

Welcome to...



LinkedIn and the Global War for Talent

*Positioning Your Company as an Employer of Choice
in Today's Hypercompetitive Market*

Dave O'Farrell » O'Farrell Career Management

Dave O'Farrell » LinkedIn Strategist



■ Career Management Since 1993

- Seven years at one of world's three largest career management firms.
- Now at Atlanta's most effective career management firm. 😎

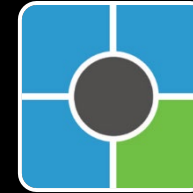
■ O'Farrell Career Management

- Executive recruiting » Helping companies hire great employees.
- Outplacement consulting » Helping companies when they let employees go. ✓
- Résumés, LinkedIn pages, and interview training » Helping clients land dream jobs.

■ Human Resources Professionals

- Worked with 100's of HR practitioners over the years.
- Updated an HR manager's LinkedIn page last week.





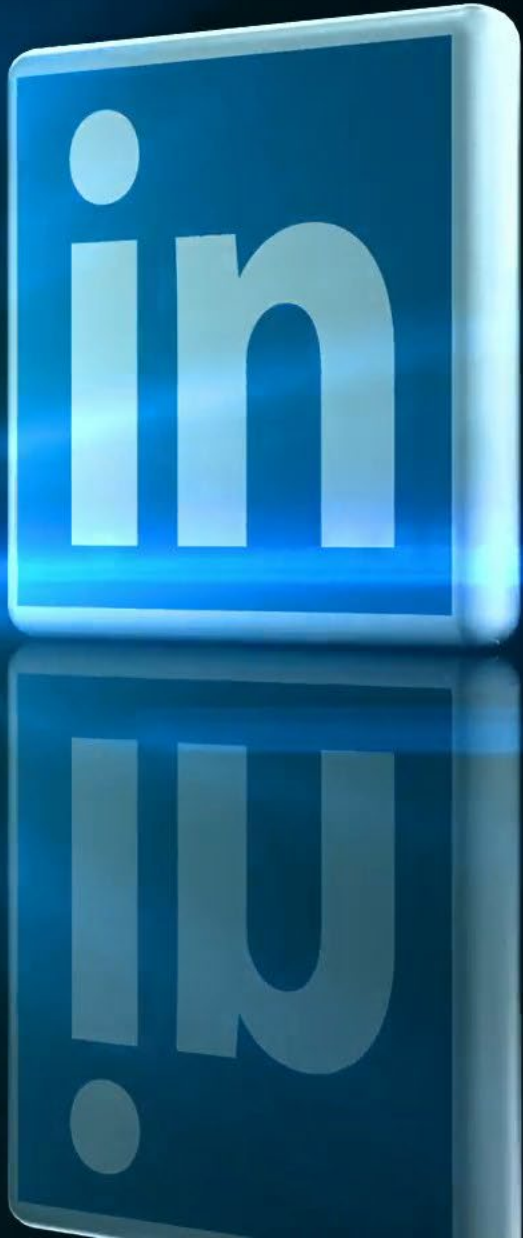
O'FARRELL
Career Management



LinkedIn and the Global War for Talent

*Positioning Your Company as an Employer of Choice
in Today's Hypercompetitive Market*





How do we position ourselves as an
“employer of choice” in today’s
hypercompetitive workplace?

LinkedIn History, Facts, and Figures



- **Site launched 5 May 2003**
 - 4500 members at the end of the first month
 - ✓ IPO May 2011; market cap (\$28B) exceeds Southwest Airlines (\$27B)
 - 930 million members worldwide in May 2023
 - 200+ countries and regions
 - 20+ million active jobs posted
 - 63+ million companies listed
- **Microsoft acquired LinkedIn**
 - Announced June 2016 » \$26.2B
 - Completed December 2016

More than 930 million members in 200 countries and regions worldwide*



202M+
United States

21M+
Canada

Europe			
UK	35M+	Portugal	4M+
France	26M+	Romania	3M+
Italy	18M+	Sweden	4M+
DACH	20M+	Czech Rep.	2M+
Spain	17M+	Finland	1M+
Netherlands	10M+	Ireland	2M+
Belgium	4M+	Poland	5M+
Denmark	3M+	Norway	2M+

3M+
Republic of Korea

3M+
Japan

2M+
Taiwan

12M+
The Philippines

7M+
Malaysia

2M+
New Zealand

13M+
Australia

105M+
India

3M+
Singapore

23M+
Indonesia

6M+
UAE

5M+
Saudi Arabia

3M+
Kenya

11M+
South Africa

190M workers

167M in the civilian labor force

23M in the government labor force

(US BLS: May 2023)

12M+
Colombia

4M+
Morocco

12M+
Turkey

8M+
Egypt

7M+
Nigeria

7M+
Chile

11M+
Argentina

Can you say,
"Fake Account?"

① Background →

② Headshot →

③ Headline →



④ About →

⑤ Experience ↓



Scott Whittaker (He/Him) · 1st
Vice President at Oliver Wyman CAVOK
Atlanta Metropolitan Area · [Contact info](#)
500+ connections
Jerry Ballington, Scott Lee, and 99 other mutual connections

[Message](#) [View in Recruiter](#) [More](#)

**Oliver Wyman CAVOK**
**University of Tennessee, Knoxville**

About

Scott is our Atlanta Office Leader. He oversees our OpEx focus area. He has 35+ years' experience in aviation. Scott's team comprises technical experts, continuous improvement practitioners, and technical project managers.

Relevant Experience

Scott has held senior and executive leadership positions for MRO Technical Operations, 145 repair stations, and OEM aftermarket organizations. He served as an active North American Quality board member for a major OEM.

- Served as Subject Matter Expert for several M&A projects.
- Used Lean and Six Sigma principles to achieve cost reduction targets, serve customers better, and generate a higher ROI.
- Oversaw engine maintenance at one of North America's largest MRO facilities. Ensured on-time delivery of all the production and support shops. Implemented a robust gate system and co-sponsored the first PW 2037 "flow build" line.
- Implemented significant IT transformation projects leveraging PMO and CMO tools.

Technical Background

- MBA in Aerospace and Defense LBS in Aviation Management

People also viewed



David Tarullo · 2nd
Consultant at Oliver Wyman CAVOK



David B. Smith · 2nd
Senior Technical Specialist and Consultant at CAVOK/Oliver...

