



Kā likt LinkedIn profilam strādāt Tavā labā

Inga Dalība, DarbaGuru
19.10.2017.



**DARBA
GURU.LV**

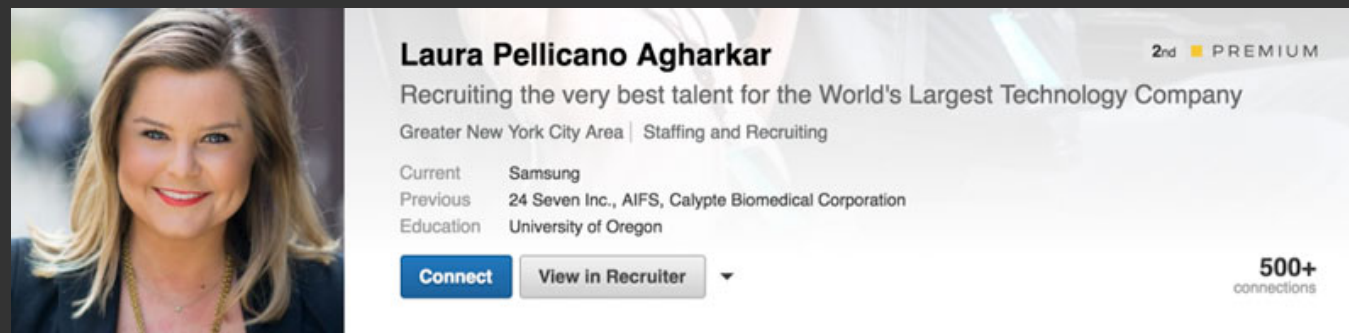
PERSONĀLA ATLASĒ
UN KONSULTĀCIJAS

PROFESIONĀLS LINKEDIN PROFILS



PROFILA FOTOGRĀFIJA

- 1) labi saskatāma un atpazīstama (tuvplāns, portrets);
- 2) vērsta uz komunikāciju (tiešs acu kontakts, smaids);
- 3) kvalitatīva fotogrāfija (laba izšķirspēja, profesionāla fotogrāfa darbs).



PROFESIONĀLS LINKEDIN PROFILS



APAKŠVIRSRAKSTS

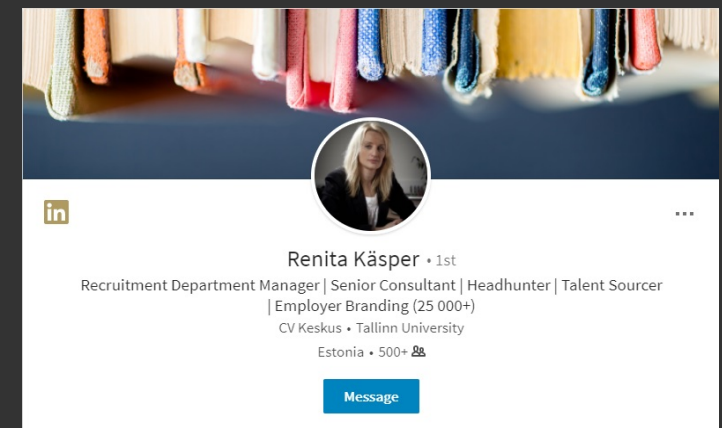
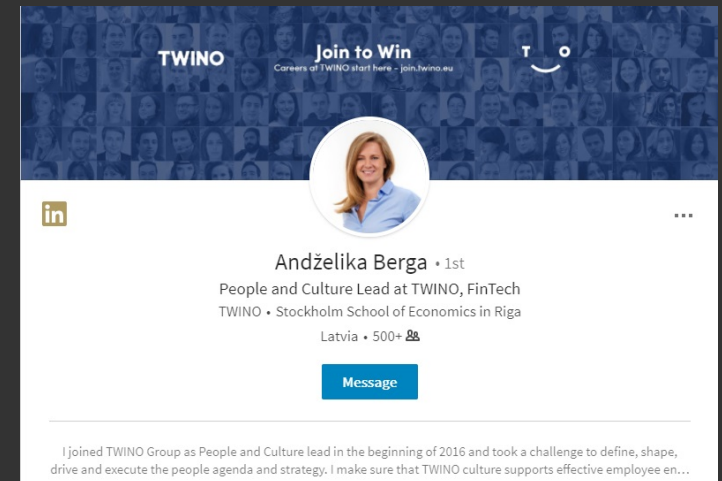
- 1) amats, pozīcija vai profesija;
- 2) uzņēmuma darbības virziens, nozare;
- 3) uzņēmuma zīmola nosaukums.



