



INSTITUTE FOR SUPPLY MANAGEMENT

ISM—Twin Cities, Inc.

Optimizing Your LinkedIn Profile for Career Success



JoAnne Funch
Connect - Engage - Grow



My vision is to be more than a resource about how to use the LinkedIn, **my** goal is to inspire business professionals to think differently about developing a network of valued connections.

I work with business owners, entrepreneurs and corporate leaders who want to leverage LinkedIn and their relationship building strategies to gain more exposure for their brand so they have more impact, income and credibility.

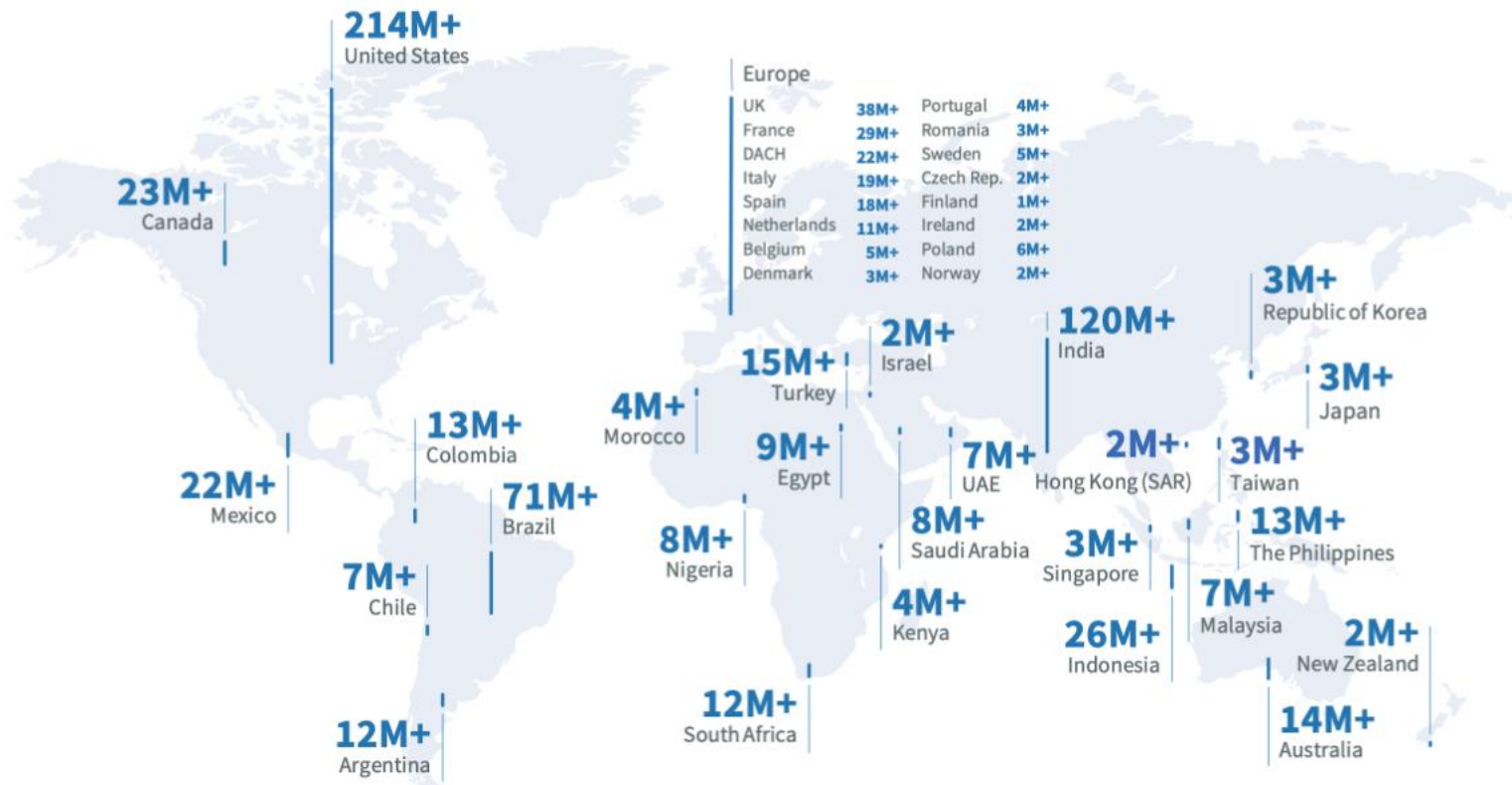
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Helping business owners, entrepreneurs, consultants & job seekers drive visibility, increase engagement & build influence on LinkedIn since 2008

Why focus on LinkedIn?...1 billion reasons!