[Connect](#)



Jeff Swing · 2nd
Senior Manager, Operations Improvement at Oliver Wyma...

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Jeremy Peterson · 2nd
Vice President at Oliver Wyman CAVOK

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People you may know
From Scott's company

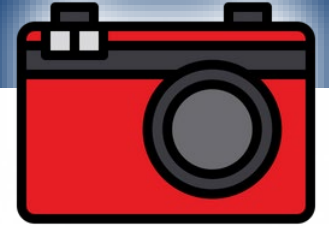


Brian Fasano
Vice President at Oliver Wyman

7 Things You Can Do
Within 24 Hours

← ⑦ Company name and logo

LinkedIn Background Shot



- **Your Background Shot is a Key Differentiator on LinkedIn**
 - No BG » Rookie
 - One of LinkedIn's BGs » Sophomore
 - Irrelevant photo or low resolution » Wannabe
 - ✓ Relevant, high resolution (1200+ pixels wide) » LinkedIn Pro
- **Keep These Things in Mind When Choosing a Photo**
 - ✓ The 4x1 aspect ratio is difficult to work with.
 - Your headshot in the lower left complicates things.
 - Look at your employer's media for ideas.
 - Use keywords to search for photos.

4x3 format » original photo

Grid Lines



4x1

employees at DuckDuckGo

duckduckgo.com/?q=employees&atb=v354-1&iar=images&iaf=type%3Aphoto%2Clayout%3AWide%2Csize%3AWallpaper&iax=images&ia=images

ABC 5 Instagram Pinterest WhatsApp Chrome Facebook LinkedIn Posts Facebook WordPress OCM Admin G JS CV19 Ben & Leigh Win 10 Images Google Maps Crush the IV WGA Fonts FontSpace Podia Fathom Zoom Webinars Add Emoji or Symbol