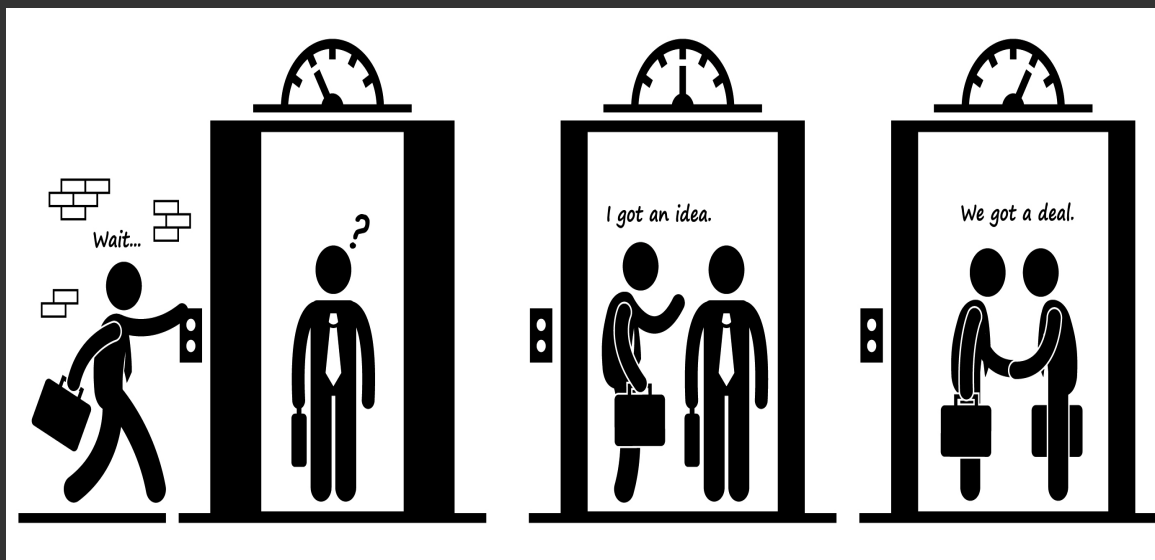
ATBILSTOŠS FONĀ ATTĒLS



KOPSAVILKUMS – ĪSA PAŠPREZENTĀCIJA



PROFESIONĀLS LINKEDIN PROFILS



30 sekundes / 3 sekundes

LinkedIn *Summary* ir Tavs *elevator pitch*

PROFESIONĀLS LINKEDIN PROFILS

BACKGROUND



SUMMARY

No one is good at everything. As much as you may be in command of your core offering, chances are your messaging doesn't quite make the grade.

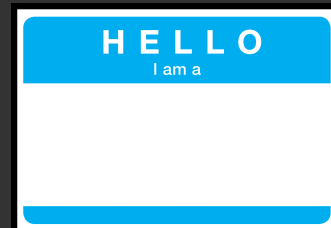
I help businesspeople get their messages out clearly, concisely and accurately. My writing, editing and webinar management services help clients who struggle with content reach their target audiences with sharp, meaningful and relevant information.

Whether it's your blog, website, newsletter, book, social media accounts or more, getting to the point and conveying simply and strong what you do or offer is essential. That's where I come in.

