



Ready to Do Business

The Business of Thought Leadership

Quick start guide

1

The value in executive thought leadership

4

Integrating executives, brand, and corporate communications

2

Foundations for a thought leader

5

Key takeaways & next steps

3

Building executive presence on LinkedIn





The value of executive thought leadership

“

Especially in B2B environments,
executive branding is now
considered a necessity.

Steve Olenski & Kent Huffman, Forbes

IPRA, “The Changing Face of Executive Reputation” 2019

Why bother with thought leadership?



Brand & reputation

Create and reinforce awareness in the market for who you are, what you do, and why you exist.



Market consideration

Showcase the unique perspectives and expertise from within your organization and help audiences understand “why you.”



Demand generation

Connect with potential buyers for your products and services and introduce them into the sales cycle.



Talent attraction

Find and recruit the best talent for your organization and show why and how you're the best fit for them.



Employee engagement

Help your teams and talent stay plugged into the expertise and unique value in your organization.

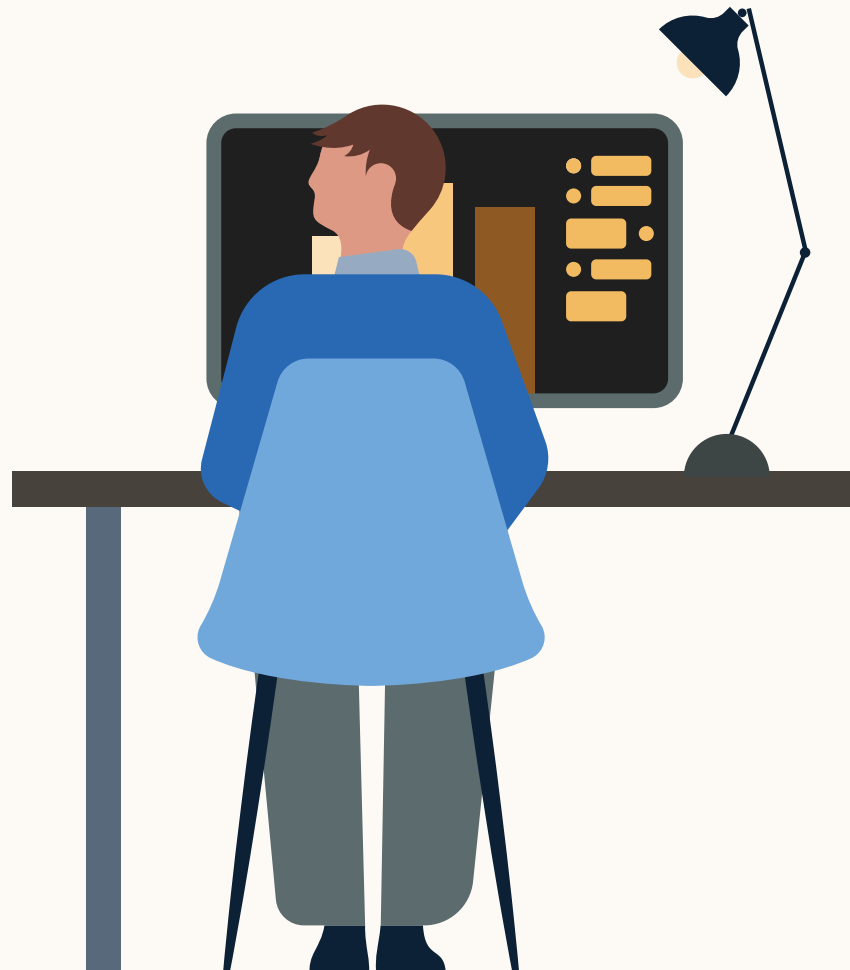
Maintaining an active executive presence on social has a direct impact on the buyer's journey.

56%

of professionals stated that a business executive's presence on social media positively influences their purchase decision

66%

of professionals said they would be more likely to recommend a company or brand if they followed a company executive on social media



What works

Create something substantive

New perspectives are highly valued

Top characteristics of high-value Thought Leadership content, according to Decision Makers:

- Explores potential challenges or new opportunities I had not considered before
- Points out things that I had overlooked in thinking or strategizing
- Includes guidance on how to respond to the issues raised

Source:
2020 Edelman-LinkedIn B2B Thought Leadership Impact Study. Q11
ENGAGED: How frequently has the following occurred after you have engaged with a piece of thought leadership.

Data:
average % who responded sometimes, often or almost all of the time among Global decision-makers.



3 keys to compelling executive presence on LinkedIn



Find your whitespace

Where is the intersection of your expertise, your interests, and the interests of your community?