employees

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News

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Shopping

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All regions

Safe search: moderate

Any time

Wallpaper

All colors

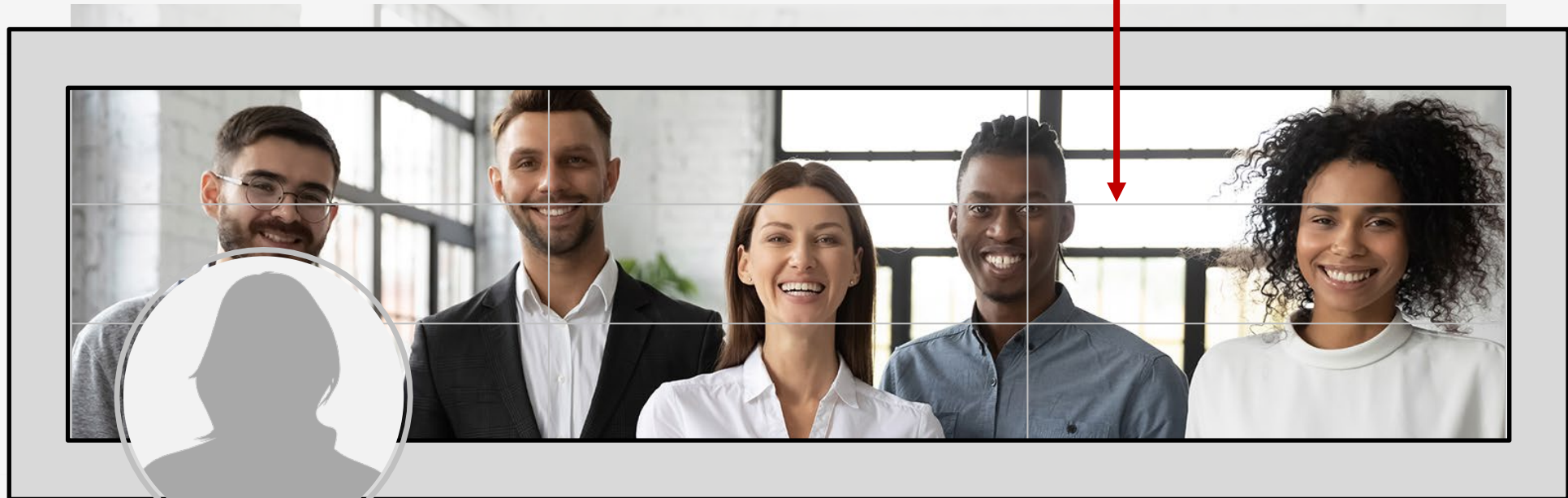
Photograph

Wide

All Licenses

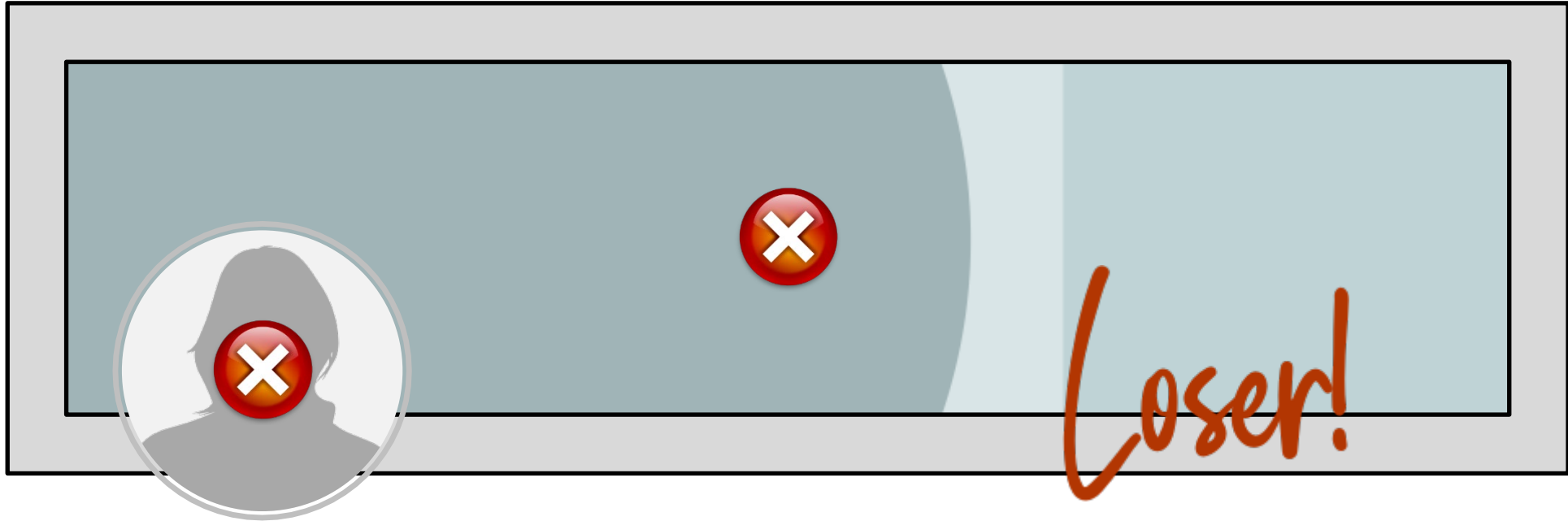
