Using LinkedIn with Your Professional Network

Stephen Fleming

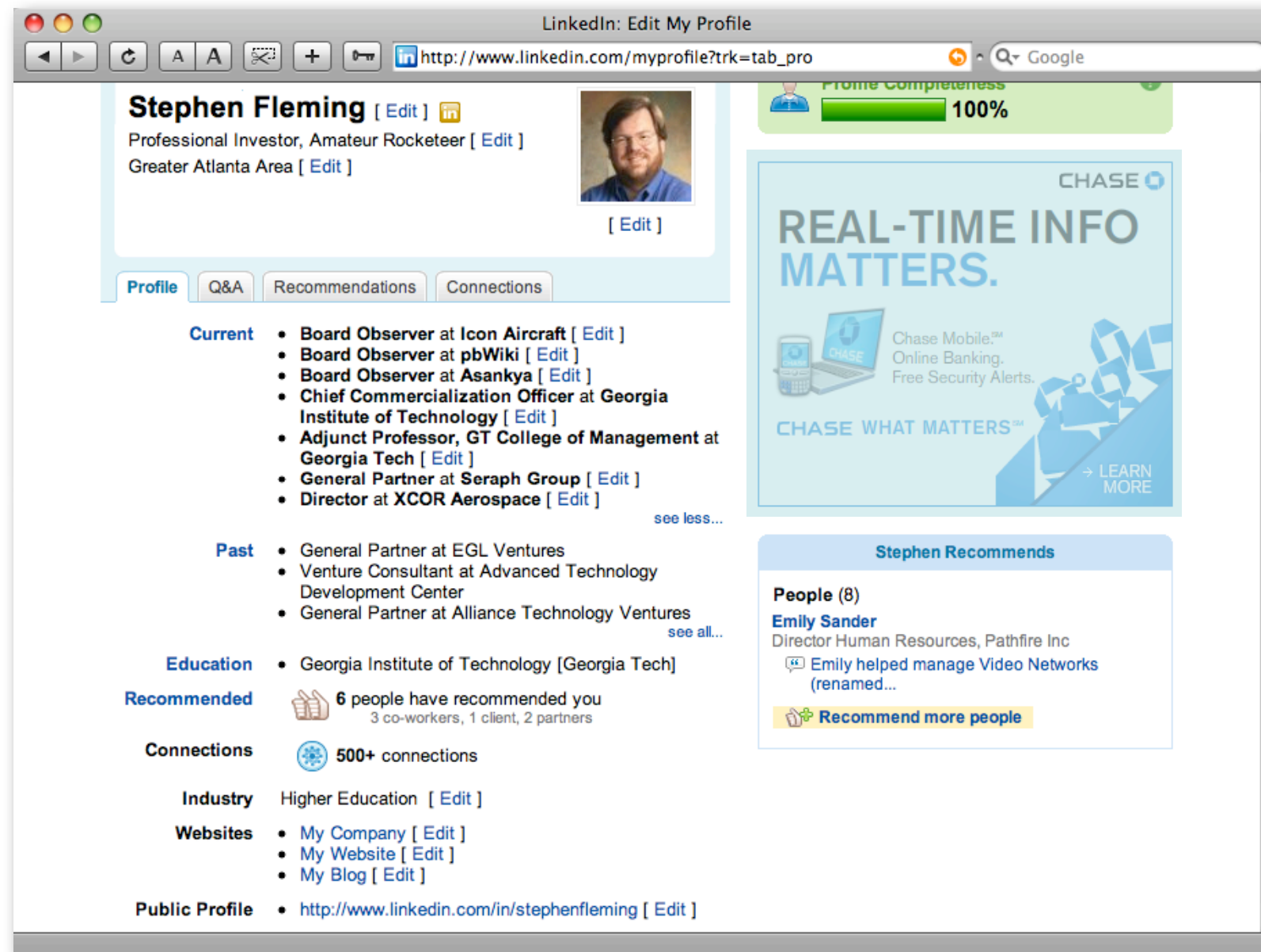`<fleming@gatech.edu>`

16 July 2008

With special thanks to Brandy Nagel!