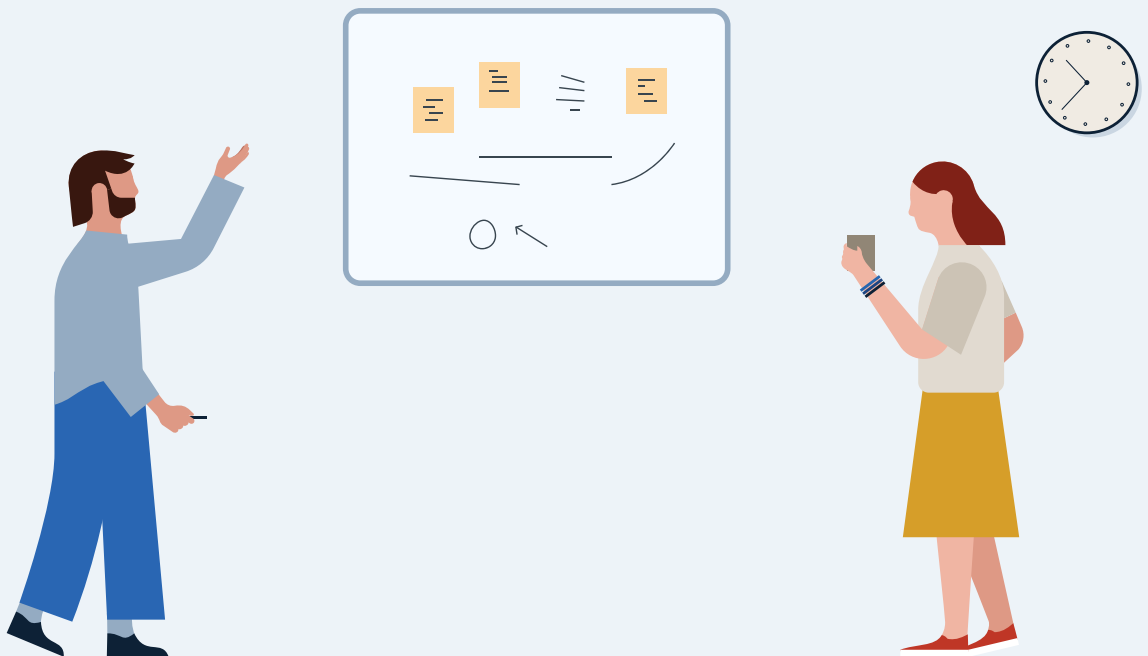
Have a perspective

How can you help shape the conversations in the industry and offer a forward-thinking point of view?