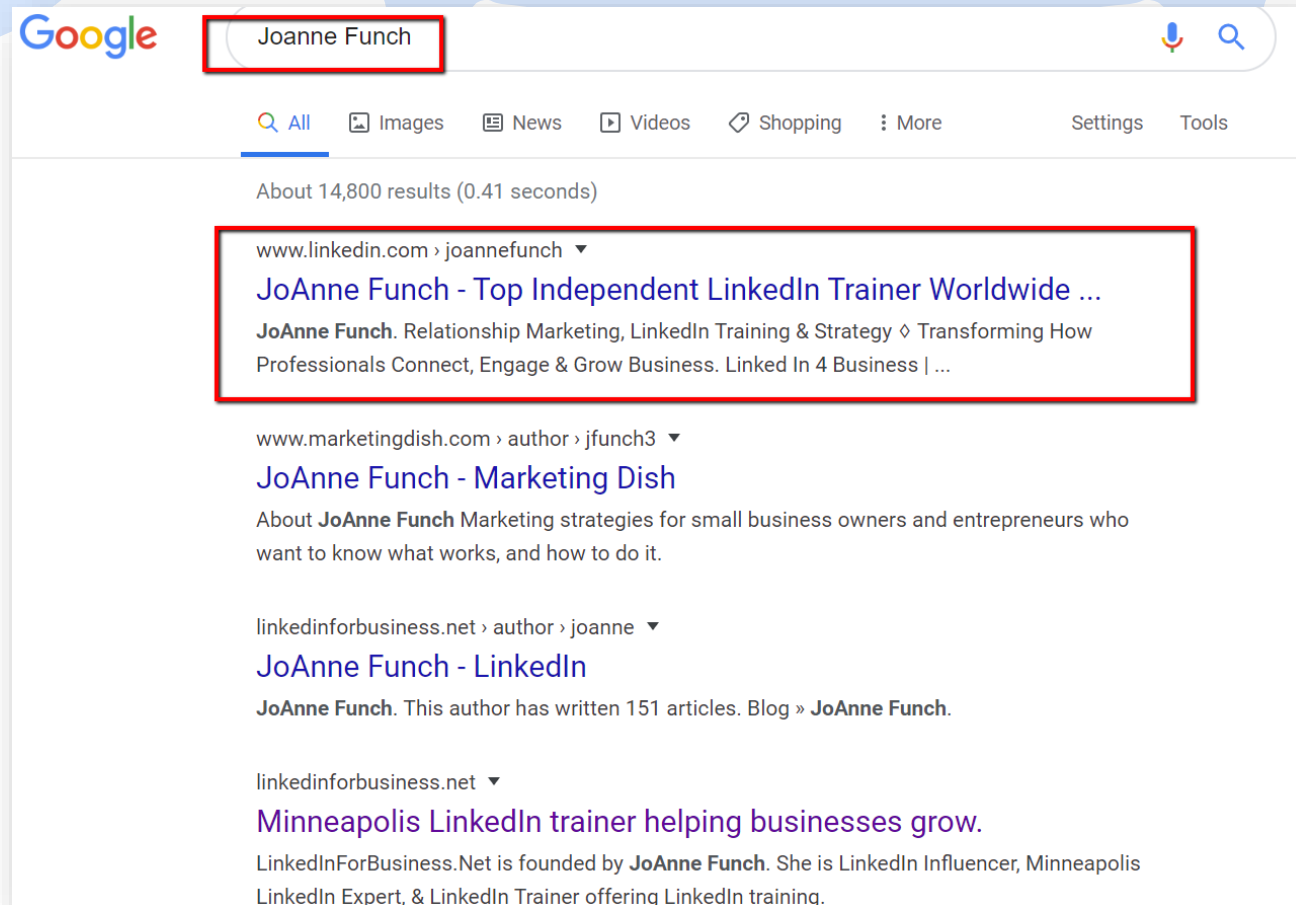
More than 1 billion members in 200 countries and regions worldwide*



*Membership numbers are updated quarterly after Microsoft Earnings

Manage your online reputation

LinkedIn is ranked by Google




Set-up a Google alert for your name: **google.com/alerts**

A stylized illustration of a blue smartphone. The screen displays a world map composed of small dots. Surrounding the phone are various white icons representing business and technology: a dollar sign in a square, a magnifying glass over a person icon, a bar chart, a line graph, a handshake, and a person icon. The background is a dark blue gradient with a grid pattern.

Interesting facts

- LinkedIn is the reigning champion of B2B social networks. In fact, **68%** of all social posts made over the first half of 2023 were to LinkedIn.
- **75%** of B2B buyers use social media to make buying decisions, according to research from LinkedIn.
- LinkedIn users have **twice the buying power** compared to the average web audience. (They are consumers!!)

A top-down view of a workspace. In the upper left, a portion of a silver laptop is visible. Below it is a white Apple mouse. A white smartphone lies diagonally across the center, displaying a home screen with various app icons including LinkedIn, Twitter, Facebook, and YouTube. A white charging cable is plugged into the bottom of the phone. A pair of white earbuds with a coiled cable lies in the lower left. The background is a dark, textured surface.

In business, your
LinkedIn profile
needs to be a
RESOURCE
Not just a
RESUME



Position yourself as a personal brand.. *What you're known for!*

The job of your profile includes:

- Maintain a career presence
- Position yourself as an industry leader
- Attract new career opportunities
- Attract talent for business or organization

Optimize Your LinkedIn Profile

What is your goal for using LinkedIn?

- 1 –Stand out in your industry for your skills
- 2- Build more brand awareness
- 3- Become an industry authority or a thought-leader as your company grows

or maybe you want to get noticed for a **career change**





Get clarity on these questions:

- **Are you optimizing your profile for the 'right' people?**
- **Who do you need to attract to move the needle toward your goals?**
- **What do you want those people to do?**

Top of the profile is where first impressions matter

TITLE + HEADLINE:

Title + What happens because of you

- Profile picture
- Header image
- Add website link
- Services you provide



ABOUT section, shows credibility, builds trust

Make first 3 lines count!