Share Feedback

Grid Lines



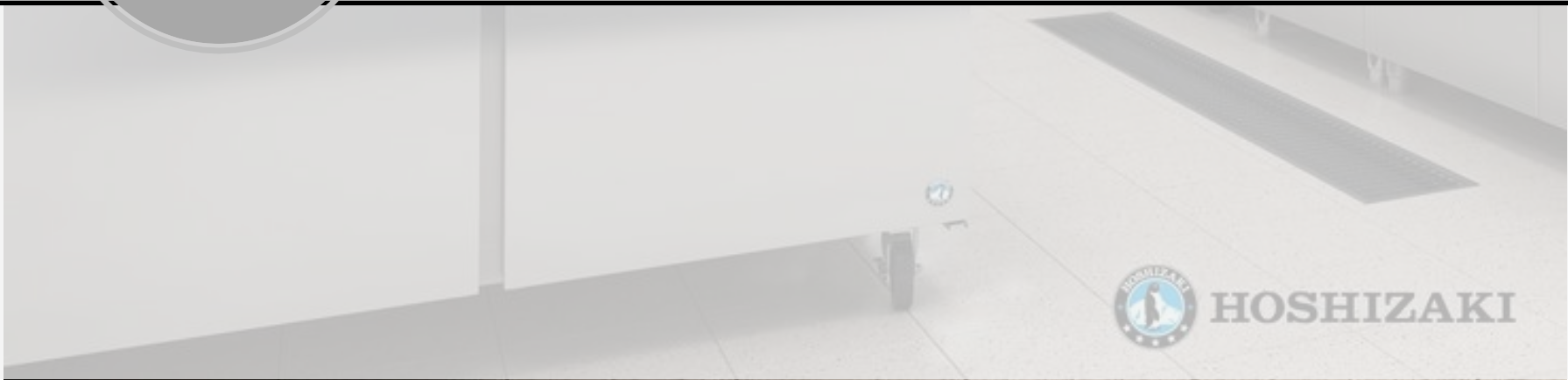
4x1

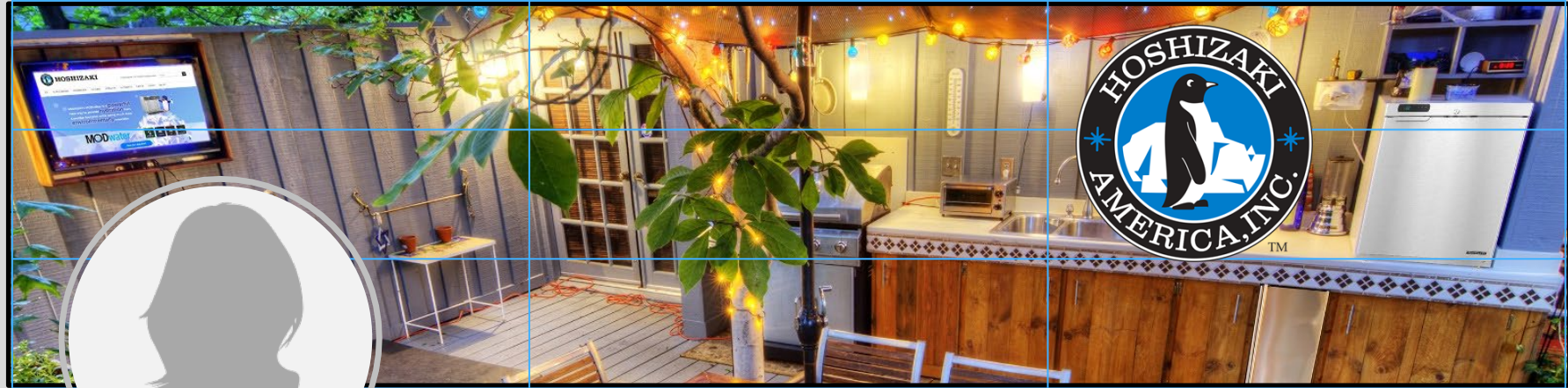
4x3 format » original photo

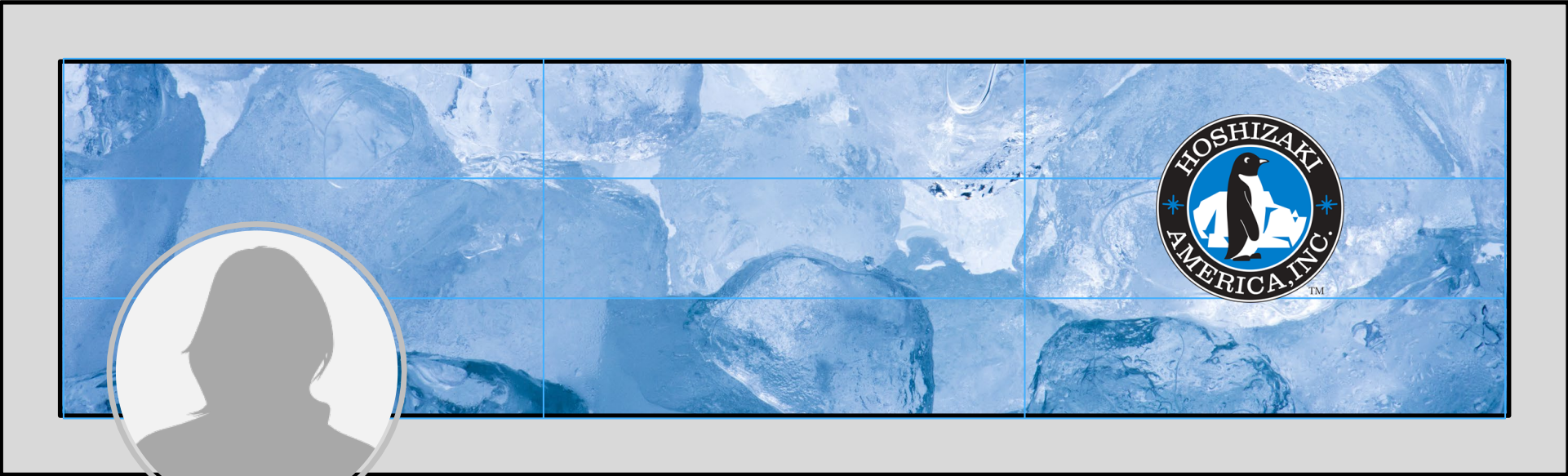


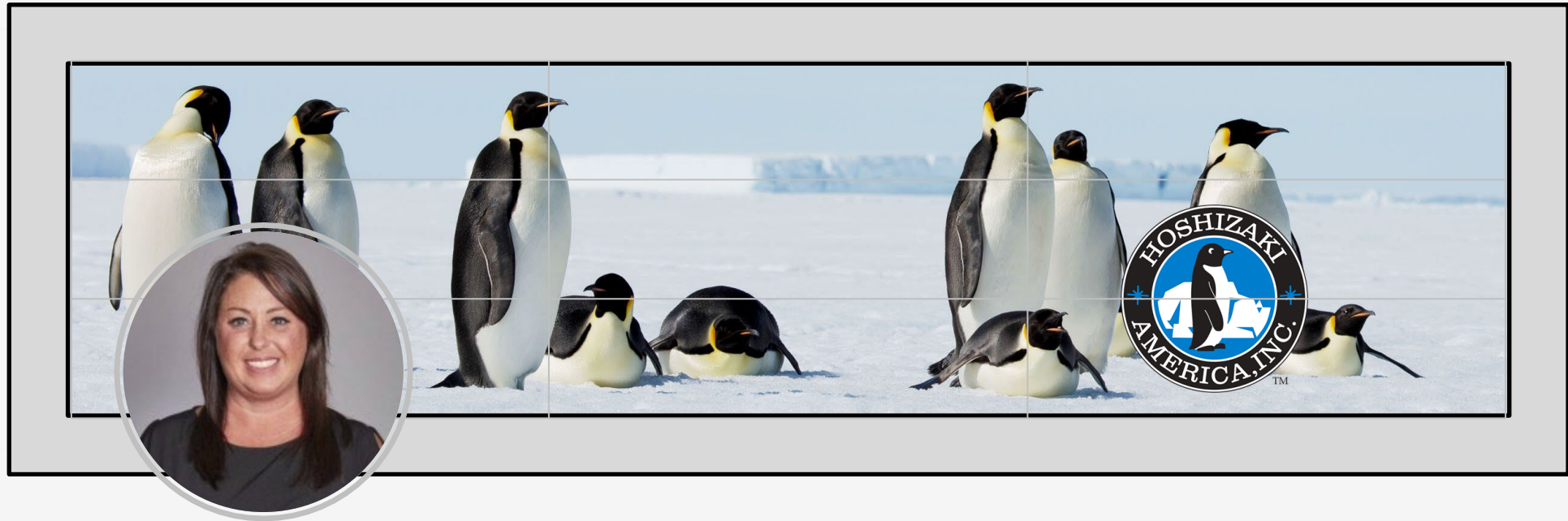
Case Study » Director of HR



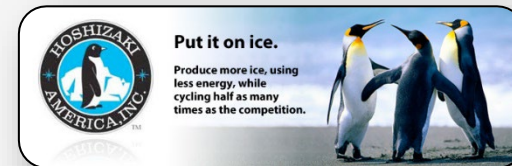






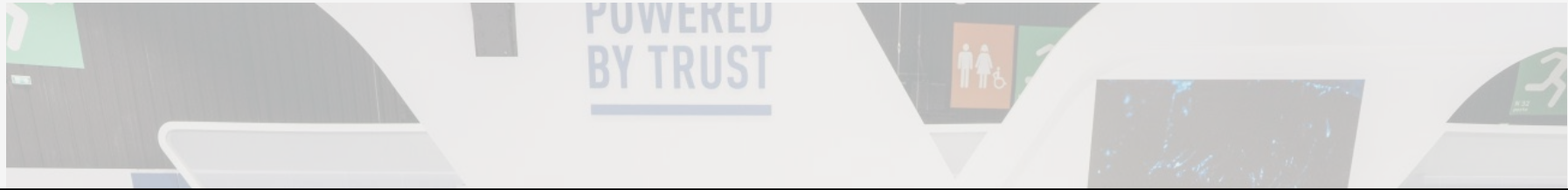


"Protect the Penguin"