The Basics
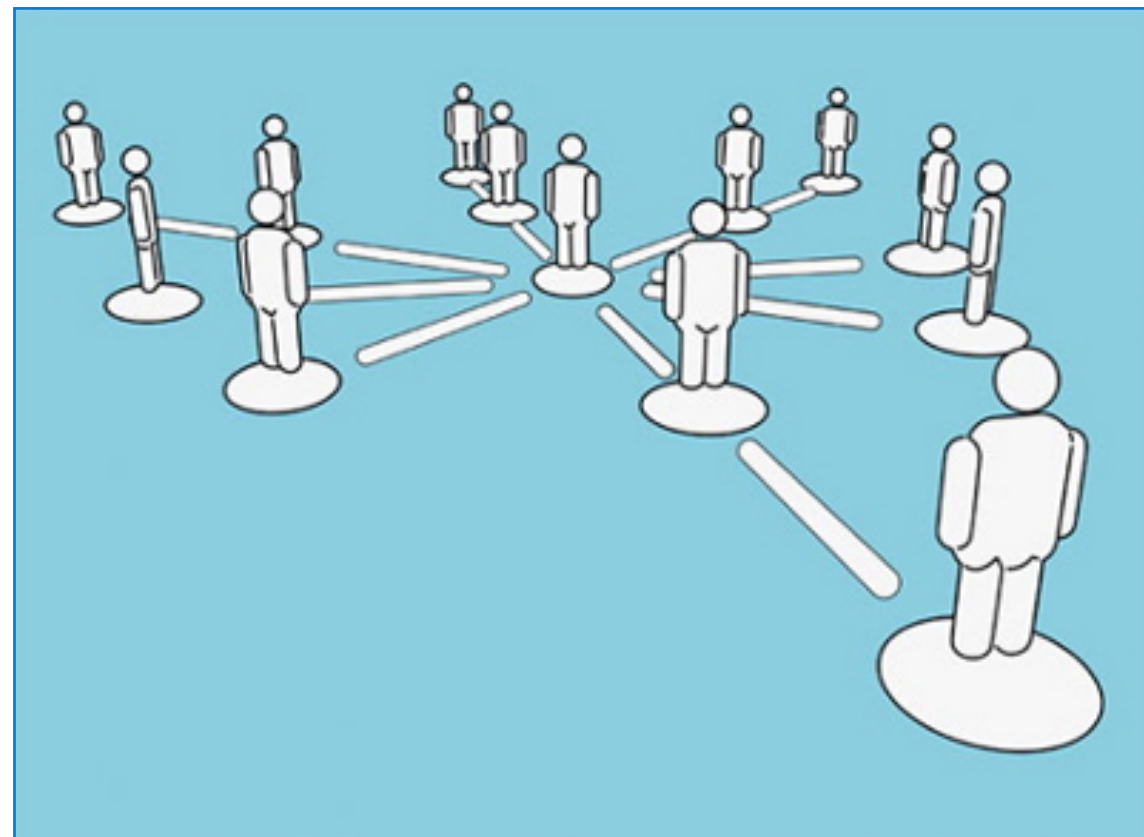
- ## Who am I?

LinkedIn is...

- A free online network of more than 17 million professionals from around the world, representing 150 industries.

www.linkedin.com

Social Networking

- Your network consists of your connections, your connections' connections, and the people they know, linking you to thousands of professionals.

Use Your Network To...

- Find potential clients, service providers, and subject experts, who come recommended

- Be found for business opportunities

- Discover inside connections that can help you land clients and close deals

- Post and distribute job listings

- Get introduced to other professionals through the people you know

- When you join, you create a **profile** of your professional accomplishments.

http://www.linkedin.com/myprofile?trk=tab_pro

Q▾ Google

Stephen Fleming [Edit]

Professional Investor, Amateur Rocketeer [Edit]

Greater Atlanta Area [Edit]

[Edit]

| Profile | Q&A | Recommendations | Connections |

Current
- **Board Observer** at **Icon Aircraft** [Edit]
- **Board Observer** at **pbWiki** [Edit]
- **Board Observer** at **Asankya** [Edit]
- **Chief Commercialization Officer** at **Georgia Institute of Technology** [Edit]
- **Adjunct Professor, GT College of Management** at **Georgia Tech** [Edit]
- **General Partner** at **Seraph Group** [Edit]
- **Director** at **XCOR Aerospace** [Edit]

see less...

Past
- General Partner at EGL Ventures
- Venture Consultant at Advanced Technology Development Center
- General Partner at Alliance Technology Ventures

see all...

Education
- Georgia Institute of Technology [Georgia Tech]

Recommended
6 people have recommended you
3 co-workers, 1 client, 2 partners

Connections
500+ connections

Industry
Higher Education [Edit]

Websites
- My Company [Edit]
- My Website [Edit]
- My Blog [Edit]

Public Profile
- http://www.linkedin.com/in/stephenfleming [Edit]

Creating Your Profile

- Experience & Education

- Interests, Groups and Associations, Honors and Awards

- Contact Settings

Public Profile Examples:
http://www.linkedin.com/in/benagel
http://www.linkedin.com/in/stephenfleming

"The difference between the almost right word & the right word is really a large matter—it's the difference between the lightning bug and the lightning."

-Mark Twain

- What does "relationship" mean?
- Who can contact me through LinkedIn?