Hook people in who want to learn more about you

NEXT: (Customer focused)

What makes you credible

What do visitors want solved?

Bullet point services

How can you be reached?

Include something personal, unique about you –

Write in the 1st person

About

I enable aftermarket growth by identifying key levers for sales & service excellence. In my current and past leadership roles, I have excelled at global customer service, operations, quality, and service excellence.

hook in reader

I am known for my results-driven approach incorporating process & technology with breakthrough results. This passion led me to several innovative improvements during my tenure at IBM, Honeywell and now at FLSmidth, such as using BOT & AI to enable seamless process improvements and sales growth.

Several career accomplishments:

- Improved NPS scores by 8 basis points and Sales over 15% in after market segment.
- I have had a flair for process improvements using Lean techniques & Digitization which enabled me to improve efficiency by 20% across order to cash processes.
- Leading large global service teams of up to 500 people
- Implemented Professional Service Offerings & Packages to improve Wallet share – resulting in 6% to 10% improvement
- Recognized for achieving bronze certification at Honeywell India – one of the top 15 units globally.

Where I make an impact:

- Customer Service
- Sales & Service Excellence
- Master Data Management
- Leadership
- Global Team Development

Technology Tools:

MS Dynamics CRM
Power BI Analytics
Salesforce
CWFm (workflow management)
CPQ Proposal Tool
Quality Tools

NEW: Your top Skills added to the About section


Add/Highlight the top skills you want to be known for.

About

I work with progressive companies and brands in the forest products industries develop sustainable product portfolios so that they are prepared for a future where consumers demand sustainable products. Our solutions can increase marketplace competitiveness and build a more sustainable business.



...

...see more

 **Top skills**

Management Consulting • Auditing • Sustainability • Corporate Social Responsibility • Thought Leadership

Your profile should be working 24/7



CITIZENS STATE BANK
RIGHT BANK. RIGHT NOW!
SENIOR COMMERCIAL LENDER
WWW.CSBNET.NET/


Troy Weathers ✓ · 1st
Senior Vice President/Business Banking Manager -> Service to Others, Results-Focused & Driven
Talks about #agriculture, #loanspecialist, #bankingindustry, #communitybanking, and #commercialbanking
Hudson, Wisconsin, United States · [Contact info](#)
<https://www.csbnet.net/>
1,166 followers · 500+ connections
Robyn Arneson, Michael Campbell, and 21 other mutual connections
[Message](#) [More](#)

About

The business of banking had changed. Banking has become more of a long-distance relationship. You can bank remotely from anywhere with automated deposits and bill-pay. **Does that mean banks don't value customer relationships?**

I don't believe that is always the case and that's why I partner with a bank that still values personal interaction with clients who want to ...see more

Experience

**Senior Vice President/Business Banking Manager**
CITIZENS STATE BANK
Jun 2022 - Present · 1 yr 8 mos
Hudson, Wisconsin, United States

Business loans – Lines of credit – Agricultural loans – Term Loans

After 31 years in banking, I have seen a lot of businesses and have the experience to help owners succeed. I treat each business just like I treat family. I don't prejudice people - I learn the customer's needs just like you would with your family.

When it comes to commercial loans this bank takes a different approach, I work with clients on all types of loans from business to boats! Whatever your business size, big or small, we are here to help!

★ The decision-making process for loans are made by people - not automation. This gives you better, faster decisions. That's why I have a long history of banking relationships built on trust. Customers have confidence when working with me as they know they will be treated fairly, processes handled efficiently, and always keeping the customer's best interests in mind.

If you're looking for a bank and banker that is relational versus transactional and treats you more like family, please give me a call. I'd love to learn more about your business and how we can make it grow together!

JOANNE FURCH - www.joannefurch.com/business.net

Experience section – Establish Credibility through accomplishments



[Redacted Name]
[Redacted Title]

May 2020 - 2021 · 9 mos

Quantify accomplishments

Rapidly growing, private equity held (\$350M), a US leader in the production of high-quality plastics, including the collection and recycling of plastic to create a continuous cycle of sustainability.

As CFO I led Finance and IT functions including 8 plants. Direct Reports included the Corporate Controller, Director of IT, Director of F, P, and A, and 3 Plant Controllers; 15 indirect reports.



- Key contributor to 2 Buyer Due Diligence processes including the completion of Q of Earnings Reports, and associated legal and financing activities, which resulted in the successful purchase of 2 companies which closed 10/20 and 2/21 with Net Sales of \$20M and \$60M respectively.

