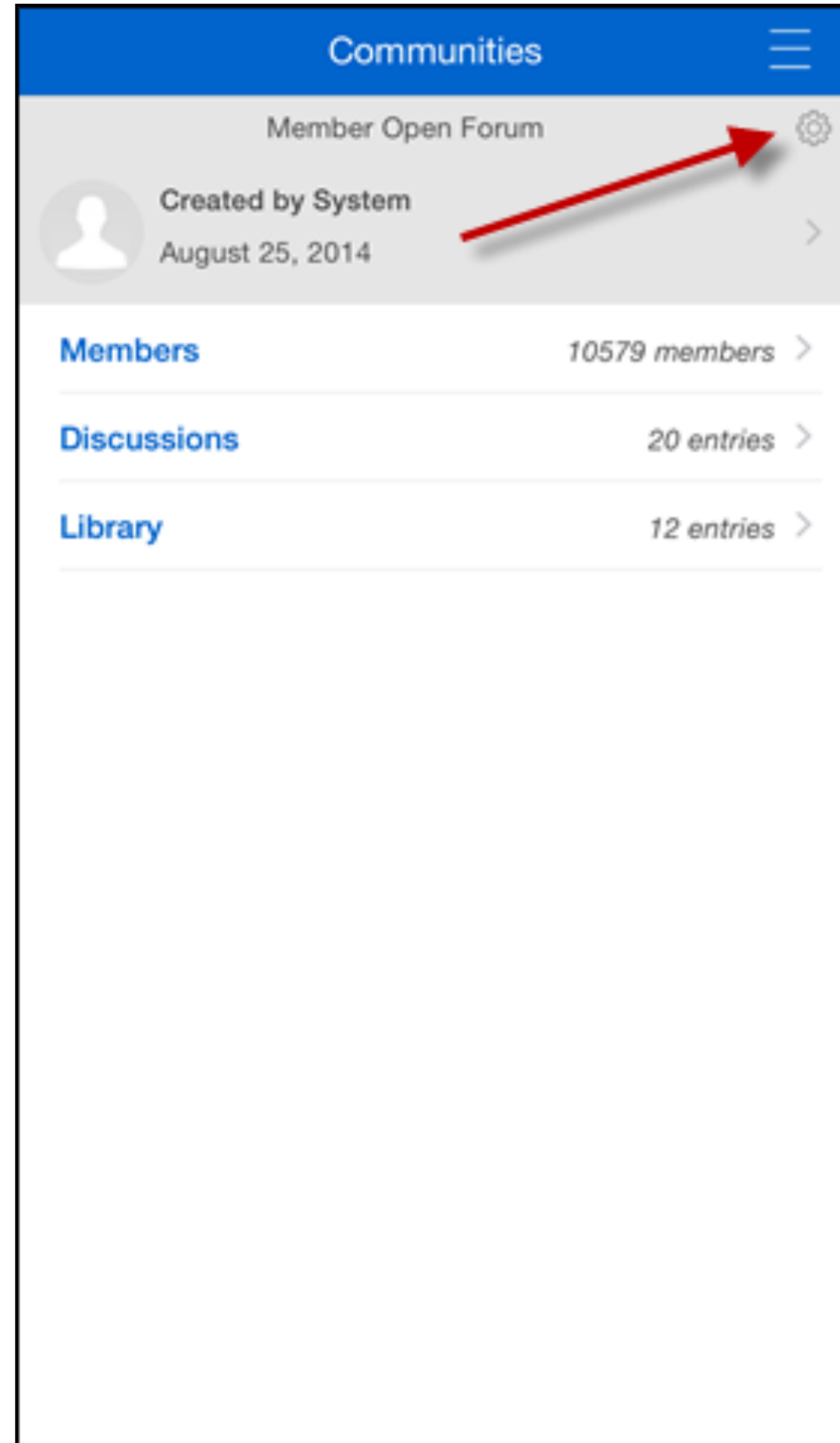
The screenshot displays the 'Member Open Forum' interface. At the top, there is a navigation bar with the 'fei CONNECT' logo and a 'Post New Message' link. Below this, a date range 'Sep 7, 2016 - Sep 6, 2016' is shown. A list of threads is visible, including 'Looking for HR Consultant Recommendation' (started 22 hours ago), 'Hanjin Shipping Bankruptcy' (started 2 days ago), and 'Invoice to Cash process, Bill Trust' (started 12 days ago). The main content area shows a detailed view of the first thread, 'Looking for HR Consultant Recommendation', posted by Michael Rosen on Sep 7, 2016 at 12:55 PM. The post text reads: 'We are a technology focused company now with 70 employees in 3 different locations. We still don't feel we're large enough for a full time HR professional; however, I'd like to retain a firm that I can "go to" with issues / questions as they arise such as discipline or updating policies. I'm based in Dallas TX; however, while I'd like a local firm I don't think that is completely necessary as we are in multiple locations. Thanks.' Below the text is contact information for Michael Rosen, CFO of Benepay Technologies, LLC in Dallas, TX, with a phone number (972) 567-6955. At the bottom of the post, there are links for 'Reply to Group Online', 'View Thread', 'Like', 'Forward', and 'Flag as Inappropriate'. The interface also includes 'top' and 'previous' navigation links.

