



## Professional Networking & LinkedIn

This course is for those business leaders who want to develop a broad base of the skills, knowledge and understanding needed to effectively promote themselves and their business effectively. It is specifically for leaders at any stage of their business from pre start to growth through to exit planning to help them create or develop a strategy that works for their circumstances.

We will explore key principles of marketing, professional networking and linked in as a communication and promotion tool, choosing your personal strategy and developing systems to action plan, review your and your team's progress and implement change.

### **1-day face to face course including planning resources.**

This day contains 4 learning outcomes which will support you to:

- Be able to understand the components of a successful professional networking strategy
- Be able to effectively network at events and meetings
- Be able to develop personal and professional skills needed to create effective marketing
- Be able to create and develop an effective linked in presence to achieve the right outcomes for you and on your business

The course includes a mixture of trainer led resources, discussions, self-assessment and breakout sessions to bring the theory to life for you.

Once you have completed the course, you will be able to:

- Understand the difference between marketing and sales
- Apply appropriate self-analysis techniques to understand your own communication style and strengths
- Understand key best practice for networking that meets your knowledge and preferred behaviours
- Be able to build your confidence with developing positive relationships
- Create and develop an effective linked in profile
- Identify your key linked in priorities and actions
- Understand linked in best practice
- Create and implement your own development plan
- Identify future development activities to continually improve yourself and your business