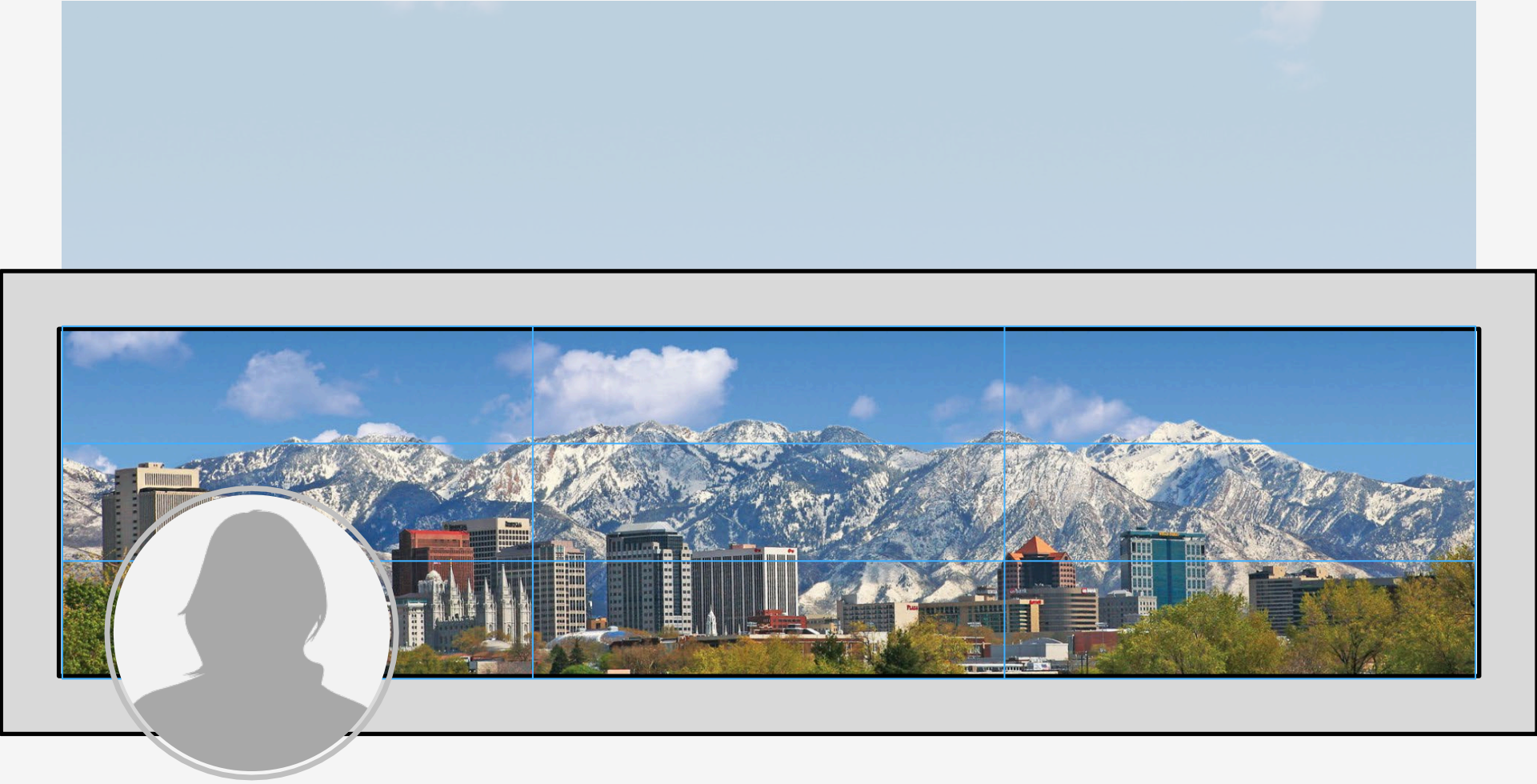


This is what we do.



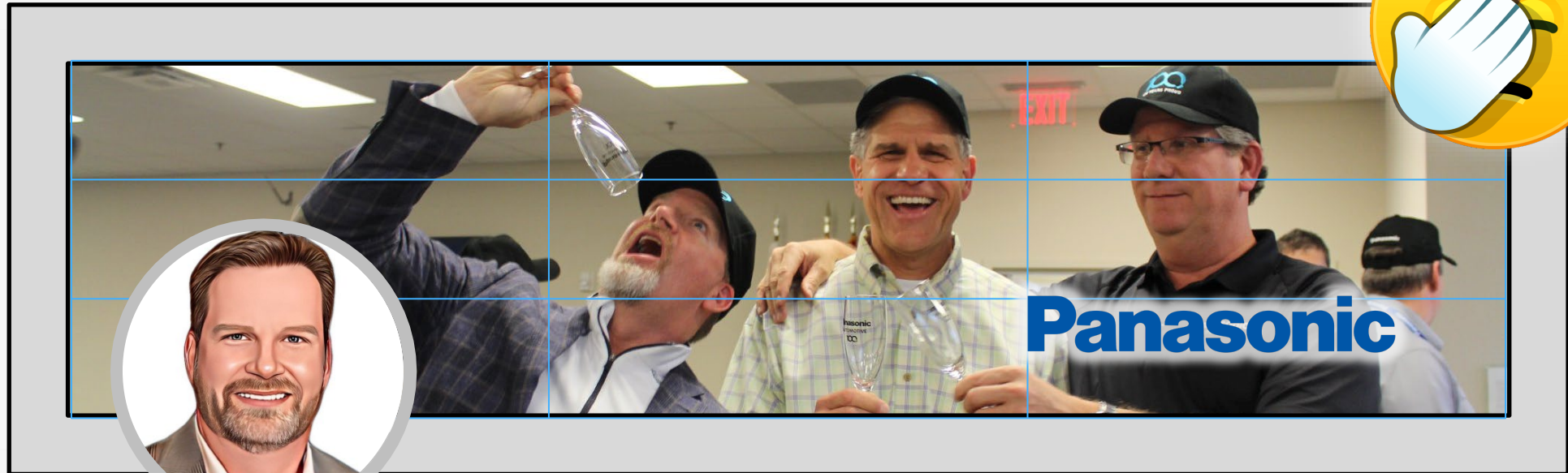
This is who we are.







Chief Human Resources Officer



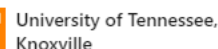
Stephen Childs, GTML™



 Jerry Ballington, Scott Lee, and 99 other mutual connections



More



- MBA in Aerospace and Defense | BS in Aviation Management



Brian Fasano
Vice President at Oliver Wyman



Messaging

...  

Your LinkedIn Headline



- **Your Name**
 - Use the name you want to be called, e.g., Sue v. Susan.
 - Use licenses and certifications, but not degrees; e.g., SHRM-CP.
- **Your Title + Your Company**
 - Fit on one line, if possible; abbreviate VP, but not Director or Manager.
 - Leave off Corporation, LLC, Inc. in most cases.
- **Today's Example » Scott Whittaker**
 - ✗ Vice President - Atlanta Office Leader | CAVOK | a division of Oliver Wyman
 - Vice President » Atlanta Office Leader at Oliver Wyman CAVOK

Content for Your Page



■ About Section

- Usually about YOU » *Could include...*
- Up to five short paragraphs about your background and experience.
- List your areas of expertise. Use 26 SHRM categories as a guide.
- Describe some accomplishments; quantify them.

■ Experience Section » Your Current Employer

- Describe your COMPANY; the company Li page is a good resource.
- Finish with an invitation to apply for jobs.
- Add a few bullets about your job.
- BTW, find your company logo, not this:





About » Director of HR at ACME

Resourceful, results-focused Director of HR. Highly effective at developing and implementing strategically efficient policies and processes that increase morale, retain talent, and advance corporate culture. Proven ability to build and maintain positive relationships across multiple lines of business.