FEIconnect Mobile App

- 1. Download via Apple App Store , Windows Store or Google Play App Store**
 - Search for “feiconnect”
 - Download the App
 - 2. Launch FEIconnect app**
 - 3. Login using your regular FEI username and password. You will remain logged into the app unless you actively log out.**
- **For Web Browser-based Phones**
 - 1. Visit connect.financialexecutives.org**
 - 2. Bookmark the page or add to your phone home screen**
 - 3. Login using your regular FEI username and password.**



FEIconnect Mobile App – Set Your Notifications



FEIconnect Tips: Know Your Login

Sign In ✕

Please enter your username to continue.
Please enter your password to continue.

USERNAME

PASSWORD

Keep me signed in

[Forgot Password](#)
[Create account](#)

SIGN IN TO YOUR FEI ACCOUNT

FEIconnect Tips: Complete Your Profile

Log on to the website and **complete** your profile
(<https://connect.financialexecutives.org>)

John Smith
ABC Co.
Send Message Download vCard Add as Contact

Profile Connections Contributions Admin

Contact Details
ABC Co.
member@higherlogic.org

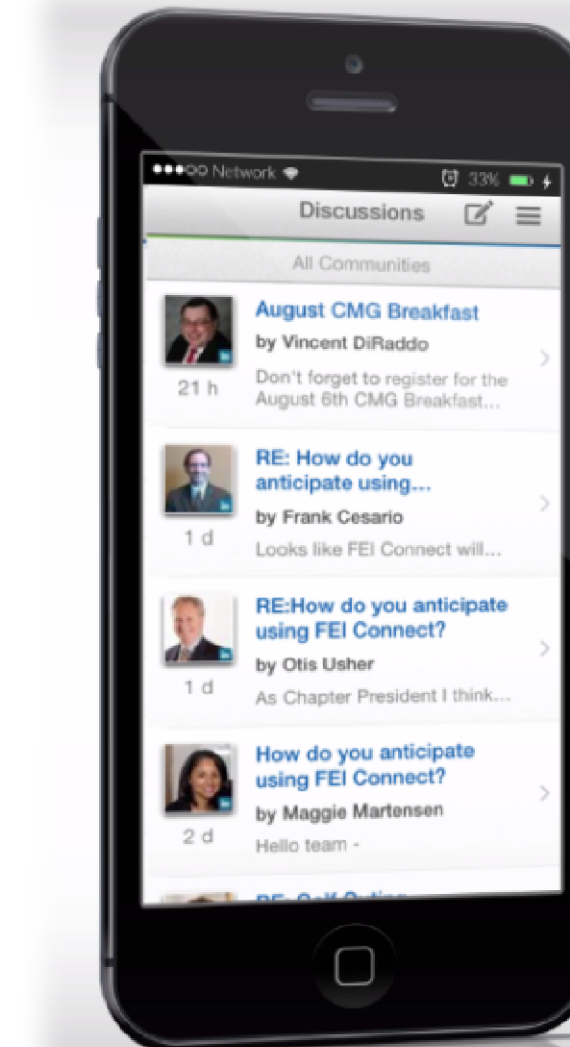
FEIconnect Tips: Post Discussions

- If you want an answer, ask a question in the subject line
- Be specific in your subject line
- Include self-disclosure in the message
- Length of post (100-250 words)



FEIconnect Tips: Download the Mobile App

1. **Download via Apple App Store ,
Windows Store or Google Play App Store**
 - Search for “**feiconnect**”
2. **Launch FEIconnect app**
3. **Login using your regular FEI username and password. You will remain logged into the app unless you actively log out.**



Polling Question #4

What factor may stop you from being active weekly in LinkedIn and FEI Connect?

- A. I don't see how either make me a better financial executive
- B. My schedule is full of meetings and I don't have time
- C. The ideas/support I receive from other FEI members isn't value-add
- D. None of the above

Review

Advances in Society

- entrepreneurship, mistakes, individuality

LinkedIn

- an all-star profile, connecting with peers, paid services



- pages, discussions, mobile app, tips



fei financial executives
international

ferf financial executives
research foundation



Doug Hoekstra
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