



**100WeekSprint**



# LinkedIn® for MBA students



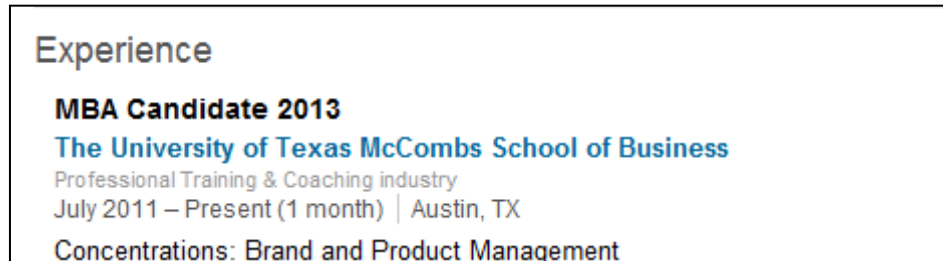
# Why LinkedIn?

**LinkedIn® can be a valuable part of your MBA experience**

- 1 Define your career path
- 2 Telegraph your career interests
- 3 Get smart on your chosen career path
- 4 Find a job
- 5 Stay connected with the “outside world”

# First, be sure to let people know you're in school!

- Include MBA program under “experience” so that it appears at the top of your profile



- Update your city
  - In most cases, list current city as that of MBA program
  - If you're intending to go to another city for internship / full time job, include that city
- Put an end date on your last professional role

# Define your career path

## Research paths of people in “dream careers”

LinkedIn Account Type: Basic Felena Hanson Add Connections

Home Profile Contacts Groups Jobs Inbox 23 Companies More People

Find People **Advanced People Search** Reference Search Saved Searches

Keywords:  Title:

First Name:

Last Name:  Company:

Location:

Country:  School:

Postal Code:

Within:

Industries:  All Industries

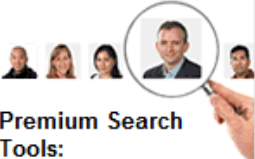
Accounting

Airlines/Aviation

**As part of advanced search:**

- Enter “dream” title / company
- Select “industry” that you’re interested in
- Select people in results and research paths to success

**Premium Search**  
Find the right people in half the time



**Premium Search Tools:**

- Premium filters
- Automatic search alerts
- Full profile access

[or Learn more](#)

  
**100WeekSprint**

# Telegraph career interests

## Well-written summaries go a long way!

### Original summary

Current MBA student; concentrations in Brand and Product Management.

Certified public accountant whose background encompasses financial statement audits for a variety of entities including: restaurants, hotels, country clubs, hedge funds, private investment companies, capital equipment dealers, storage leasing companies, law firms, foundations, and pension plans.

#### Specialties

Hospitality clients including hotels and restaurants

### Overhauled summary

MBA student passionate about Brand and Product Management.

Former accountant, confident with financial analysis, first attracted to marketing after evaluating brand transformations, including: GAP, Starbucks, UNIVERSITY, INDUSTRIAL COMPANY, OTHER. Seeking brand management internship in XYZ. Excited to be pursuing ABC at McCombs to further brand management expertise.

#### Specialties

TBD.

# Get smart on chosen career path: identify previously successful candidates

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox 23 Companies More

People

Find People **Advanced People Search** Reference Search Saved Searches

Keywords:

First Name:

Last Name:

Location: Located in or near:

Country: United States

Postal Code:  [Lookup](#)

Within: 50 mi (80 km)

Title:

Current or past

Company:

Current or past

School:

Industries:  All Industries  Accounting  Airlines/Aviation  Alternative Dispute Resolution  Alternative Medicine

Seniority L

Groups:  All Your Groups

**Premium Search**  
Find the right people in half the time

Premium Search Tools:

Internet | Protected Mode: On

## As part of advanced search:

- Enter target company
- Include title you're targeting (if known)
- Select either "current or past" OR "past" employees of company

# Get smart on chosen career path: do diligence on potential employers

## Follow companies and look for key details

Basic Account. Upgrade

welcome, Andrea Sparrey [Add Connections](#) [Settings](#) [Help](#) [Sign Out](#)

LinkedIn® Home Profile Contacts Groups Jobs Inbox (81) More... Companies

**QUALCOMM** Qualcomm

Overview Followers (323) Activity Careers Companies Home Add Company FAQ

As the world leader in next generation mobile technologies, Qualcomm ideas and inventions are driving wireless growth and helping to connect people to information, entertainment and one another. Qualcomm's breakthrough technologies enable the convergence of mobile communications and consumer electronics, making wireless devices and services more personal, affordable and... [more](#)

Specialties  
Wireless Communications and Services, Convergence of Mobility and Consumer Electronics

☆ **Follow company** *NEW*  
Last edited by Sara Duzik

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- Common career paths before and after the company
- Recent promotions and changes
- Departments & levels for recent hires
- News

# Find a job: increase your chances of getting an informational interview

## Put your best foot forward

- Complete **job history** (no missing gaps / dates)
- **Evidence of promotions** in prior roles
  - Include titles & dates for each role
  - Provide context for exceptional achievements as bullets (e.g., promoted early, typical timeframe for promotion is X years, promoted in Y)
- Provide **selected detail** regarding your **accomplishments** with each role
  - Include 2-3 bullets (short & clean) with each role
- Share relevant updates about your industry of interest (news, trends, etc.)