Strengths include investigating and resolving complex HR issues and partnering with leadership to strategically contribute to business objectives and mitigate risks. Outstanding team building, active listening, critical thinking, decision-making, and conflict resolution skills. Core competencies include:

- Corporate Social Responsibility
- Diversity, Equity, and Inclusion
- Employee and Labor Relations
- Employee Engagement and Retention
- HR in the Global Context
- HR Strategic Planning
- Learning and Development
- Organizational Change Management
- Organizational Effectiveness and Development
- Risk Management
- Talent Acquisition
- Technology Management
- Total Rewards
- U.S. Employment Law and Regulations
- Workforce Management





Experience » Director of HR at EPI Breads

Let us share a little bit about why EPI Breads is a company where you'd want to work, and the type of people we look for. We hire people who share our passion for producing freshly baked breads and providing outstanding customer service.

We are not an assembly line bakery. We are all artisans, and we are empowered to make decisions which protect and improve the quality of our breads. This sets EPI apart from other bakeries, and it has allowed us to grow and grow for more than 30 years!

We are always looking for great talent, so please visit our career pages.

- Report to the VP of HR and Administration. Lead a team of five HR specialists.
- Oversee benefits administration for all 750 employees in the EPI division.
- Manage relationships with 10+ vendors.
- Organized health fairs for up to 500 people and job fairs as many as 150 people.
- Created and deployed a new retirement program; 70 of 90 employees accepted the initial offering.
- Hired as HR Manager for Total Rewards; promoted to Senior HR Manager, then Director.



10 Steps to Make Great

Headshots
LinkedIn 

10 Steps to Make Great Headshots



- **Location and background**
 - Indoors / White or light gray BG
- **Lighting**
 - 360° / Natural / Daylight bulbs
- **Shoulders and body angle**
 - Right shoulder closer / Lean in
- **Head and face**
 - Head straight / Show right ear
- **Smile**
 - Show some teeth
- **Eyes**
 - Look directly at camera
- **Picture format**
 - 4x3 setting; crop to square
- **Camera setting**
 - "Portrait" mode to blur BG
- **Camera angle**
 - Above subject's eyes
- **Editing**
 - Eyes at 1/3 point

Cropping Your Headshots



- **Flip Photo**
 - Right shoulder is closer
- **Left of Center; Aspect Ratio**
 - Slightly to the left; crop to square
- **Height of Head**
 - 50-60% of the total height
- **Eye Level**
 - Right through the 2/3 grid line
- **Rotate to the Right**
 - If necessary; this is 3°





Download » 10 Steps to Make Great Headshots



Many photos courtesy of
Gobi Photography
gobiphotography.com
Peachtree City, Georgia

<https://daveofarrell.podia.com/great-headshots-hr>

Relationships

Action » What Do We Do Now?



Apply These Three Keys for Success



1

- **Strong, search engine optimized content**
 - Optimize your profile for search engines
 - Draw candidates to you like a magnet

2

- **Large, relevant network**
 - Improves your visibility into the LinkedIn community
 - Improves other people's ability to find you

3

- **Frequent, interesting activity**
 - Often overlooked » die a slow death on LinkedIn
 - Opportunity » this could be your edge

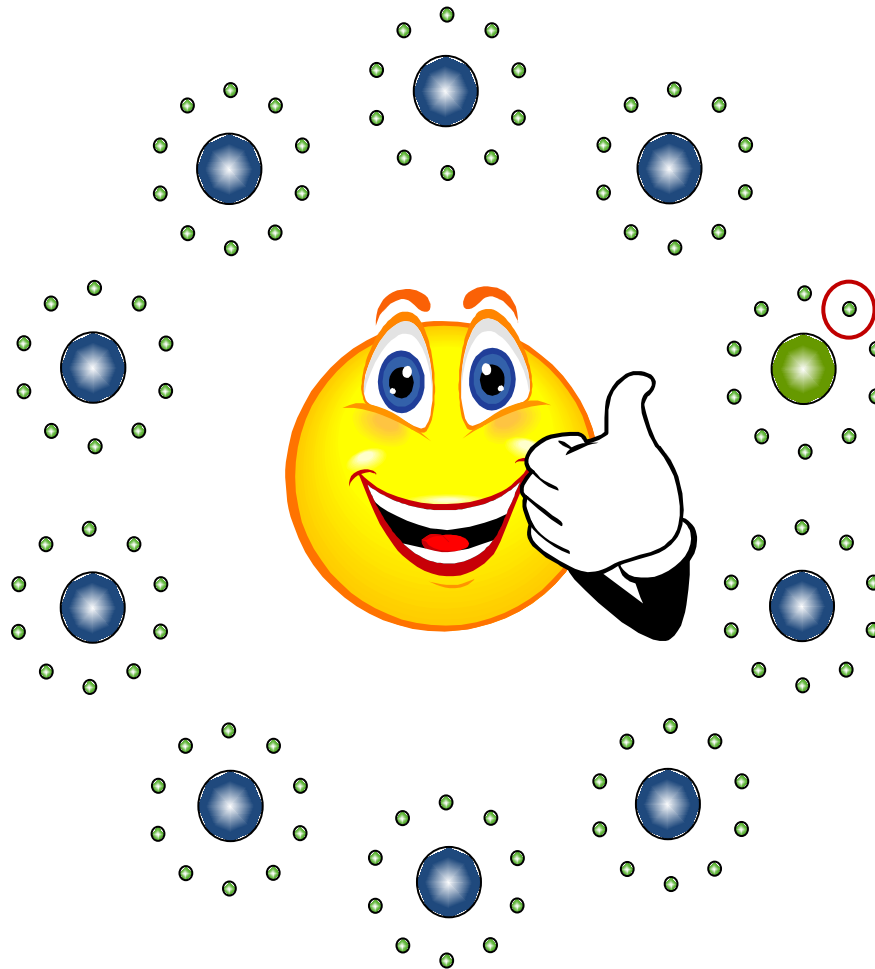


#1 » Strong, SEO Content



- **Build a strong profile and brand**
 - Your headline is critical for Search Engine Optimization (SEO)
 - Put about 3-5 likely job titles if you are seeking (150-character limit)
 - Put your current title and company if you are employed
- **Improve your rating » Be an "All Star"**
 - Picture » you are 14x more likely to get a profile view
 - About » formerly known as "Summary"
 - Three companies
 - Education
 - Skills » at least five required » 17x more likely
 - Connections » at least 50 » 500+ is even better » 400 is average

#2 » Large, Relevant Network



- **How many connections?**

- 1st & 2nd level = 110

- **How many 1st & 2nd's if...**

- Green has 6996 1st's?