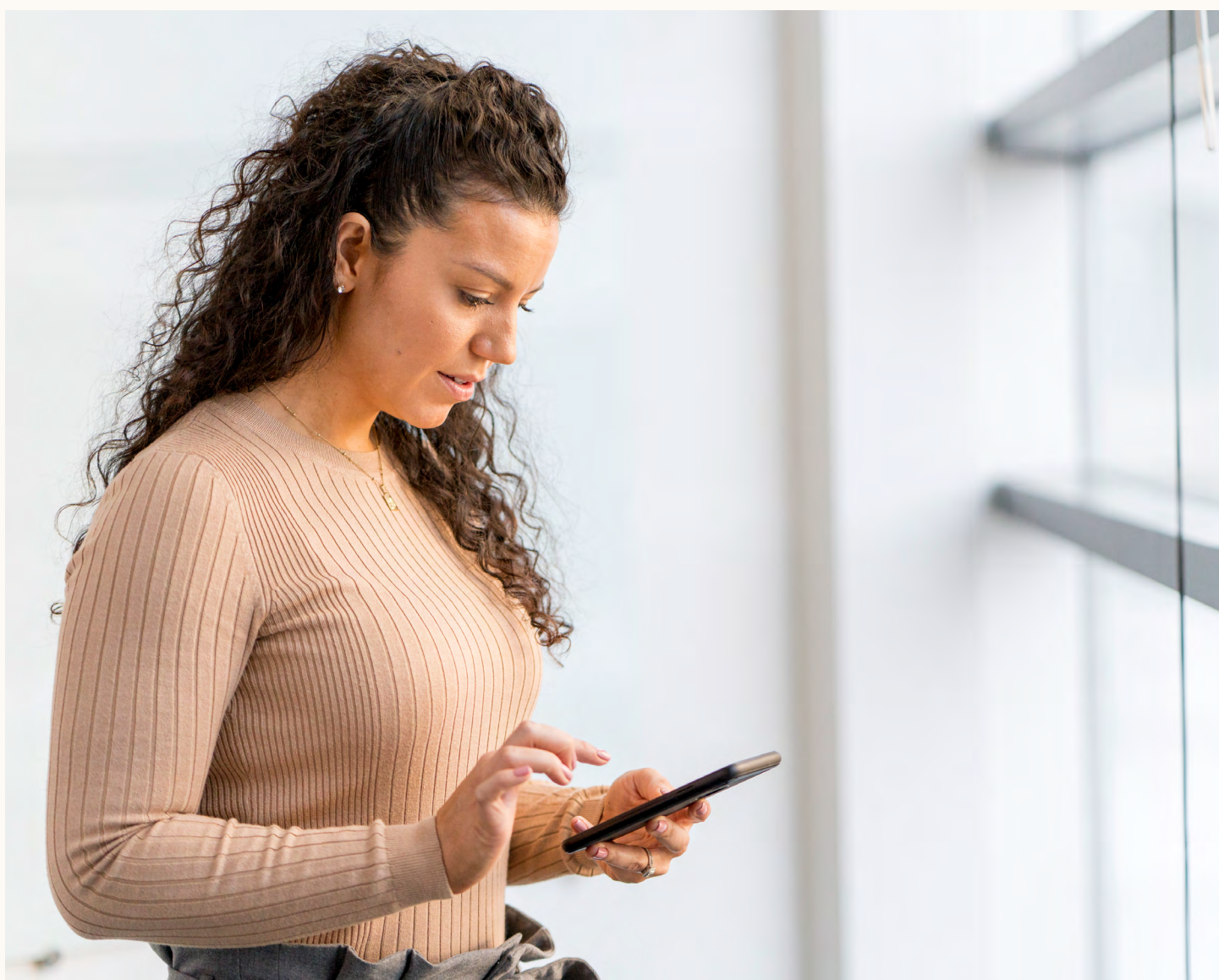


Digital citizenship

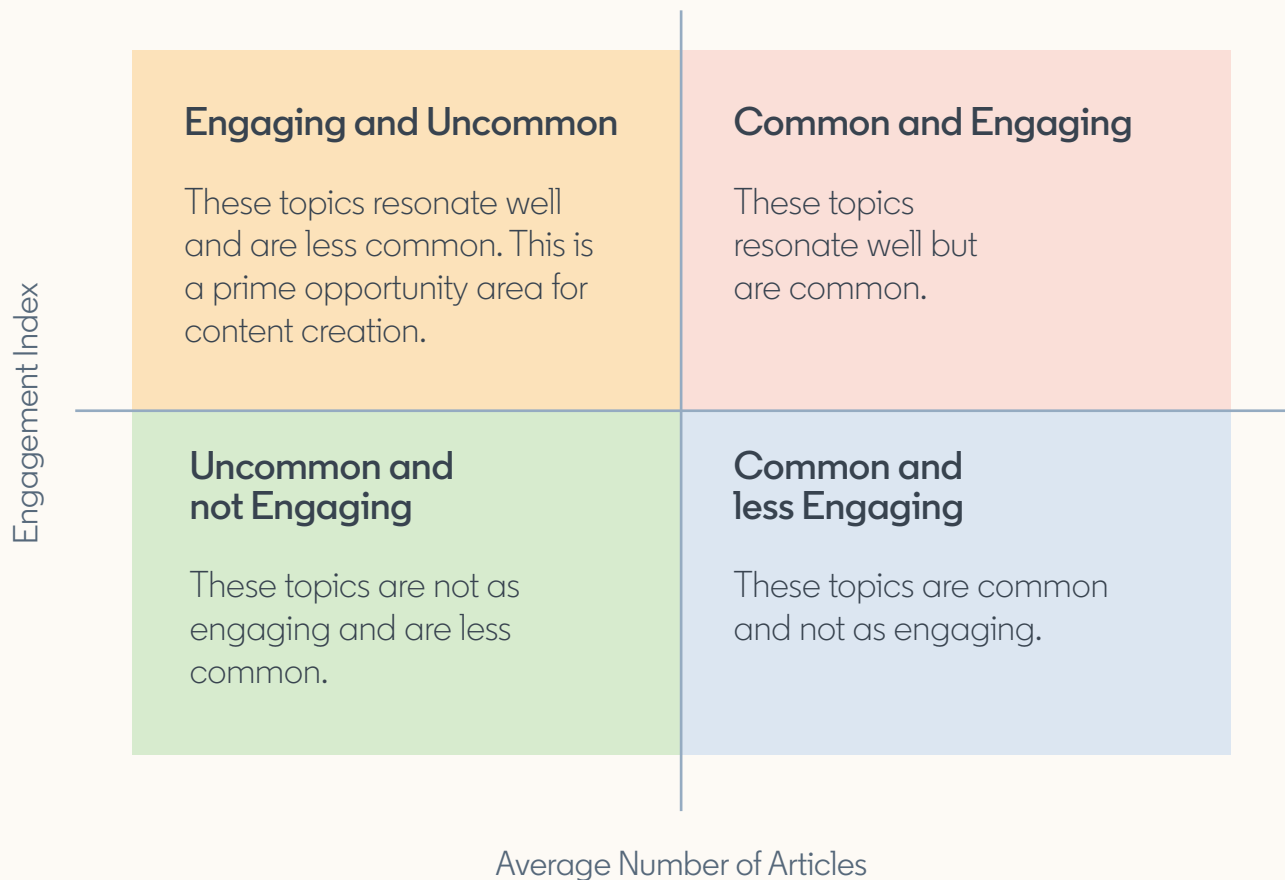
How are you participating in and contributing to the communities that you're part of online?



The art of whitespace



Identifying white space: content opportunities across topics



Engagement Index

For each topic, calculated based on the number of engagements per article posted across LinkedIn; 100 is the maximum among topics plotted.

Number of Articles Index

For each topic, calculated based on number of articles posted across LinkedIn; 100 is the maximum among topics plotted.



Ed Bastion

CEO, Delta Airlines

Addressing the voice of the customer

Ed Bastion • Following
Chief Executive Officer at Delta Air Lines
2mo • Edited •

It has been more than six months since COVID-19 began altering our lives in the U.S. In that time, we've focused on offering you the safest and cleanest experience possible. By sharing what we've learned and what is to come, you can feel confident when you're ready to travel with us. We are partnering with the best medical experts, including [Mayo Clinic's](#) Dr. Henry Ting, to prioritize your health and safety, take care of the people who take care of you, and prepare for the future and stay one step ahead.

YOUR UPDATE FROM ED
And Mayo Clinic's Dr. Henry Ting

|

Prioritizing Your Safety and Preparing for the Future
Ed Bastion on LinkedIn • 3 min read
It has been more than six months since COVID-19 began altering our lives in the U.S. In...

Ed Bastion • Following
Chief Executive Officer at Delta Air Lines
1mo •

We know we have a long journey ahead of us at Delta. Having run a few marathons in my life, I've learned how important it is to not get ahead of yourself and realize that recovery will take a while. I don't think about building back what we lost. Instead, I look toward building the future we want to create. On World Mental Health Day and every day, I hope that you focus on taking care of yourself and your bright future ahead. [#worldmentalhealthday](#) [#mentalhealthday](#)



Cassie Kozyrkov

Chief Decision Scientist, Google

Joining the conversation with others in your field

Cassie Kozyrkov • 2nd
Chief Decision Scientist at Google, Inc.
2w • 🌐

+ Follow ...