And if you need helping setting up webinars/webcasts, managing them, moderating them, talk to me as well. I've conducted or supported more than 100 in the last few years.

If I can't be of service, I may know others who can meet your needs. After all, creating and fostering relationships -- and giving back -- is a cornerstone of conducting business today.

Specialties: Writing, editing, synthesizing elaborate materials, team-building and collaboration, high-level relationships, flexibility and multi-tasking, managing and hosting webinars, startups and online communities.



PROFESIONĀLS LINKEDIN PROFILS

BACKGROUND



SUMMARY

"Harriet the Spy" was my Bible when I was a little girl. I copied her by spying on my neighbors and writing down what I observed in a little notebook, as well as noting questions that their behaviors triggered. I even spent a summer eating nothing but tomato sandwiches.

Today, I still "spy" on people, although these days, respondents give me their permission me to ask them nosy questions and pry into their homes.

My passion is inventing new, more powerful and profitable ways to listen creatively to consumers... and then turning the insights that emerge into business ideas that generate \$50MM in annual revenue and above.

Our Passion Point Framework shows brands how to align with consumers' passions. These clients no longer have to settle for incremental growth, they enjoy exponential growth.

Send an email to kay@energyannex.com to learn more.

Specialties: Consumer Packaged Goods, B2B, pharmaceuticals, social media research, BRIC, qualitative market research, innovation, consumer insights



PROFESIONĀLS LINKEDIN PROFILS

in

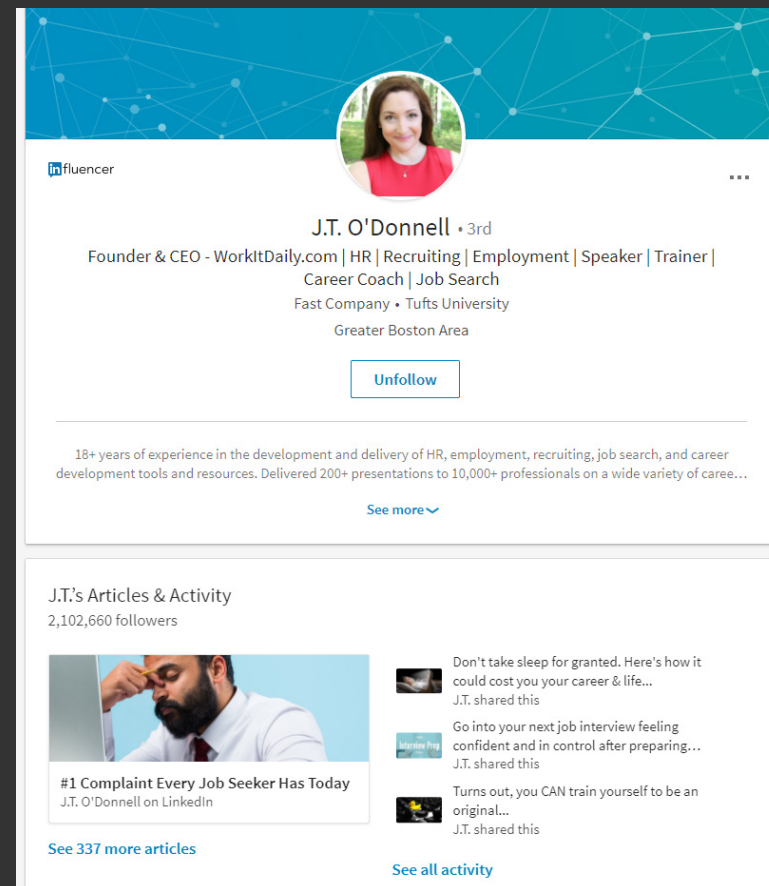
“DZĪVS” PROFILS

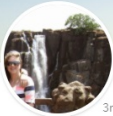
- 1) komentāri par aktuālo darba tirgū;
- 2) viedokļa vai padomu raksti;
- 3) dalīšanās ar aktualitātēm (darba piedāvājumi).

in


REDZAMĪBA, ATRODAMĪBA, PIEEJAMĪBA

- 1) atbilstoši atslēgvārdi;
- 2) unikālā profila saite (*custom URL*) ;
- 3) kontaktinformācija.