Six Degrees of Kevin Bacon

Laurence Olivier

Appeared in "My Dog Skip" in 2000

Appeared in "The Volunteer" in 1943

Appeared in "A Little Romance" in 1979

Diane Lane

Charles de Gaulle

Six Degrees of Separation

Georgia Tech VentureLab

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 5,058,500+ professionals — here's how your network breaks down:

1	**Your Connections** Your trusted friends and colleagues	**731**
2	**Two degrees away** Friends of friends; each connected to one of your connections	**118,500+**
3	**Three degrees away** Reach these users through a friend and one of their friends	**4,939,200+**
	Total users you can contact through an Introduction	**5,058,500+**

29,579 new people in your network since July 13

- What does "relationship" mean?
- Who can contact me through LinkedIn?

Daily Activity

- Requests to connect
- Request for information
- Requests for referrals

Finding People by Name

Finding by Company

Finding by Geography

http://www.linkedin.com/profile?viewProfile=&key=2745874&fr⟳ · Q⟶ Google

Susan Morgan, PMP (2nd)

PMP with project, program, PMO, and portfolio experience in telecom and IT industries (summorgan(at)earthlink.net)

Greater Chicago Area

Send InMail *FREE!*

Get introduced through a connection

Add Susan to your network

Profile | Q&A | Recommendations

Current	• **Project Manager** at **Cognizant** • **Project Manager** at **AT&T** • **Owner (themmmm@earthlink.net)** at **The 4M/The MMMM/Morgan's Many Mini Materials (Sole Proprietorship)**
Past	• Project Manager - IL/WI Markets at Cingular the New AT&T • Network Project Manager at TekSystems • Network Project Manager (via TEKSystems) at Cingular see all...
Education	• Keller Graduate School of Management of DeVry University • Keller Graduate School, Masters Telecommunications • Keller Graduate School, Masters Project Management see all...
Recommended	**16** people have recommended Susan 1 manager, 12 co-workers, 3 partners
Connections	**500+** connections
Industry	**Telecommunications**
Public Profile	http://www.linkedin.com/in/susanmorganpmp

How you're connected to Susan

You
↓
Andy Chen
Kyle G. Porter
Steve Zimba
Andrew 'Flip' Filipowski
↓
(2nd) **Susan Morgan, PMP**

Your Network

http://www.linkedin.com/network?trk=tab_net

More About Your Network

REGIONAL ACCESS
Top locations in your network:

- 9% 1. San Francisco Bay Area
- 7% 2. Greater New York City Area
- 4% 3. Greater Los Angeles Area
- 4% 4. Greater Atlanta Area
- 4% 5. Greater Boston Area

✓ Your region: Greater Atlanta Area: 134,700+ users

Your connections are in 68 locations but your network gives you access to **1,501 additional locations**, including:

- Lublin Area, Poland
- Johnstown, Pennsylvania Area
- Guadalupe Area, Mexico

Fastest growing locations in your network:

1. Greater New York City Area (2,119 new)
2. San Francisco Bay Area (1,403 new)
3. Washington D.C. Metro Area (1,023 new)

INDUSTRY ACCESS
Top industries in your network:

- 14% 1. Information Technology and Services
- 11% 2. Computer Software
- 6% 3. Telecommunications
- 4% 4. Marketing and Advertising
- 4% 5. Financial Services
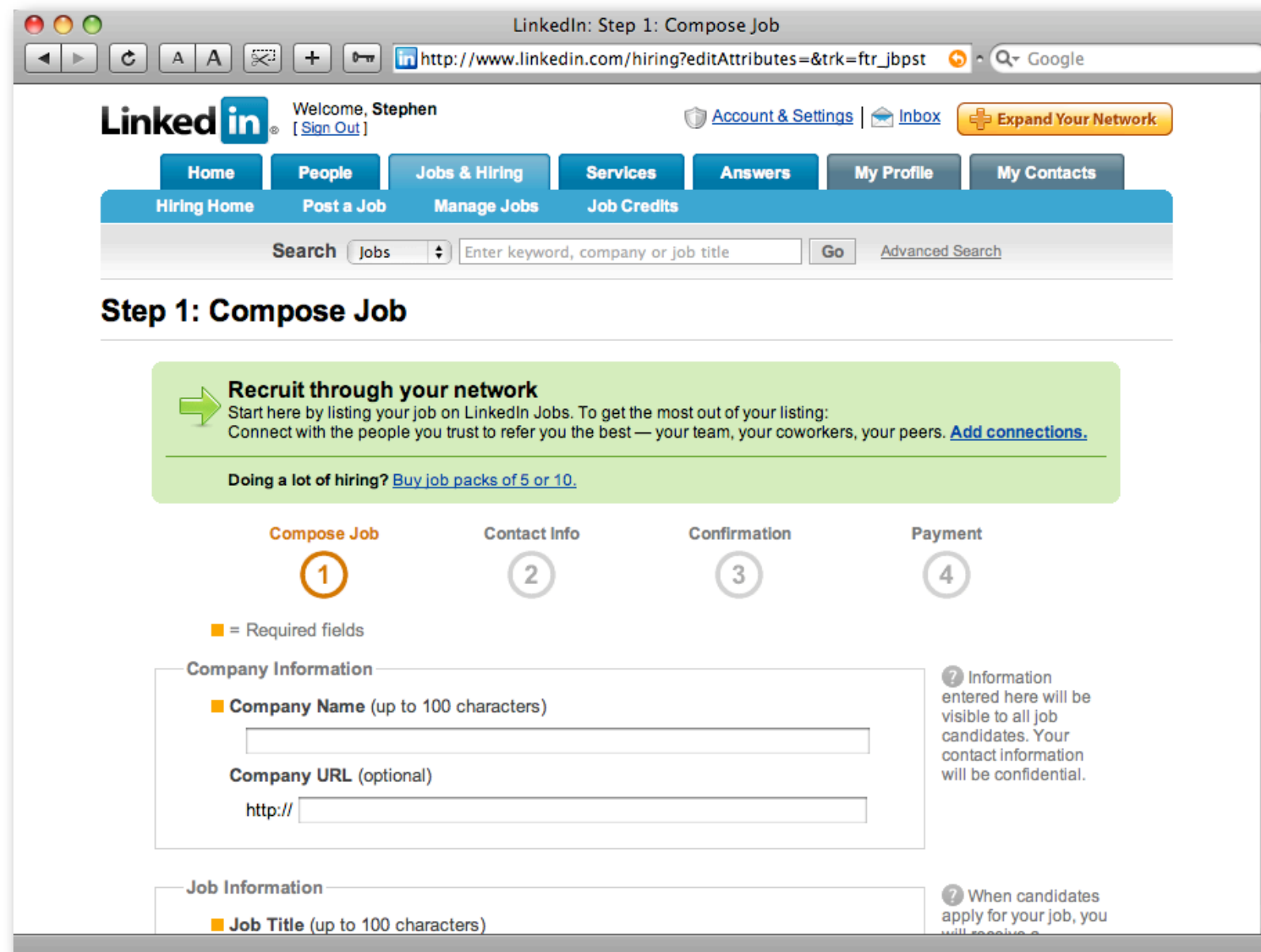
✓ Your industry: Higher Education: 30,900+ users

Your connections are in 81 industries but your network gives you access to **147 additional industries**.

Fastest growing industries in your network:

1. Information Technology and Services (2,986 new)
2. Computer Software (2,000 new)
3. Telecommunications (1,232 new)

Hiring

Network Questions

LinkedIn and your Professional Network

Connect through Email

Current Email Addresses:

Choose a primary email address that you would like all messages sent to:

● **stephen@fleming.name**	**Primary Address**	Confirmed
○ fleming@mindspring.com		Confirmed
○ stephen.fleming@atdc.org		Confirmed
○ fleming@m31.com		Confirmed
○ srfleming@eglventures.com		Confirmed
○ stephen.fleming@dupree.gatech.edu		Confirmed
○ fleming@eglventures.com		Confirmed
○ sfleming@eglventures.com		Confirmed
○ fleming4@m31.com		Confirmed
○ sfleming.phys83@gtalumni.org		Confirmed
○ stephen.fleming@mgt.gatech.edu		Confirmed
○ stephen.fleming@venturelab.gatech.edu		Confirmed
○ stephen.fleming@edi.gatech.edu		Confirmed
○ fleming@gatech.edu		Confirmed
○ stephen.fleming@innovate.gatech.edu		Confirmed
○ stephen.fleming@gmail.com		Unconfirmed

Make Primary | Remove | Send Confirmation Message

Connect thru Georgia Tech

http://www.linkedin.com/reconnect?displayCategories=&trk=tab

Google

🔍 View all Asankya

Georgia Institute of Technology Colleagues   Last checked: **9/08/2007**

Find new   View all

Georgia Tech Colleagues   Last checked: **9/08/2007**

Find new   View all

Seraph Group Colleagues   Last checked: **7/02/2007**

Find new   View all

XCOR Aerospace Colleagues   Last checked: **11/21/2005**

Find new   View all

Past Position(s)

EGL Ventures Colleagues   Last checked: **8/28/2004**

Find new   View all

Advanced Technology Development Center Colleagues   Last checked: **6/08/2005**

Helping Others Link to You

Google Searches

Get Started!

- Write your profile.
- Upload your address book from home and work emails.
- Invite a select few people.
- Experiment with questions and links.
- Grow your network over time.

Georgia Tech | VentureLab

Stephen Fleming

Chief Commercialization Officer

Georgia Institute of Technology

`<fleming@gatech.edu>`

`<http://www.linkedin.com/in/stephenfleming>`

(404) 385-2360