For anyone who needs a reminder about where **#AI #bias** comes from...

Where does AI bias come from?
youtube.com

Cassie Kozyrkov • 2nd
Chief Decision Scientist at Google, Inc.
1w • Edited • 🌐

+ Follow ...

Me: "What challenges are you tackling at the moment?"
Them: "It looks like I've been hired as Chief Data Scientist... at a company that has no data."

I don't know whether to laugh or to cry, but I do know that it's time to talk about data engineering! What is data engineering and should you learn it? 🙌

Includes 4 tips for ambitious data scientists asking pointed questions before accepting a new position:

- Tip #1: Know what you're getting into - Before taking a data science job, always ask about the "who" of data engineering.
- Tip #2: Remember that you're the customer - It's a bad sign if data engineers' attitude reminds you of museum curators, preserving data for its own sake.
- Tip #3: See the bigger (organizational) picture - While it's true that you're a key customer for data engineering, you're probably not the only customer.
- Tip #4: Insist on accountability - If there are no repercussions to shutting you out, your organization is unlikely to thrive.

If you've ever seen an organization hire data scientists before being ready to make use of them, do everyone a favor and reshare the article. Who knows, you might save someone's career from major disappointment. :)

(Superman cover image via Hamed ZITOUN.)

Data science... without any data?!
towardsdatascience.com • 5 min read



Richard Branson

Founder, Virgin Group

Perspectives on the future and innovations

Richard Branson • Following
 Founder at Virgin Group
 1d •

Edging closer to a breakthrough in cooling technology:

Edging closer to a breakthrough in cooling technology | Virgin
 virgin.com • 2 min read

Richard Branson • Following
 Founder at Virgin Group
 1d •

From recyclable trainers to face cream made from coffee - here's 10 vegan brands trying to shake up how things are done: <https://virg.in/RQP> Virgin StartUp

Five vegan brands you need to know about | Virgin
 virgin.com • 4 min read

Richard Branson • Following
 Founder at Virgin Group
 1w •

"Working on hyperloop - let alone being one of the first to ride it - is truly a dream come true." Tanay grew up in Pune, India, which is set to be one of the first places to have a hyperloop route <https://virg.in/R3H> Virgin Hyperloop

2020-11-09 15:29:08
 CMA01

Richard Branson • Following
 Founder at Virgin Group
 1w •

As the world navigates the adverse effects of the pandemic, sustainable solutions are required more than ever. If you have an innovative sustainability solution in the categories of health, food, energy, water or global high schools, apply to the #ZayedSustainabilityPrize today https://lnkd.in/d_DCfW7

The Empathy Map

Think & feel

What preoccupies this person? What's important to them? What are their desires and aspirations? What are their fears?

See

What's their environment like? What do they see and observe in their industry or among their peers? What's going on in their personal and professional worlds?

Hear

What influences this person? What media to they pay attention to? People? Voices? What resources do they rely on most to help shape their thinking?

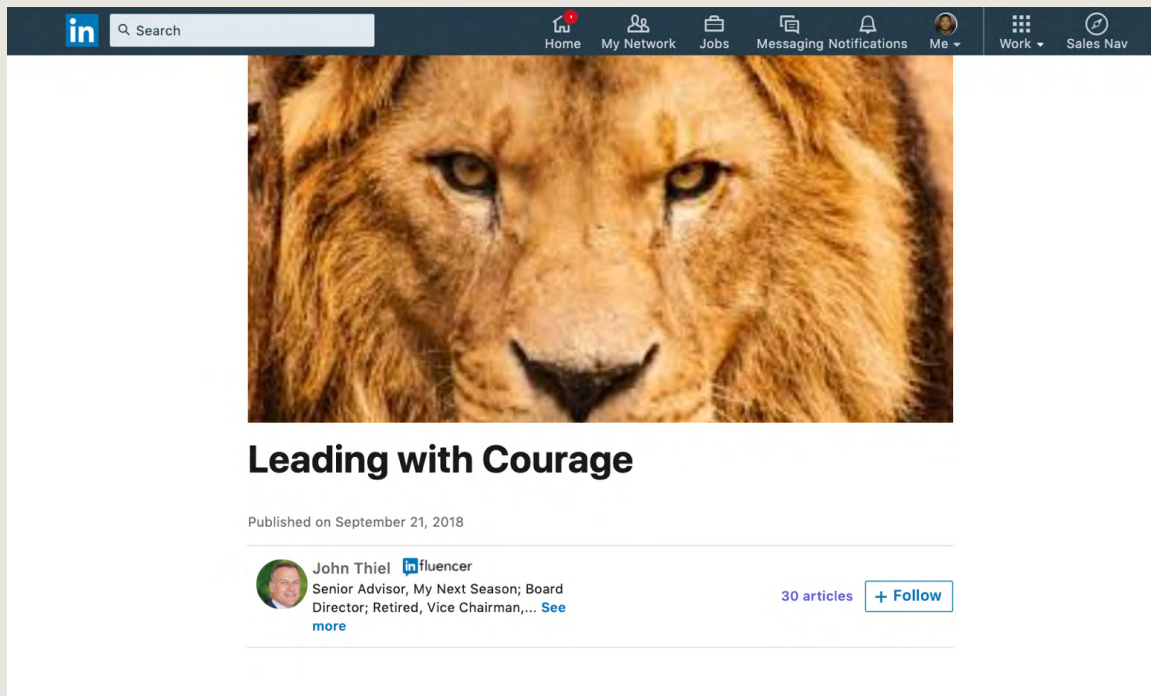
Say & do

How do they behave? How do they act in public? Is that different in private? How do they want to portray themselves outwardly? Are there contradictions between what they do and what they feel?