3rd

Megan (Bernhardt) Lourens
HR Administrator at EnterpriseWorx
EnterpriseWorx • MGI (Midrand Graduate Institute)
Johannesburg Area, South Africa • 500+ 


[Send InMail](#)




3rd

Peter Adam
HR Manager
confidential
Orange Park, Florida • 500+ 

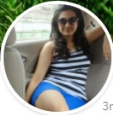
[Connect](#)




2nd

Inna Tertitskaya
IT Recruiter
Freelance • National Pedagogical University 'M.P. Drahomanov', Kyiv
Ukraine • 500+ 


[Send InMail](#) [Connect](#)




3rd

Riya Mehata
Human Resource Manager (HRM) at Talented Recruiting
Talented Recruiting • University of Mumbai
Mumbai Area, India • 500+ 


[Send InMail](#)




2nd

Vera Nekrasova
We are hiring!
topfin • Grenoble Ecole de Management
Saint Petersburg, Russian Federation • 500+ 

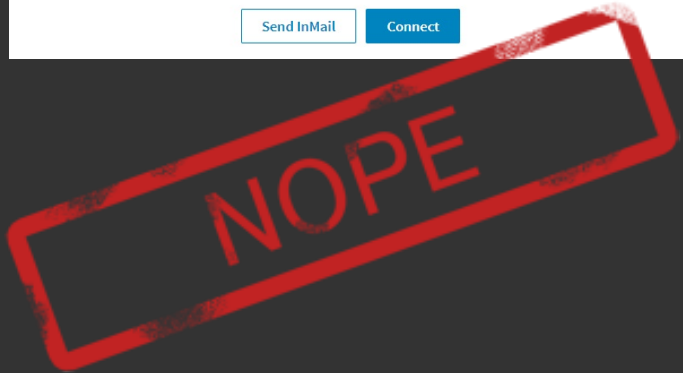
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2nd

Arta Glaudina
HR
SIA DOUGLAS LATVIA
Latvia • 25 

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PROFESIONĀLA UN KOREKTA KOMUNIKĀCIJA



IELŪGUMU SŪTĪŠANA, UZRUNĀŠANA

- 1) personiska uzrunāšana;
- 2) pozitīvisms (pateicība, intereses izrādīšana, apsveikums);
- 3) saziņas mērķa paskaidrošana;
- 4) nākamā soļa iezīmēšana;
- 5) 48h likums.

The screenshot shows a LinkedIn invitation customization window. At the top, it says 'You can customize this invitation' with a close button (X). Below this, there is a section 'Include a personal message (optional):'. Inside this section, there is a text area containing the message: 'Sveicināti, Oskar! Vakār tikāties RunasKursi.lv tiklošanas pasākumā. Mani patiesi iedvesmoja Jūsu stāstījums par publisko runu. Labprāt pievienotu Jūs savam kontaktu lokam un kontaktētos nākotnē.' Below the text area, it says 'Ar cieņu, Inga' and a character count '300'. At the bottom right, there are two buttons: 'Cancel' and 'Send invitation'.

in



Inga Daliba

CEO at recruitment and consulting company DarbaGuru

DarbaGuru Academy • Latvijas Universitate

Latvia • 500+

Each of us are looking for the right people in their lives. Those who can help us fulfil our aims and dreams. I help entrepreneurs and companies find such people by using state-of-the-art personnel selection methods – headhunting on the internet, social networks, forums, networking events, as well as by carrying out a psychological assessment of candidates.

Get in touch inga@darbaguru.lv or call on +371 29554294

More information www.darbaguru.lv