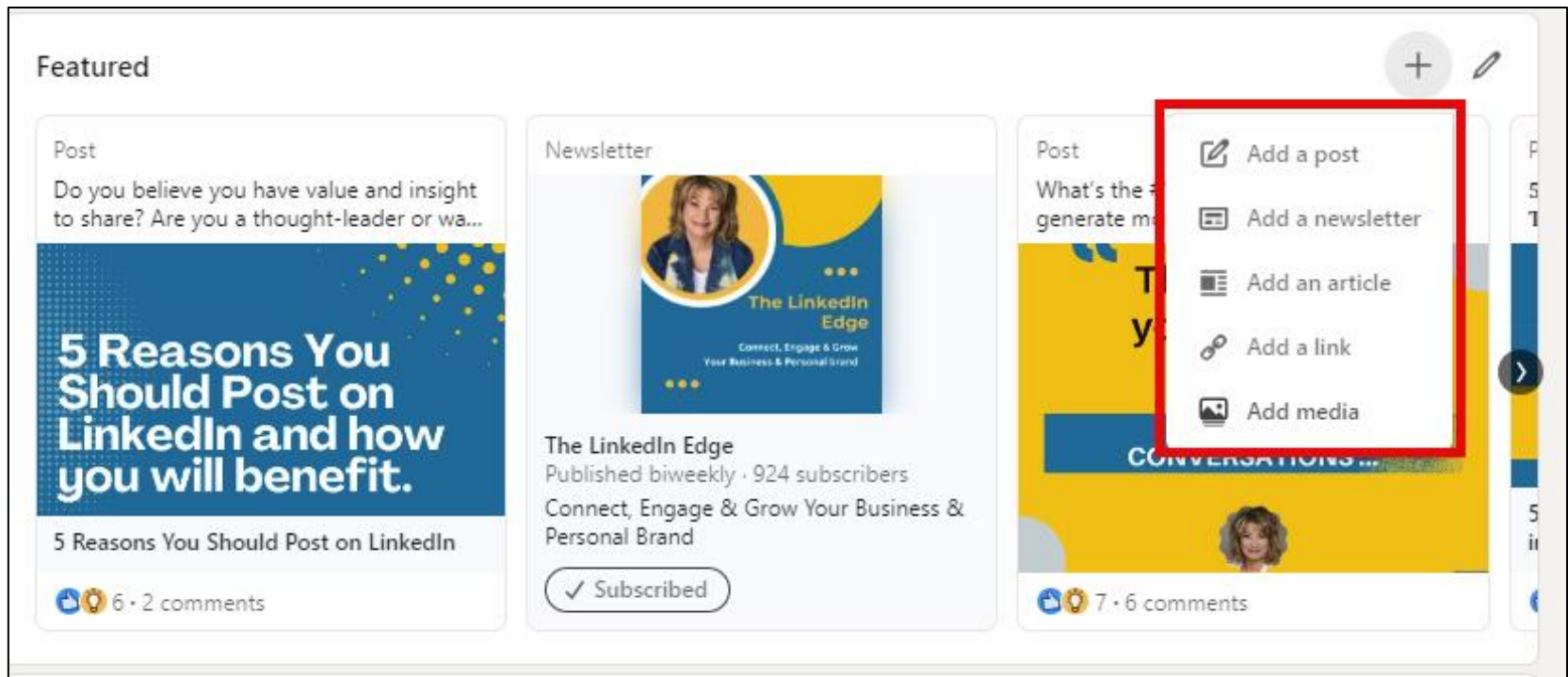


- Implemented a bottoms-up Annual Operating Planning process that included consolidating financial statements, EBITDA walk-downs, and standardized KPI's by business unit.



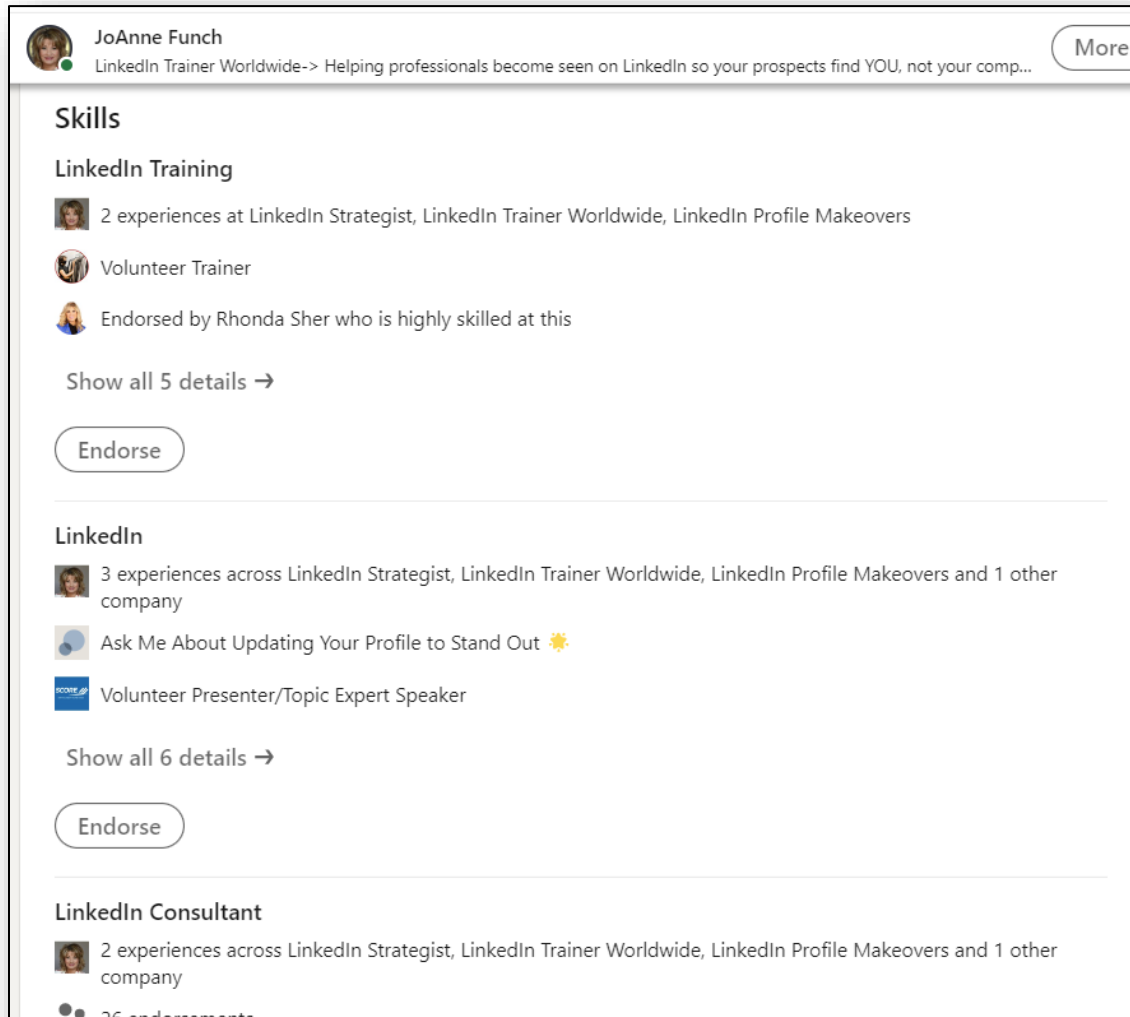
- Built a Financial P and A function including a template to summarize key drivers of Net Sales and EBITDA to standardize the monthly financial reviews, and a functional Selling, General and Admin. budget process and related monthly reporting to drive functional accountability.