Content creator archetypes



[See the post →](#)

“

What surprised me the most [about publishing on LinkedIn] is that **me being me is more popular** than me being the head of Merrill Lynch Wealth Management.



John Thiel
Former Vice Chairman, Merrill Lynch

We can think about our individual voices in 4 categories

Industry-focused

Trends and perspectives
Industry predictions
Industry commentary
Opinions

Visionary

“Challenge me”



Brand-focused

Company culture & values
Tech trends & innovations
CSR
Philanthropy

Evangelist

“Inspire me”



Product-focused

Face of the product
Expert in product
FAQs & How-to's
Demonstrations

Guide

“Teach me”



People-focused

Career advice
Leadership in business
Talent advice
Personal growth

Mentor

“Advise me”





Sallie Krawcheck

The Visionary • 2.5M followers

Sallie Krawcheck, the CEO and Co-Founder of investment firm, Ellevest, has a strong focus on women in her content.

She addresses topics like the gender wealth gap, the gender pay gap, investment strategies, and has several standing series/hashtags:

- #FinancialFeministFriday
- Ask Sallie (essentially an AMA that has turned into a weekly video series)

Sallie Krawcheck • Following
CEO and Co-Founder of Ellevest
2w • Edited

This #FinancialFeministFriday, we're recognizing the incredible women candidates who ran in the 2020 presidential race: Elizabeth Warren, Kamala Harris, Amy Klobuchar, Marianne Williamson, Tulsi Gabbard, and Kirsten Gillibrand. E ...see more

NEVERTHELESS,
WE MUST PERSIST

Sallie Krawcheck • Following
CEO and Co-Founder of Ellevest
1mo

In a recent podcast, I was asked about choices women make that lead to the gender pay gap. I took a breath...and another...and then had to ask the question of how many of these "choices" are true choices? In this week's What the Elle newsletter, from Ellevest

#womenshistorymonth #equalpayday #genderpaygap #genderwealthgap

The word "choice" implies *full agency*.

The Pay Gap Isn't a "Choice" | Ellevest
ellevest.com

Sallie Krawcheck • Following
CEO and Co-Founder of Ellevest
3w

The stock market can make you nauseated these days, with coronavirus fears. And it's not unprecedented: since 1900 the US has had a flu pandemic, two World Wars, a Cold War, inflation, stagflation, the Great Depression, the Great Recession...I could go on...and in my latest piece in Ellevest's "What the Elle" newsletter, I do...

Given all of this, what would you guess \$1000 invested in the US stock market in 1900 would be worth today? (Ok, the answer is below, but please read the piece anyway for that and some other perspectives.)

#stockmarket #investing #markets #whattheelle

Not a typo:
\$58 million.

Here's the Truth About the Stock Markets | Ellevest
ellevest.com



Laysha Ward

The Evangelist • 153k followers

Laysha Ward is the EVP and Chief External Engagement Officer at Target and focuses her conversations on women, people of color, and other underrepresented communities.

Laysha is very timely in the conversations she has on LinkedIn, addressing a variety of topics, including how Target is re-committing to their Diversity, Inclusion, and Belonging efforts; supporting and backing entrepreneurs; focus on a safe shopping environment; and being transparent about what Target is doing to support front-line workers.

Laysha Ward • 2nd
Executive Vice President & Chief External Engagement ...
2mo • Edited •

Taking Care of Our Team

Target is awarding another \$200 bonus to our frontline team members across the country. It's the fourth time we've recognized team members with bonuses in 2020. This latest bonus, combined with increases in our pay and benefits and our permanent move to a \$15 starting wage, brings our total investment in our team to nearly \$1 billion this year.

Our frontline team members are the heart and soul of Target, bringing our purpose to life every day. By investing in their well-being, health and safety, we continue to take care of each other, which also helps us spread joy to our guests and communities. I'm so grateful for this extraordinary team.

#care #gratitude #joy #purpose #leadership #teamwork

Taking Care of Our Team

Showing gratitude to our team members for their incredible contributions to serving our guests and business throughout this extraordinary year.

Recognition bonuses for team members during 2020

- April** • Bonuses ranging from \$250-\$1,500 to 20,000 store team leads who oversaw individual departments in stores in April
- July** • \$200 bonuses to all hourly full-time and part-time team members in stores and distribution centers in July
- July** • Performance bonus for all Store Directors, Executive Team Leaders and salaried Distribution Center leaders in July
- October** • \$200 bonuses to more than 350,000 frontline team members by early November, representing an investment of more than \$70M in our team ahead of the holidays

Laysha Ward • 2nd
Executive Vice President & Chief External Engagement ...
2mo •

Committed to Creating a Diverse, Equitable and Inclusive Culture

As Target remains committed to creating a culture that is diverse, equitable and inclusive, we know this can't be done without investing time and resources towards bringing about that change. Today, we announced the release of a detailed racial and gender breakdown of our team across all levels, as well as plans to increase representation of Black team members across the company by 20% over the next three years.

As we look at the racial and gender breakdown, we're disaggregating our data and conducting deeper analysis that helps us make decisions about where we must invest our time and efforts. Additionally, while proud of our years of D&I goals and progress, they've also shown there's more work to be done to increase representation, retention and advancement of our Black team members.

Both efforts are additional steps in our journey towards more transparency, specificity and accountability as we continue to build a diverse and inclusive company where all team members can thrive. As a member of our Racial Equity Action and Change Committee(REACH), I look forward to us accelerating our D&I strategy with the work ahead.