- **What if one of the 2nd's**

- Has 30K 1st levels?
 - Jenny DeVaughn
 - *Dave O'Farrell recommended we connect. Thanks!*

6,996

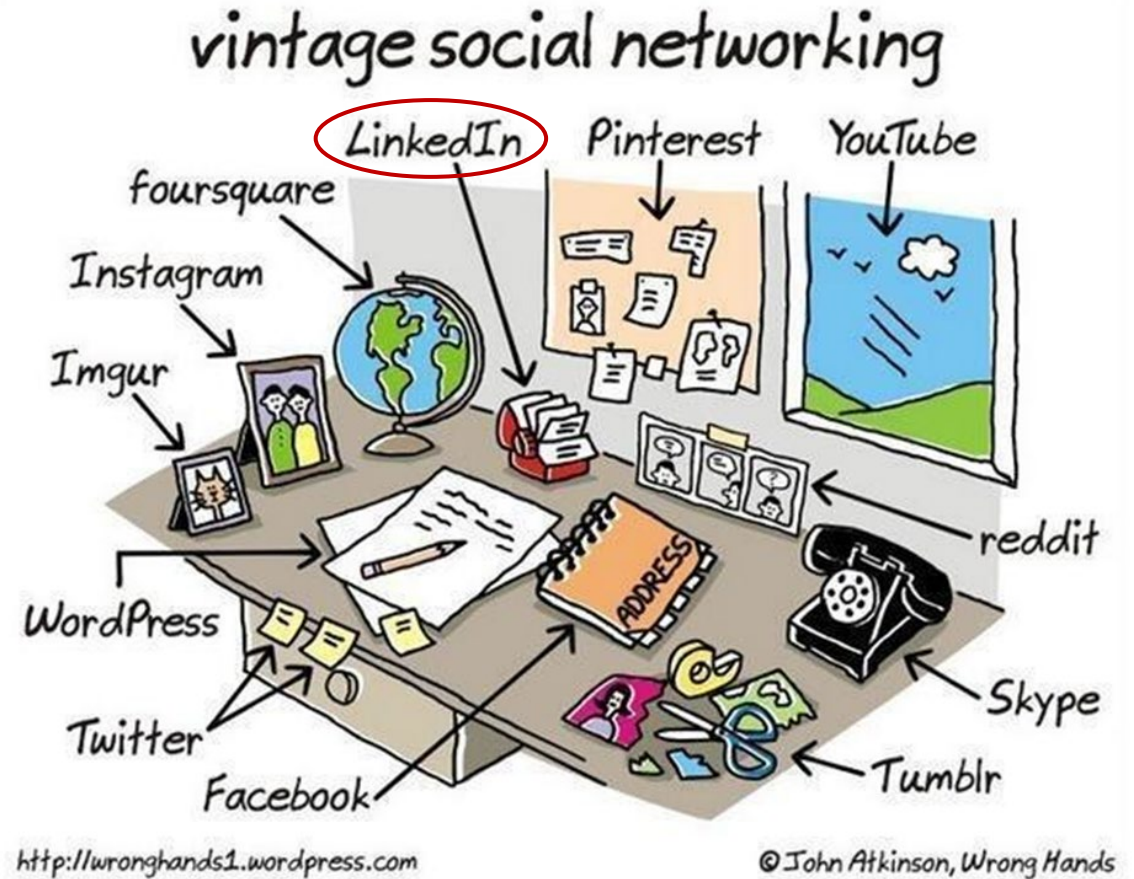
Your connections

[See all](#)



Grow Your Network

- **Add groups**
 - Use key words to find them
 - Browse "groups you may like"
 - Look at other profiles for ideas
- **Add connections**
 - Search by name
 - Use filters if necessary
 - Browse "people you may know"
 - Browse colleagues and alumni
 - Find people in target companies
 - Use advanced search filters



#3 » Frequent, Interesting Activity



■ Create buzz

- Update, connect, join, follow (auto)
- Share updates from your Li home page
- Like or comment on discussions
- Repost discussions
- ✓ Post your own, original content

■ Communicate

- Use messaging and InMail
- Possibly attach files (e.g., résumé)

At least two updates per day!

Creating a Company Page

ofarrell/

in Posts f OCM Admin JS CV19 Ben & Leigh Win 10 Images Google Maps Crush the IV WGA Fonts FontSpace Podia Fathom Zoom Webinars Add Emoji or Symbol

in Search Home My Network Jobs Messaging Notifications 99+ Me For Business Recruiter

Add profile in another language

People you may know

Drew Bigalow
New Business Development at
Prospensive Logistics
Connect

Herb Roggermeier
Regional Sales Manager @
TriMark USA
Connect

Guinevere Robert
Regional Operations Director,
Cardiovascular Drugs, Dallas,
Connect

Andre Kantor
Manager Carrier Sales
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Robin Square
Open for new opportunities
Connect

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Profile picture: Dave O'Farrell

Dave O'Farrell
Keynote Speaker / Career Strategist / Résumé Architect / Interview Coach / Outplacement Consultant / Executive Recruiter
Atlanta Metropolitan Area · [Contact info](#)
[Reach out to me here.](#)
11,005 followers · 500+ connections
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Providing services
Career Development Coaching, Interview Preparation, Resume Writing, Search Engine Optimization (SEO), Executi...
[Show details](#)

Resources
Private to you

Creator mode **On**
Get discovered, showcase content on your profile, and get access to creator tools

My network
See and manage your connections and interests.

Show all 5 resources →

Featured

Can't wait to be with **Salt Lake SHRM** two weeks from today! We'll learn how to use LinkedIn to win the battle in the global war for talent.

...show more

4 comments

Show all posts →

About

I've dedicated most of my adult life to helping people achieve their goals. While I was still in high school, I coached a little league hockey team. In college, I was a youth advisor at church. As a sales manager in my 20's, I hired and trained salespeople who were twice my age. As a career strategist, I help people shorten their search, earn more money, and get better results. My background includes:...