# Find a job: respond to job postings

## Number of jobs increasing daily

- Email out to LinkedIn®



We're expecting "[Apply with LinkedIn](#)" to change the recruiting landscape

# Find a job: showcase relevant skills/experience

**Include skills that recruiters may be intrigued by**

Public Profile <http://www.linkedin.com/in/andreasparray> Edit

Share PDF Print

**NEW** Add sections to reflect achievements and experiences on your profile. [Add sections](#)

After selecting "edit profile", click on "add sections"

## Summary Edit

Andrea Sparrey helps people achieve their full potential. To help you define and achieve career goals, be it a new role or a career change, Sparrey Consulting works as a coaching professional, to evaluate career options and provide personalized advice.

Sparrey Consulting works as a coaching professional, to evaluate career options and provide personalized advice.

Note: you can highlight languages, awards, patents, publications, etc.

Add Sections

**Featured**  
Overview

**Sections**  
Certifications  
**Languages**  
Patents  
Publications  
Skills

**Applications**  
Blog Link  
Box.net Files

**Preview**  
**Languages**

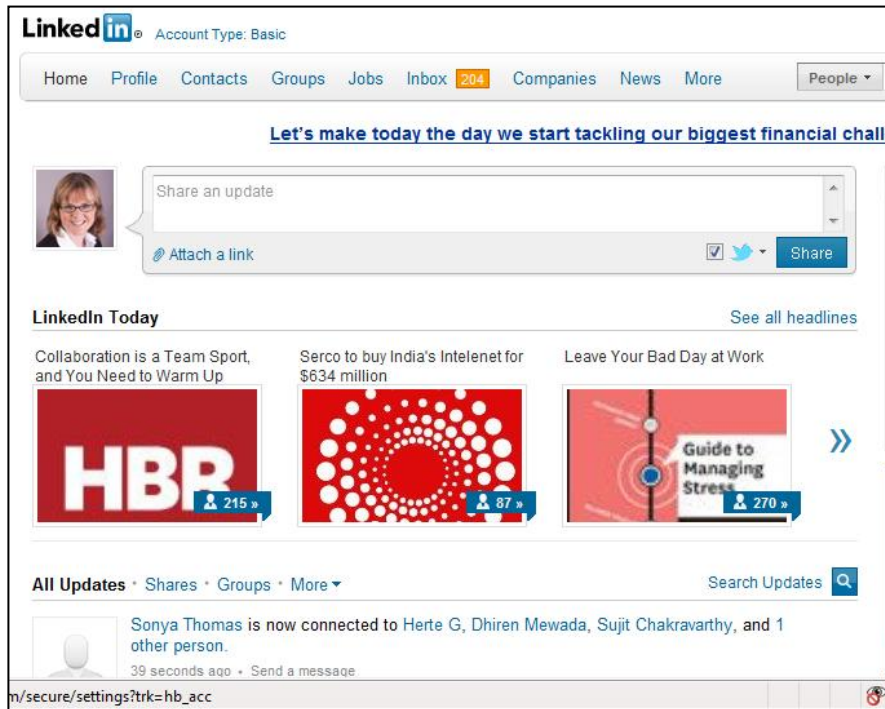
- English (Native or bilingual proficiency)
- Spanish (Professional working proficiency)
- French (Elementary proficiency)
- German (Elementary proficiency)

Add to Profile Close Window

In dialog box, select "languages" and then click on "add to profile"

# Find a job: communicate interest in a specific field

## Status updates can generate valuable responses



The screenshot shows a LinkedIn profile page. At the top, there's a navigation bar with links for Home, Profile, Contacts, Groups, Jobs, Inbox (with a notification badge for 204), Companies, News, and More. Below the navigation bar is a status update form with a profile picture, a text input field labeled "Share an update", and an "Attach a link" button. Below the form is a section titled "LinkedIn Today" with three article cards: "Collaboration is a Team Sport, and You Need to Warm Up" (215 shares), "Serco to buy India's Intelenet for \$634 million" (87 shares), and "Leave Your Bad Day at Work" (270 shares). Below the articles is a section for "All Updates" with a search bar and a notification for Sonya Thomas connecting to Herte G, Dhiren Mewada, Sujit Chakravarthy, and 1 other person.

- Keep status updates relevant
- Monthly /quarterly updates usually work best; do not be too frequent
- Share articles related to area you're interested in and include a comment regarding your own interest

# Stay connected with the outside world

## Suggestions to stay connected

- **Provide quarterly status updates**
  - Share progress or need for help
  - Stay relevant
- **Respond to weekly update emails**
  - Congratulate “old life” colleagues on advancements
  - Connect former colleagues and friends to new networks
- **Check in with “[Year In Review](#)” and re-connect with former colleagues**

# LinkedIn “to-do”s for MBA students

- Update your profile
- Invite new colleagues to connect
  - Goal: invite 3-5 new people every week until you reach your 10x your age goal
- Recommend someone
- Ask for a recommendation, if relevant
- Select 2-3 groups to join
- Set up “follow company” for companies you might be interested in
- Keep your profile current: update monthly