Add FEATURED section



Showcase your work, website, posts




Complete your SKILLS section



JoAnne Funch
LinkedIn Trainer Worldwide-> Helping professionals become seen on LinkedIn so your prospects find YOU, not your comp... [More](#)

Skills





LinkedIn Training

-  2 experiences at LinkedIn Strategist, LinkedIn Trainer Worldwide, LinkedIn Profile Makeovers
-  Volunteer Trainer
-  Endorsed by Rhonda Sher who is highly skilled at this

[Show all 5 details →](#)

[Endorse](#)


LinkedIn


-  3 experiences across LinkedIn Strategist, LinkedIn Trainer Worldwide, LinkedIn Profile Makeovers and 1 other company
-  Ask Me About Updating Your Profile to Stand Out 
-  Volunteer Presenter/Topic Expert Speaker

[Show all 6 details →](#)

[Endorse](#)

LinkedIn Consultant

-  2 experiences across LinkedIn Strategist, LinkedIn Trainer Worldwide, LinkedIn Profile Makeovers and 1 other company

 26 endorsements

Shows the number of people who have endorsed us in the last six months for each skill has been added

LinkedIn's search feature is designed to find people with specific skills

NEW: Attach SKILLS to sections that apply

Edit LinkedIn Training

Tell us where you put this skill to use

Select any item where this skill applies

Experience

☒

Top Independent LinkedIn Trainer Worldwide | LinkedIn Strategist, Personal Brand Consultant at LinkedIn Strategist, LinkedIn Trainer Worldwide, LinkedIn Profile Makeovers

☒

LinkedIn Profile Writer at LinkedIn Strategist, LinkedIn Trainer Worldwide, LinkedIn Profile Makeovers

☐

Marketing Consultant | Marketing Strategy | Content Marketing at Marketing Dish

☐

LinkedIn Pro Finder at Marketing Dish☐☐

Education

☐

Licenses & certifications

☒

Volunteering

☐☐☐☐

Delete skill

Save

Display associated skills to:


Experience, Education,
Licenses & certifications,
Volunteering,
Publications, Courses,
Honors &
awards and Organizations

Total of 100 skills.



Recommendations are social proof

Recommendations +

Received **Given**

**Brad Lantz** · 1st
Mind Health & Wellness Coach/Speaker/Business Consulting Optimize Self-Improvement of leaders and individuals. Reduce or eliminate Stress, past traumatic events, anxiousness, burnout. Optimize Focus, Sleep, Golf game.
January 21, 2024, Brad was JoAnne's client

A small networking group and I engaged JoAnne to share with us how to improve our LinkedIn profiles and usage. She blew us away by assisting each of us to improve our profiles but also trained us in how to use LinkedIn more strategically. She went above and beyond by demonstrating how to benefit our marketing and campaign management skills and personal branding for each of us to stand out and get noticed. She is the ultimate professional; she truly cares about others.

**Kathleen Hustad**  · 1st
MBA Founder & CEO | Helping Mission-Driven Organizations Bloom
November 15, 2023, Kathleen was JoAnne's client

I had the pleasure of working with JoAnne as a facilitator for a LinkedIn workshop aimed at enhancing networking and building authentic connections for our members at the Women's Health Leadership Trust.

JoAnne demonstrated a keen understanding of the challenges women face in stepping out of their comfort zones, particularly in the context of building visibility for personal brands. The session was enriched with practical examples and tools that resonated well with our diverse audience. What stood out was JoAnne's ability to not only showcase the "how" but also provide compelling reasons ("the why") for embracing visibility.

