

LinkedIn for Business

How to get the best from your network

This one day course will cover:

Modern methods for business development and lead generation
Insight into LinkedIn and strategies for development
How to build your network
Developing relationships for business results
Evaluation of your existing profile
Developing your LinkedIn plan



Course Overview

Setting the Objectives

You will;

- create a high impact profile.
 - learn methods to grow your network.
 - develop relationships with the right people.
 - create a plan of action.
-
- What is LinkedIn? How does it influence leaders? Guided workshop session exploring the world of opportunity and access to 75million registered users.
 - Practical session developing the right profile for you and your business.
 - Tried and tested tips to get you started, pointers for the next steps and pitfalls to avoid.
 - LinkedIn applications that can fast-track your results.
 - Modern methods to engage with your prospects and customers.
 - A personal action plan.



Are you **in** or out?

Who will benefit from the workshop?

- Sales people
- Business Owners
- Project Managers
- Key Account Managers
- Business unit leaders
- Anyone who would like to improve levels of lead generation and online impact





Making the Link

makingthelink.co.uk

01285 821894

Your facilitator

This workshop will be delivered by Mike Ponting. Mike has 20 years of experience in business consulting, facilitation and people development. A member of the Institute of Leadership & Management, he has designed and delivered events on developing performance. His work has taken him to; United States, Dubai, Singapore, Shanghai, Kuala Lumpur, and all over Europe.



Mike has tried and tested these modern methods for people who are operating in a fast changing world. He incorporates the latest research on social media and how people can tap into this to develop their business performance.

Workshop details

Timings 9.00am-5.00pm

Fee £376+VAT

Locations and dates: Workshops are held every month in Cheltenham and London see the next page for dates in your area.

What do clients say?

"Mike is a highly motivated individual with a real passion for development. He believes in enabling people to become the best that they can." - Samantha Southey- **Founder Leading Edge**

"When they were handing out energy, enthusiasm and a passion for making things happen Mike was right at the front of the queue. Working with Mike is something I always look forward to - his knowledge, ability to engage with and get the best from people is limitless, And just when you think you have achieved all you can Mike pushes you to get that little bit extra. One of the best facilitators I have seen in action." - Caroline Morley **Harvard Business Review**

How to book

- **By phone 01285 821894**
- **By Email**
info@makingthelink.co.uk
- **Online**
makingthelink.co.uk/courses

Making the Link

People and Performance



01285 821894

Makingthelink.co.uk



Linked In for Business Workshops dates in 2011/12

December

9th December, Cheltenham

14th December, London

January

9th January, Cheltenham

16th January, London

February

7th February, Cheltenham

14th February, London

March

13th March, Cheltenham

14th March, London

April

2nd April, Cheltenham

4th April, London

May

23rd May, Cheltenham

30th May, London

June

11th June, Cheltenham

15th June, London

July

6th July, Cheltenham

10th July, London

What's included?

- All workshop materials.
- Clear development pointers.
- Lunch and refreshments.
- Bring your laptop.

What will I gain from the programme?

- Insights into LinkedIn for business.
- Modern methods that will increase your online impact, grow your network and generate leads.
- An action plan to continue to develop your LinkedIn approach.
- Strategies to connect with your target market.



Making the Link

People and Performance



01285 821894

Makingthelink.co.uk



Booking details

Full Name (Mr/Mrs/Miss/Ms): _____

Job Title: _____

Company Name: _____

Address: _____

County: _____ Postcode: _____ Country: _____

Telephone: _____ Mobile: _____

Signed: _____ Name: _____ Company : _____

Date: _____

Workshop details

Workshop name: Linked In for Business Location: _____ Date: _____

Additional delegates

Name: _____ Email: _____ Telephone: _____

Name: _____ Email: _____ Telephone: _____

Name: _____ Email: _____ Telephone: _____

Name: _____ Email: _____ Telephone: _____

Payment details

Prepayment is required for all workshop places please note we accept payment by BACS, electronic transfer or credit card.

Please return by email as a scanned email attachment to: info@makingthelink.co.uk

Making the Link
People and Performance



01285 821894
Makingthelink.co.uk