

Mastering LinkedIn for your Success

LET PEOPLE CONNECT WITH YOU!

by Elke Kraemer, founder of Clusivity



Similarity Bias

The (unconscious) tendency to like and trust people more quickly who are similar to ourselves.



Performance Bias

(Prove-It-Again Bias)

Women have to accomplish more to prove that they're as competent as men. This is why women are often hired based on past accomplishments, while men are hired based on future potential.

Women receive substantially lower potential ratings despite receiving higher job performance ratings. Female employees were 14% less likely to be promoted.

Danielle Li, Alan Benson, Kelly Shue:
"Potential" and the Gender Promotion Gap"

When major orchestras used blind auditions, the odds of women making it past the first round improved by 50%.

Claudia Goldin and Cecilia Rouse:
"Orchestrating Impartiality: The Impact of 'Blind'
Auditions on Female Musicians"

Job Market

An iceberg floating in the ocean. The tip of the iceberg is above the water line, and the much larger part of the iceberg is submerged below the water line. The sky is blue with light clouds, and the water is a calm, greyish-blue.

Advertised vacancies

25%

75%

Hidden Job Market

Networking, internal, headhunting

*How did you find
your current job?*

Who is 100% happy &
NOT looking for a new
(better) job?

3 concepts that influence your LinkedIn Strategy

1. How can you find similarities. We are more equal than different. Important for trust
2. Proving your personal performance: strengths, highlight relevant skills & experiences.
3. Build your network & connect.

What can you do?

LINKEDIN: ABOUT

What are you looking for?

- Be clear, no vague terms
- Avoid contradicting information
- What would you like to do?



LINKEDIN: ABOUT

First,... what's your story? 🧠

Give people the chance to feel, connect & trust you.

- Who are you?
- What do you care for?
- How do you see the world?
- Make it personal (what else, next to studies and work, makes you you?)

LINKEDIN: ABOUT

Prove, Prove & Prove-it-Again.

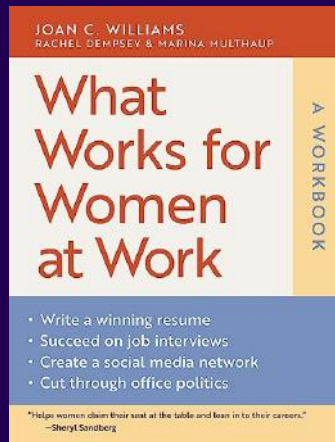
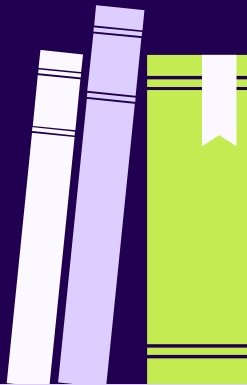
1. Focus on what you CAN. What do you bring to the table?
2. Describe talents & attitudes that will help you in the job.
3. Adapt job titles & highlight job-experiences relevant for the aspired job.
4. What skills / know-how is needed in the future job?
5. Think about your languages
6. **Explain Gaps & focus on relevant learnings (parental leave, travel, sabbatical, care giver, country-transition).**

LINKEDIN: VIRTUAL NETWORK

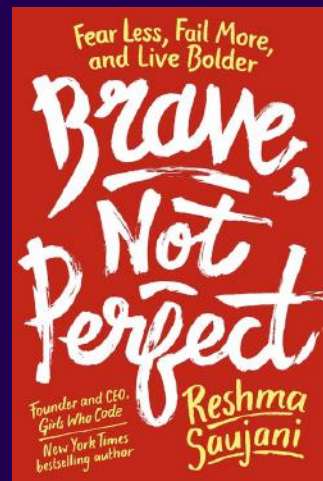
Build & Use Your Network

- Ask introductions via-via
- Search 'women-friendly' companies & reach out
- Proactively build your (digital) network
- Network = Interact with people to exchange information to develop your professional or social contacts.

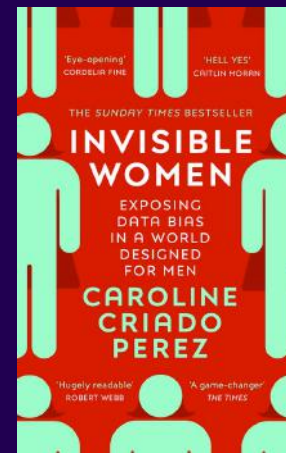
Bookshelf



Williams and Dempsey 'What Works for Women at Work.'



Author Reshma Saujani, founder 'Girls Who Code'.



Caroline Criado Perez "Invisible Women"



Blog @ Clusity.be inspired by Lean In.

Let's connect!

Ready for a professional change?

Let us know 🙌🧩🙌🧩🙌



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