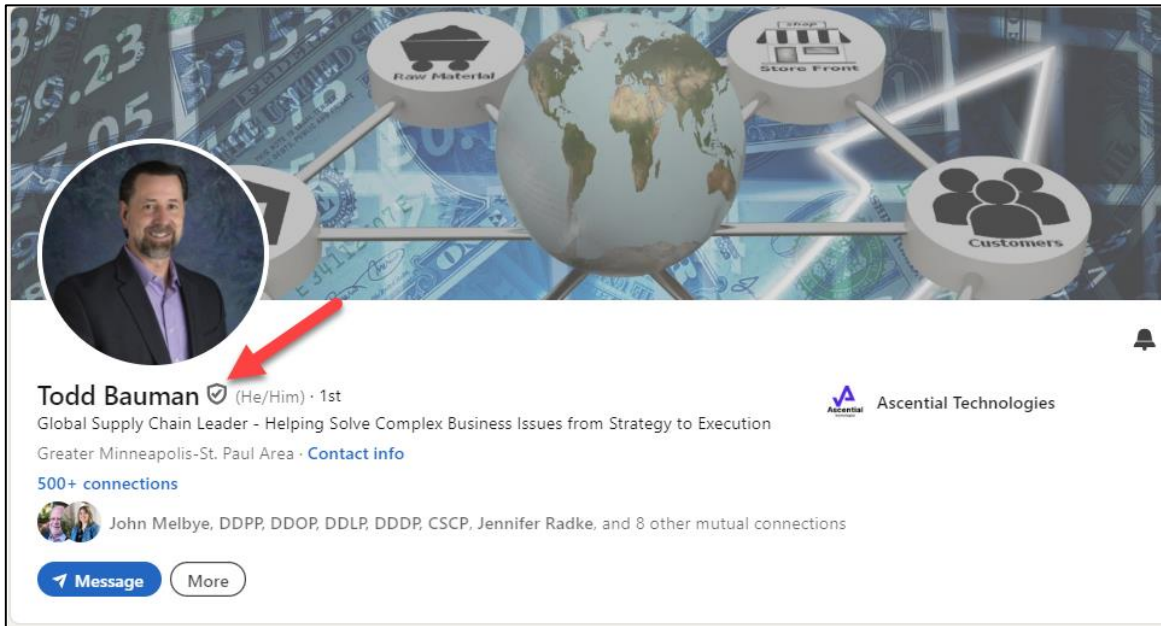
...

...see more

Show all 132 received →

Update these yearly

NEW: profile verification




Designed to combat
'fake' accounts.

Identity verification

- U.S., Canada, and Mexico: available to members with a valid government-issued ID
- Uses the CLEAR system

NEW OPEN TO: Add a goal

Helping professionals drive visibility, increase engagement, and build influence on LinkedIn since 2008



LinkedIn Marketing – Simplifying the Complicated

Training for Companies & Individuals

Content Strategy & Development - Building trust

Profile Development - Attract customers - Build authority

www.linkedinforbusiness.net | joanne@linkedinforbusiness.net

JoAnne Funch

Get verified

LinkedIn Trainer Worldwide -> Helping professionals become seen on LinkedIn so your prospects find YOU, not your competitors!

Talks about #linkedin, #contentstrategy, #personalbranding, #linkedinmarketing, and #relationshipbuilding

Greater Minneapolis-St. Paul Area · Contact info

Visit my website to learn more

4,544 followers · 500+ connections

Open to

Add profile section

Add custom button

More

Finding a new job

Show recruiters and others that you're open to work

Hiring

Share that you're hiring and attract qualified candidates

LinkedIn Strategy Trainer Worldwide Makeovers

Ask Me About Profile to Start

Tell us what kind of work you're open to

* Indicates required

Job titles*

+ Add title

Location types*

On-site ✓ Hybrid ✓ Remote +

Locations (on-site)*

Greater Minneapolis-St. Paul Area X

+ Add location

Start date

☐ Immediately, I am actively applying

☐ Flexible, I am casually looking

Employment types

Full-time ✓ Part-time + Contract + Internship + Temporary +

Visibility (who can view you're open to work)*

☐ Recruiters only

Limited to people using LinkedIn Recruiter

While we take steps not to show recruiters at your current company, we can't guarantee complete privacy.

☐ All LinkedIn members

Includes recruiters and people at your current company

Save

About this profile

Andrew J. Ramirez

Joined
December 2009

Contact information
Updated less than 1 month ago

Profile photo
Updated over 1 year ago

Verifications

Identity
Verified by CLEAR using government ID
Less than 6 months ago

[Learn how members verify information](#)

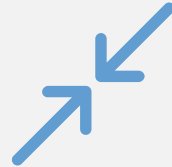
Verify for free
Show authenticity to boost trust.

[Get verified](#)

Other factors to LinkedIn Profile Success



LinkedIn puts a 'value' on these



Update the industry from the drop-down menu. If you want to be found in a search.



Update your profile photo and header image – this lets LinkedIn know you have refreshed your profile



Verify your job title – edit or choose a job title that is tracked by LinkedIn

BELL: Get updates from key people's posts


The image is a screenshot of a LinkedIn profile for Gayle Noakes. The profile header features a blue banner with the text "GAYLE NOAKES SUPERVISOR SUCCESS". Below the banner is a circular profile picture of Gayle Noakes, a woman with short blonde hair and glasses, wearing a pink jacket. To the right of the profile picture, the text "Building Shop Floor Supervisors into Leaders" is displayed. Below the profile picture, the name "Gayle Noakes" is followed by a verified badge and "1st". The bio states "Training & Development, Manufacturing - Building Shop Floor Supervisors into Leaders" and "Savage, Minnesota, United States · [Contact info](#)". It also shows "500+ connections" and a list of mutual connections including Kyle Matson, Sandy Zeiszler, and 182 others. At the bottom of the profile are buttons for "Message" and "More". To the right of the profile, there are two icons: a LinkedIn logo and a notification bell icon. A red arrow points from the bottom right towards the notification bell icon. Below the arrow, the text "Get notifications of top posts" is written in red.