Check out this story for details.

#racialequity #diversity #inclusion #leadership #20percent

Target's Taking Bold Steps to Increase Black Representation Across the Company
corporate.target.com • 2 min read

Laysha Ward • 2nd
Executive Vice President & Chief External Engagement ...
2mo • Edited •

Wanted: Beauty Startups Looking to Grow

Target is looking for beauty startups to be part of Target Takeoff, a five-week program geared toward consumer brands. The brands selected will have unprecedented access to Target, mentorship from subject matter experts, and a tailored curriculum for founders to scale into mass retail. We've helped accelerate beauty brands like #PhokBeauty, which offers soul food for your skin. Love that!

So, if you know any beauty, personal care, haircare or cosmetics brands looking to take off, check out the link below to be part of our next cohort. Application deadline is November 30.

<https://lnkd.in/g/Dch5Q>

#beauty #startups #entrepreneurs #smallbusiness

“The magic of Target Takeoff is that it really pulls back the curtain. Those deep-dive conversations about the building blocks for scaling have been a game-changer.”

Maribé Cecchini
Founder & Lead Formulator of Phok Beauty
Target Takeoff

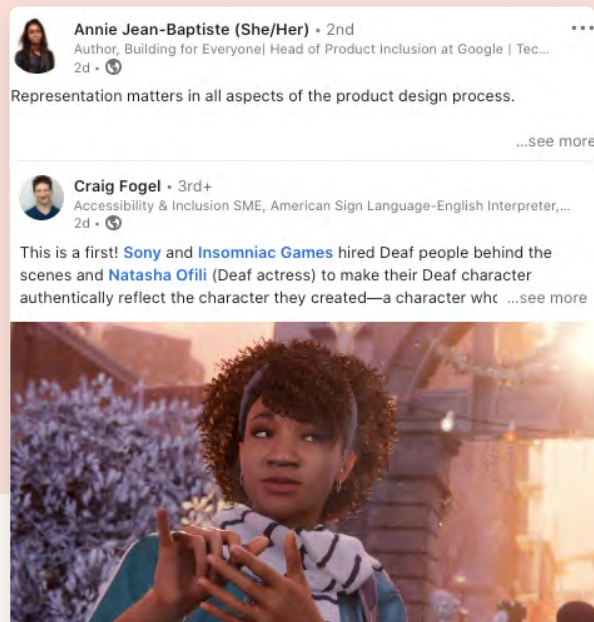
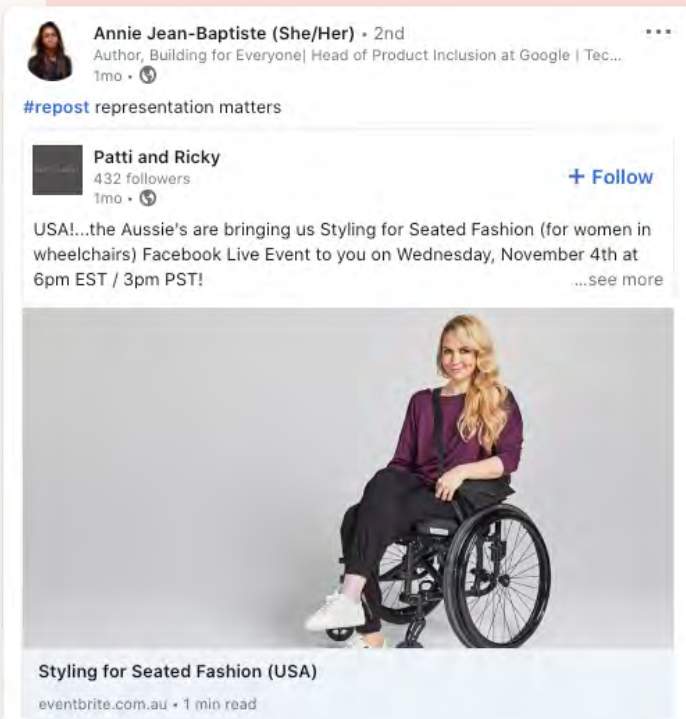


Annie Jean-Baptiste

The Guide • 6k followers

Annie Jean-Baptiste is the Head of Product Inclusion at Google and is the author of, Building For Everyone: Expand Your Market with Design Practices from Google’s Product Inclusion Team.

Annie focuses her LinkedIn activity on inclusion: resharing what brands are doing to build inclusive products, providing her insight on why inclusiveness is such a key factor in product design, and how creatives can have an inclusive-first mindset.



Meet the actress blazing a sign-language trail in new 'Spider-Man' video game



Ray Dalio

The Mentor | 1.7m followers

Ray Dalio is the founder and co-Chairman of Bridgewater Associates, and his Principles – which are also the basis of his best-selling book – are the backbone of his presence on LinkedIn.

He authors a LinkedIn newsletter called Principle Perspectives, and uses articles, text updates with images, and actively participates in the comment streams on his posts to foster dialogue and build community around his ideas.

Ray Dalio • Following
Co-Chief Investment Officer & Co-Chairman of Bridgewater Associates, L...
19m •

Principled Perspectives [Subscribe](#)

Chapter 6: The Big Cycle of China and Its Currency
Ray Dalio on LinkedIn • 67 min read
Preface: Several people told me that it is risky for me to write this chapter because the US I...

