

Scenarios for using LinkedIn Optimally

Scenario 1: Transitioning professional seeking first formal Project Manager role

1. Join LinkedIn groups for your current and target industries, and your school(s), then seek out local project managers via those groups for informational interviews

Groups to consider joining (all with 20+k members):

- The Project Manager Network - #1 Group for Project Managers
- Project Manager Community - Best Group for Project Management
- Project Management Link (Project, Program & Portfolio Managers)
- Project Management: Networking, Forum and Jobs
- The Association for Project Management (Official group)
- Project Management Group SP
- Global Project Management
- Project Coordinator professionals

as well as, of course:

- PMI Silicon Valley Chapter
 - Project Management Institute - San Francisco Bay Area Chapter
- 2) Seek LinkedIn recommendations (or at least endorsements) from peers and current managers for your project-management related skills
 - 3) Contribute to Groups and Answers, and let your connections know you're following their progress by commenting on their status updates.
 - 4) Solicit help identifying opportunities and securing interviews from past colleagues, especially more senior professionals, who are now at other companies
 - 5) **Note:** recruiters are less likely to be able to help people transitioning roles than those with substantial relevant track records; hiring managers don't get paid to be imaginative.

Scenario 2: Mid-career Project Manager seeking advancement

- 1) All suggestions from Scenario #1, plus:
- 2) Seek LinkedIn recommendations and endorsements from those who know your potential.
- 3) Seek introductions to hiring managers posting jobs on LinkedIn.
- 4) Send messages to your LinkedIn connections who work at any company to which you've applied for a job or contract.
- 5) Include proof of your potential (in the form of writing samples, presentations, or any other relevant deliverables) linked from your LinkedIn profile.
- 6) Consider (further) training in a specific technology or industry niche; hiring managers typically prefer candidates with strong subject matter awareness/expertise. Ask on an appropriate LinkedIn group about respected/effective training providers.
- 7) Seek recommendations from your LinkedIn contacts for recruiting agencies that have successfully helped people in your situation.
- 8) Add your LinkedIn profile link (customized, ideally) in your resume and email signature block, and *definitely* on your business cards.

- 9) Consider upgrading (even for a month or two) to a Business or Business Plus account and using the “suitcase” icon to indicate that you’re receptive to new opportunities.

Scenario 3: Senior Project Manager seeking parity or better after a layoff

- 1) All suggestions from Scenario #1 and #2, plus:
- 2) Attend meet-ups (in-person interest groups) relevant to your role and/or industry, and connect via LinkedIn with as many relevant people as you can.
- 3) Seek out recruiters and consultancies with track records placing people doing the kind of work you want to do, who can introduce you for contract or contract-to-hire (“try before you buy”) roles. Use LinkedIn to solicit referrals to such agencies and, before you commit, use LinkedIn to check out the firm(s) to be sure you’re comfortable with the way they work.