GAYLE NOAKES SUPERVISOR SUCCESS

Building Shop Floor Supervisors into Leaders

Gayle Noakes ✓ · 1st
Training & Development, Manufacturing - Building Shop Floor Supervisors into Leaders
Savage, Minnesota, United States · [Contact info](#)
500+ connections
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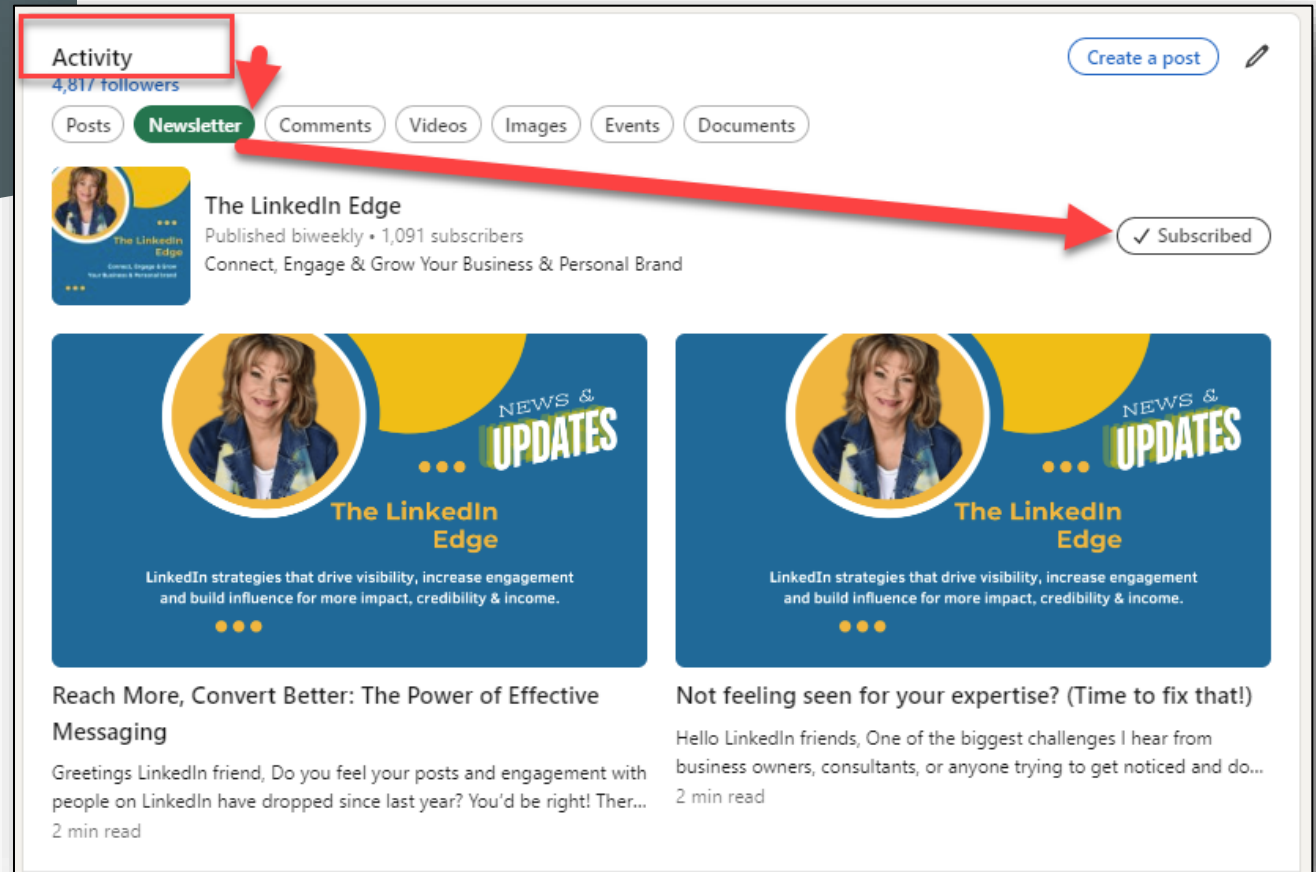
[Message](#) [More](#)

[in](#) 

[Gayle Noakes Supervisor Success](#)
[University of St. Thomas](#)