197 • 4 Comments

Ray Dalio • Following
Co-Chief Investment Officer & Co-Chairman of Bridgewater Associates, ...
18h •

Natural selection's trial-and-error process allows improvement without anyone understanding or guiding it. The same can apply to how we learn. There are at least three kinds of learning that foster evolution: memory-based le ...see more

PRINCIPLE OF THE DAY

ADAPTATION THROUGH RAPID TRIAL AND ERROR IS INVALUABLE.

[@RAYDALIO](#)

2,340 • 78 Comments

Ray Dalio • Following
Co-Chief Investment Officer & Co-Chairman of Bridgewater Associates, ...
6d •

Companies that get progressively better over time have both. Nothing is more important or more difficult than to get the culture and the people right. ...see more

PRINCIPLE OF THE DAY

A GREAT ORGANIZATION HAS BOTH GREAT PEOPLE AND A GREAT CULTURE.

[@RAYDALIO](#)

5,762 • 131 Comments

MY STREAM OF CONSCIOUSNESS THOUGHTS ABOUT WHAT'S GOING ON
—
RAY DALIO

My Stream of Consciousness Thoughts About What's Going On

Published on June 3, 2020

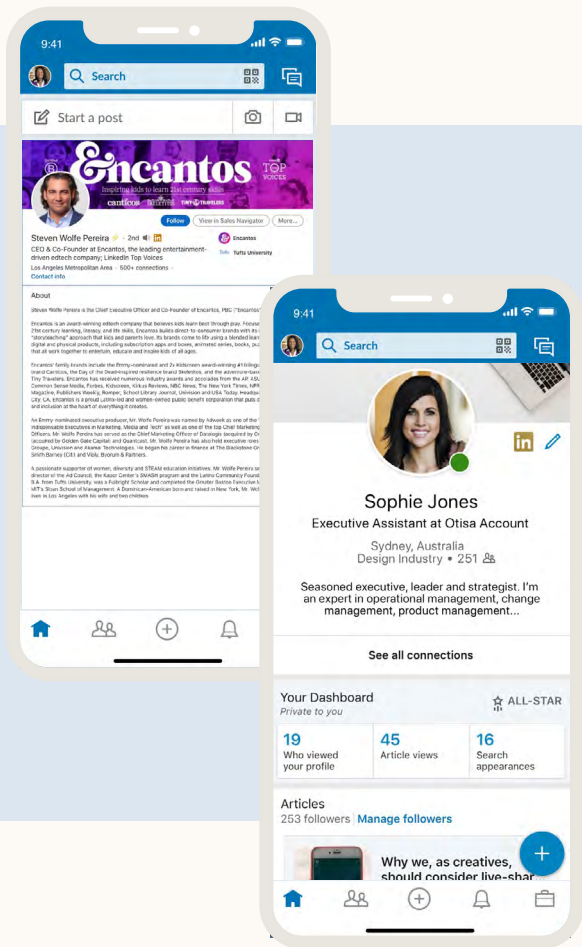
Ray Dalio
Co-Chief Investment Officer & Co-Chairman of Bridgewater Associates, L.P. [135 articles](#) [Following](#)

Executive presence on LinkedIn



Create a compelling and engaging profile

- ✓ **Craft a great summary** that captures both personality and expertise
- ✓ **Include relevant experience and interests**, including things outside of work
- ✓ **Feature interesting and engaging content** like videos, articles, or presentations
- ✓ **Check communication preferences** to minimize noise and keep connections highly relevant



Posts +
Show content posted to LinkedIn

Articles +
Show articles published on LinkedIn

Links +
Show links to web content

Media +
Upload photos, documents, and presentations

Featured

Poynter Fellowship conversation to answer 'How Do We Fix Work?'
YaleNews
I had the privilege of speaking on a panel hosted at Yale University exploring issues...

These Black Women Are Fighting For Justice In A World Of Biased Algorithms
Essence
My November story featured in Essence Magazine and Essence.com.

Can New Patent for Black Inno
Innovation.com • 1
37 • 1 cc

Featured See all

Nurse Cannibals - Eating their Young
Tracy Churchill on LinkedIn
Tracy - For the first three months of my nursing career, a strange thing happened...

We need to woo our Nurses!
Tracy Churchill on LinkedIn
With Valentine's Day almost upon us, I have been thinking a lot about love and how tha...

How to become
It started in the s
Preparing for a p

Featured See all

My mom has been fighting diabetes for years. So it was a no brainer for me to...
445 • 100 comments

A high-level comparison between AWS, Azure and GCP...
2,349 • 250 comments

Received a pleas
LinkedIn over the



Publishing

Prioritize engagement quality over quantity

Evaluating the comments your content drives is a better indicator of the quality and success of your content than total quantity of likes and shares.

Primary KPIs

Comments

- Avg. # of comments
- Avg. word count per comment
- Qualitative feedback

Secondary KPIs

Engagement

- Views in the feed
- Likes/Shares
- Follower growth %

Alison Lewis Well said! Like Reply | 1 Like 6d ...

Fergus Thomas First, I love that this is your first post on medium! People forget that organizations are made up of people with all the emotions, fears, and prejudices that come along with that. Getting a "great strategy" off the pages of a PowerPoint deck and into reality requires getting people to truly believe and participate. The 1% approach...see more Like Reply 1w ...

Maria Xenidou, PhD Pio Schunker, I was very glad to read your insights and very proud to be a loyal Samsung customer. Most corporations and senior executives do understand how change works. Yet, they fail to drive change successfully and in a sustainable manner. I believe the issue is that, most of them anyway, wait too long before they can agree...see more Like Reply 6d ...