...see more

- Experience**
- Outplacement Consultant and Executive Recruiter**
O'Farrell Career Management
2000 - Present · 23 yrs 6 mos
Peachtree City / Greater Atlanta Area
O'Farrell CM assists employers at both ends of the employment life cycle – by providing executive recruiting and outplacement consulting services. ...
...see more
 - Executive Director » Facilitator » Speaker**
JobSeekers
2000 - Present · 23 yrs 6 mos
Peachtree City / Greater Atlanta Area
Job search is one of the toughest spiritual battles you will ever face. The longer I'm in the career management business, the more I am convinced of this truth. ...
...see more
 - Board Member » VP of Marketing » Speaker » Social Media Manager**
ASCM Atlanta
Jan 2023 - Present · 6 mos
Atlanta Metropolitan Area
The Association for Supply Chain Management (ASCM) is a nonprofit organization that offers educational training, research, and networking opportunities for supply chain and operations management professionals....

**ASCM ATLANTA CHAPTER**
Supporting your career success in the supply chain industry

ASCM Atlanta

Supporting your career success in the supply chain industry.

Transportation, Logistics, Supply Chain and Storage · Atlanta, GA · 62 followers · 7 employees

Andrew & 5 other connections work here

[✓ Following](#) [Visit website](#) [More](#)

Home **About** Posts Jobs People Insights

Overview

Welcome to the ASCM Atlanta Chapter.

» Visit (and join) our LinkedIn group page to get the latest news and events.
<https://www.linkedin.com/groups/156588/>

The ASCM Atlanta Chapter (formerly APICS Atlanta Chapter) has been serving the Atlanta area since 1964 and is one of the largest chapters in the country with over 650+ members.

The Chapter serves the regional market primarily through four main pillars:

- Education
- Continuous Learning
- Career and Employer Services
- Community Engagement



Pinned by admin Unpin

Dave O'Farrell • You
Keynote Speaker / Career Strategist / Résumé Architect / Interview Coach / ...
★ Admin • 1mo

We had a blast at TopGolf last night! Thanks to our friends at [#Prosponsive](#) for making this happen. Already looking forward to next year.

ASCM Atlanta
62 followers
1mo • Edited •

A big shoutout to [Prosponsive Logistics](#) for making our 1st Annual Student Scholarship Fundraiser at TopGolf in Alpharetta a huge success! We had an amazing event last night.

[Prosponsive Logistics](#)
Thanks to these great folks at [#Prosponsive!](#)
[Brian Boston, CTB](#)
[Bryant Hitt](#)
[Jeff Lantz, CTB](#)
[Kendall \(Pence\) Armstrong](#)
[Scott Genthner](#)
[Tim Griffin](#)
[Wes Welbron](#)

ASCM Atlanta
Thanks to these great folks at [#ASCMAtlanta!](#)
[Adam Hassan, MS, CSCP, CLTD, SCOR-P](#)
[Andrew Burt, CSCP](#)
[Chris Chapman, CPIM, CSCP, CSSBB](#)
[Conrad Harrell](#)
[Craig Gustin](#)
[Dave O'Farrell](#)
[Elio Salas](#)
[Jackie Harris, M.B.A.](#)
[Jared Comstock, CTP](#)
[Julia Harrelson](#)
[Keith Singleton Sr](#)
[Lindsey Walker](#)
[Pamela Scheibenreif, PHR](#)
[Russ Thorne, CPIM, CSCP](#)
[Sean Conrad](#)

Supporting your success in the supply chain industry.
Follow ASCM Atlanta's page: <https://lnkd.in/gEyUnVsg>
Join the ASCM Atlanta's group: <https://lnkd.in/gHYahsD9>

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[#topgolf](#) [#supplychain](#) [#supplychainmanagement](#) [#logistics](#) [#ascmatlanta](#)

with Conrad Harrell and 6 others

You and 11 others 1 comment

Like Comment

Driving Engagement

- Write interesting, brief content
- Accent with a few emojis
- Post pictures of people having fun
- Tag people » 7 + 15
- Use hashtags, including 3-5 at the end
- End with a question or call to action

Your profile + your company page + your posts =

Employer Branding

Why was this my most viral post?

PREMIUM



Dave O'Farrell
Keynote Speaker / Career Strategist /
Résumé Architect / Interview Coach /
Outplacement Consultant / Executive
Recruiter

[View full profile](#)

Dave O'Farrell • You
Keynote Speaker / Career Strategist / Résumé Architect / Interview Coach / ...
6mo •

Even employers at the North Pole are facing the reality of today's workplace. What advice would you have for Santa?

[#wfh](#) [#workfromhome](#) [#humanresources](#) [#management](#) [#careers](#)

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DEWAR '22
POSTMEDIA NETWORK

 You and 13,052 others

459 comments • 1,203 reposts

Reactions



  Like  Comment  Repost  Send

 1,542,349 impressions [View analytics](#)

 Add a comment

Even employers at the North Pole are facing the reality of today's workplace. What advice would you have for Santa?

[#wfh](#) [#workfromhome](#)
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Postmedia Network

1,542,349 Impressions
13,052 Likes
1,203 Reposts
459 Comments



O'FARRELL
Messaging

Be like a baseball team:

- Get 'em on.
- Get 'em over.
- Get 'em in.



Learning Points » Action Plan



- **Build your brand on LinkedIn**
 - Great background and headshot
 - Search engine optimized headline, about section, and experience
 - Use company logos and a professional URL
- **Keys to success on LinkedIn**
 - Strong, SEO content
 - Large, relevant network
 - Frequent, interesting activity
- **Drive engagement with your posts and comments**
 - Create interesting content; be brief; use emojis sparingly 👍
 - Tag people; use hashtags





Serve others

You can have everything in life you
want if you help enough other
people get what they want.

Zig Ziglar
1926 – 2012



O'FARRELL

Thank You!





O'FARRELL

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Peachtree City, Georgia 30269

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www.linkedin.com/in/davemofarrell
770-823-2710

"Atlanta's most effective career services firm."

O'Farrell Career Management



- **Executive Recruiting**

- *Build Your Team with the Right Talent*



- **Outplacement Consulting**

- *Equip Your Departing Employees for Success*



- **Career Management**

- *Take Charge of Your Career*



- **Performance Coaching**

- *Boost Your Personal and Team Performance*



Are you hiring? » Laying off? » Contact us!



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770-823-2710 cell

Connect with me » » »



"Atlanta's most effective career services firm."