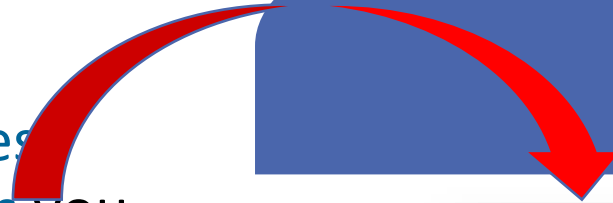
Get notifications of top posts

SUBSCRIBE to interesting newsletters

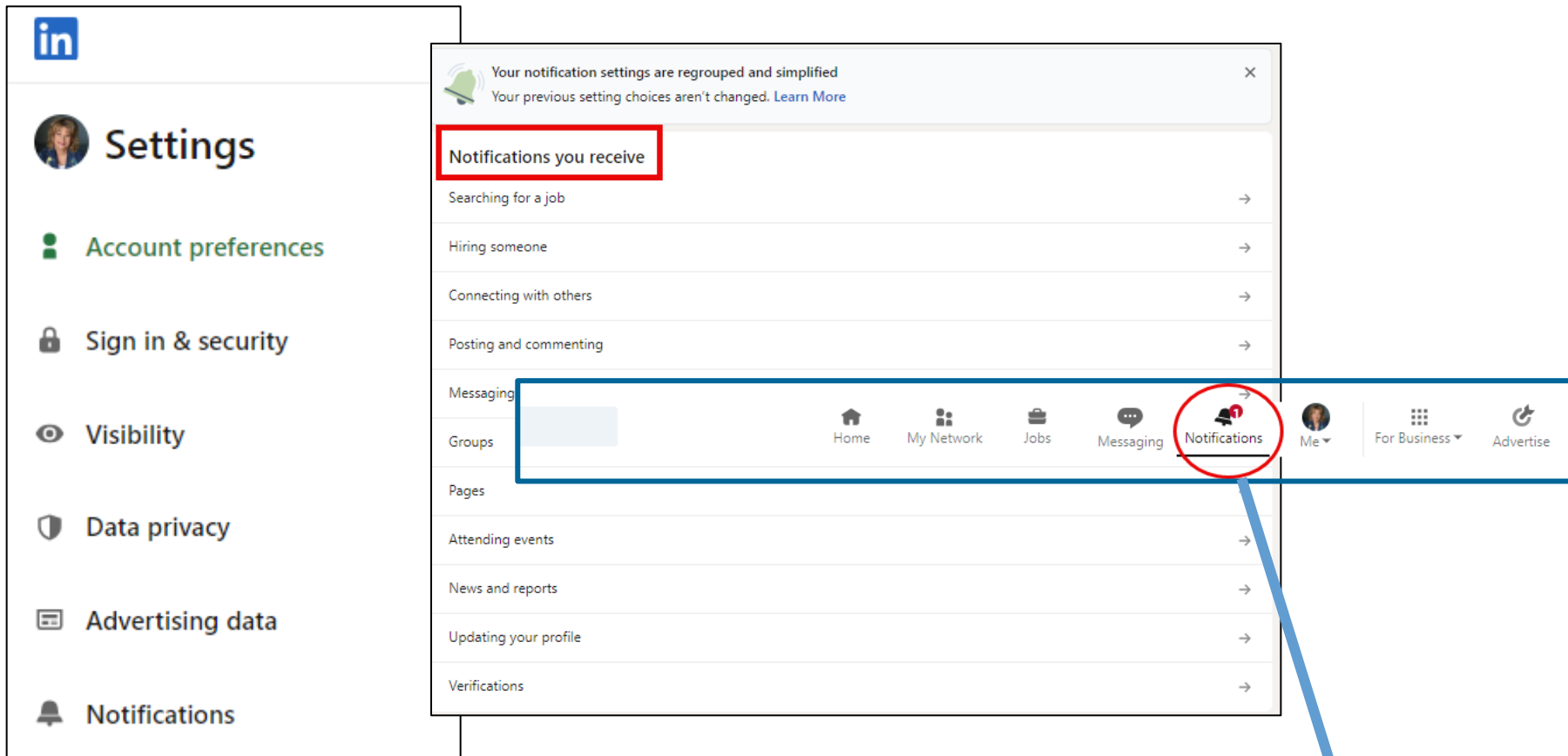


Review these areas:

- ✓ Update your 'Contact Info'
- ✓ Complete all sections of your profile to reach 'All-Star' status
- ✓ Add “**Additional profile sections**” such as languages, publications, organizations you belong to, honors & awards, courses, volunteer experience



Check Your Own Settings & Notifications



Stay up to date with your network
Check daily

Why should updating your profile matter?

- ✓ You are more than your resume – **be a resource** for others!
- ✓ Builds your brand around what you are known for enhancing your **brand awareness**.
- ✓ Demonstrates why you are **credible**
- ✓ Manages your **online reputation**
- ✓ Let's your profile work for you 24/7 with the right **skills**, keywords that help you get found
- ✓ Showcases your work in your **Featured** section
- ✓ Demonstrates social proof with **recommendations**

- ✓ **Lastly, you never know when & where your next opportunity will come from!**



How I can help...

Done-for-you Profile Update



SPECIAL DISCOUNT
FOR ISM

Use coupon code:

ISM

For \$100 off

Reg. \$595 with
coupon **\$495**



<https://marketingdish.samcart.com/products/linkedin-profile-update2/>

OFFER EXPIRES NOVEMBER 20 – 8:00 PM CST

Questions?



**SCAN QR CODE
FOR SPECIAL OFFER
-PROFILE UPDATE-**

Email me to receive my LinkedIn updates.

Contact me for:

- ✓ Individual coaching, training Sessions
- ✓ Company/Organization training
- ✓ Updating your Profile
- ✓ LinkedIn Marketing Strategy

CONTACT:

joanne@linkedinforbusiness.net

JoAnne Funch
Connect - Engage - Grow



FOLLOW ME ON LINKEDIN

Thank You



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