



LINKEDIN FOR LAWYERS

COURSE DETAILS

COURSE OBJECTIVES

This course provides the training to enhance, refine and optimize your profile on LinkedIn. Group sessions will cover general training on LinkedIn and specifically writing the BIO (i.e. story or your professional narrative) for the ABOUT section. Addressed will be how to write storied content and narratives around your key attributes, skills, qualifications and accomplishments. Following the group sessions are 1:1 coaching sessions that dive deeper to address the participants individual profile in terms of writing, structuring, editing and proofing the ABOUT section. As a resource and guide, all participants will receive the book "Storytelling About Your Brand Online and Offline. Authored by Consultant Bernadette Martin, this eBook is replete with tips, tools and examples.

PREREQUISITE

Intermediate level in English.

PLACE OF TRAINING

Virtual classroom

TOTAL DURATION

6 hours total to include 4 hours of group sessions PLUS 2 Hours of 1:1 individual coaching scheduled at each participant's convenience (must be completed within 2 months of the start of the course).

YOUR CONSULTANT - TRAINER

Native English-speaking consultant Bernadette Martin has vast experience in continuing education. She is the founder of Visibility

Branding and is a Personal Brand Strategist, LinkedIn Expert, Storyteller and Author of "Storytelling About Your Brand Online and Offline". She holds an MBA from Thunderbird School of Global Management.

PROGRAM CONTENT AND LEARNING OBJECTIVES

To develop a general understanding of the appropriate and effective use of LinkedIn covering the LinkedIn sections below followed by individual focus on writing skills to craft a well-structured, professional narrative i.e. story, for the ABOUT section.

LinkedIn sections covered

- About
- Experience
- Education
- Background Image Feature
- Photo
- Accomplishments, Awards & Organizations
- Security Settings
- Posting and Updates
- Recommendations
- Groups

CERTIFICATION

ECLA will issue a certificate to each participant at the end of the course indicating the exact hours of training.

COURSE FEES

FEE
Invoiced and payable upon registration.

ECLA MEMBER

€ 895,00

REGULAR FEE

€ 1.195,00

CONTACT DETAILS

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