

LinkedIn

Workshop Program

Instructors: Diana Nascimento, Susana Prudêncio, Frederico Van der Kellen, João Pedro Martins

Duration: 4h30+4h30

1 ECTS

Group size: 14-16

Workshop objectives

You will learn how to build a strong LinkedIn profile and how to make it more visible. You will also learn how to use it in order to boost your career, by engaging with your network more effectively and building your personal brand.

Workshop description

First session “Building a 5-star profile”

- How to make your profile more competitive and attractive to recruiters in order to stand out
- How to increase the visibility of your profile
- Tips and valuable insights on how to improve your LinkedIn profile
- How recruiters use LinkedIn to find the talent they need
- What recruiters are looking for in your LinkedIn profile

Second session “So you have a 5-star profile. Now what?”

- How to leverage your Network Intelligence
- Mapping people, companies and markets
- Personal branding: How can you stand out to the best Recruiters and build your online presence
- Understanding the 3 W's: Why do you want a LinkedIn profile? Where do you want to go with your profile? What (strategies) do you need in order to achieve what you want using LinkedIn?
- Work Smarter not Harder: Gather the insights you need
- How do you add value to your network
- Beyond Job Hunting: Enter networking

Workshop methodology

Presentation of concepts, individual and group exercises, and individual/group feedback.

Expectations regarding session attendance

Students are expected to arrive on time and attend full session

Extra-class assignments

Student LinkedIn profile is previously appreciated by the teacher(s). Before the first session, students receive the presentation slides with the content of each session. Readings will be provided to discuss it in group.

Evaluation

Overall Pass / Fail; you must pass all components of evaluation to be approved:

- individual assignments in-class (pass requires assignment delivery with all questions completed)
- contribution to class (pass requires attendance on time, preparation, and active participation)
- attendance of both sessions

About the instructor(s)

Frederico Van Der Kellen is an Internationally Certified Coach from the Institute of Executive Coaching and Leadership in Sydney, with experience in organizations as a Recruiter, Talent Management and HR Consultant. He has a diversified career with professional experiences in the United States, Abu Dhabi, Australia and Portugal and worked for companies such as Etihad Airways and Walt Disney World, and helps individuals to maximize their potential, develop their career and use the resources they already have more wisely. He holds a Bachelor's and Master's Degree in Organizational Psychology, a Postgraduate Study in Hospitality Management from UCF (University of Central Florida) and speaks Portuguese, English and Spanish.

João Pedro Martins is the Community Manager for www.MadeofLisboa.com, the official community of Lisbon-based innovators. João has built his career between two passions: technology and hospitality. He worked in tech companies such as LinkedIn and HP, specializing in sales and business development. On his travels abroad, he was worked in Walt Disney World, Manly's Sea Life Sanctuary and QT Resort Port Douglas. João holds a Bachelor's Degree in Social and Cultural Communication, a Postgraduate study in Communication, Organization and Leadership both from Catholic University of Portugal and a Postgraduate Study in Hospitality Management from University of Central Florida.

Diana Nascimento is currently Consultant in Strategy and Operations at Deloitte and was previously key account at Católica-Lisbon. At the time, was responsible for business development and relationship management with partner companies and organizations in different strategic markets - United Kingdom, Spain, Switzerland and Germany. The main goal was to position Católica-Lisbon in the board of the main players in the world as a recognized and accredited school and to bring recruitment opportunities for students. Prior to this, was responsible for financial services and consulting sectors in Portugal, which all combined give her a good knowledge in terms of market trends, what companies value in candidates, new recruitment practices and a vast network in Portugal and abroad. Diana holds a master in International Relations and post graduate studies in management, finance, marketing and entrepreneurship. During her time at Católica, conducted different informational and development activities for students and organized different workshops to support students in their career paths.

Susana Prudêncio was Head of Corporate Development at the Career Development Office, being responsible for leading the team that manages Católica-Lisbon's relationship with our national and international firms from all different sectors as well as its recruiting processes. She actively promotes and conducts career planning and job search group sessions/workshops providing current employment trends and preparing students to successfully approach the job market (Resume, Cover Letter, LinkedIn, among others). She holds a Master in Marketing from ISEG Lisbon School of Management and Economics and two Post graduate Studies in General Management and Sales Management, a Program in Digital Marketing Management, a Program in Energizing Teams for Performance, and a Program in Advanced Negotiation from Católica-Lisbon. Speaks Portuguese, English, and French. Basic knowledge of Spanish.