Keith Littler Only earlier today I was asked by a well respected consultancy how Samsung was able to come back so quickly from the Note 7 situation and create the quality campaign and then Ostrich. My answer was that the changes had started already 2-3 years previously with the steady overhaul of the brand and the marketing cre...see more Like Reply | 1 Reply 1w ...

Pio Schunker It's been quite the adventure these past few years hasn't it! What's amazed me is how many people from Samsung were not just open to this journey but actively made it happen faster than any one person ever could have. So thanks for that! Like Reply 7d ...

Lee R. Roth Great article Pio Schunker. Very solid advice! Like Reply 3d ...

tom flanagan Excellent. Like Reply 7d ...

Nick Jezarian Great thoughts! I love the agile approach and taking it one tiny bite at a time. Like Reply | 1 Like 1w ...

Leigh Baker Nice practical point of view Pio! Like Reply | 1 Like 1w ...

Eileen Kiernan Nice Like Reply | 1 Like 1w ...

Q2 LinkedIn Top Sponsored Content - North America (11 likes)

193 views 42 reshares

| Source | Clicks |
|-----------------------------|--------|
| LinkedIn | 55 |
| IMS Internet Media Services | 2 |
| Weik Resorts | 2 |
| CanspanBMG Inc. | 1 |

| Job Title | Count |
|--------------------------|-------|
| Advertising Specialist | 10 |
| Website Manager | 10 |
| Banking Sales Consultant | 8 |
| Marketing Specialist | 7 |

Your biggest audience is from San Francisco Bay Area

| City Area | Count |
|----------------------------|-------|
| Greater New York City Area | 23 |
| Greater Chicago Area | 16 |
| Melbourne, Australia | 5 |
| Toronto, Canada | 4 |

Show more

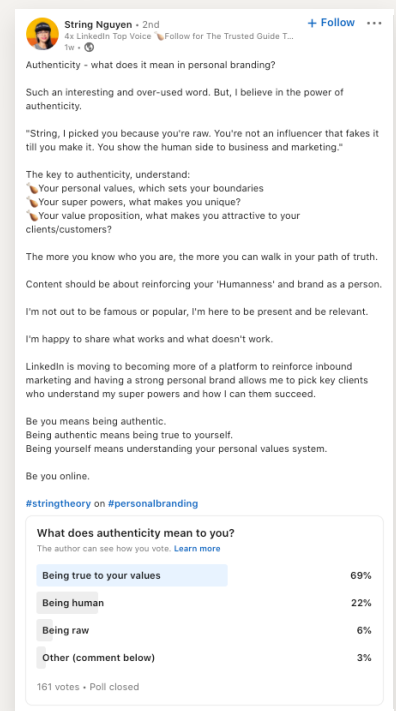
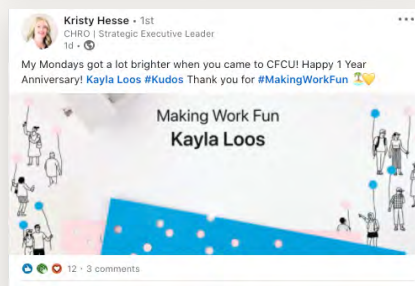
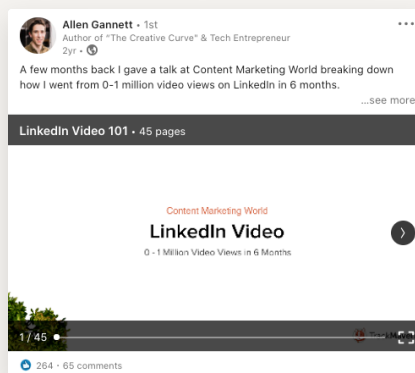
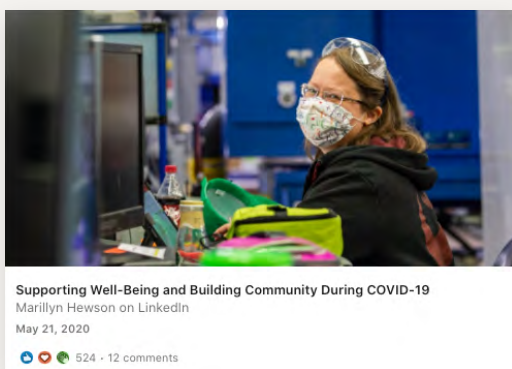
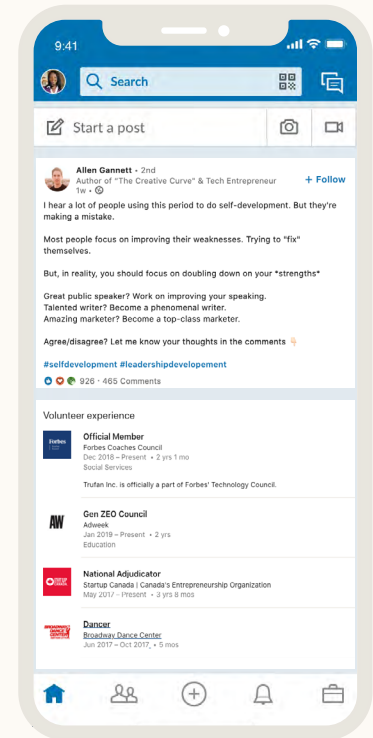
Most of your clicks came from your 2nd+ degree network

There are many ways to create content across LinkedIn

- **Short form text posts** are great for real-time thoughts and sharp insights or words of wisdom.
- **Documents** are a great way to share downloadable or longer-form content
- **Videos & Stories** can be dynamic content formats for those who prefer visuals to writing
- **Polls** can take the pulse of your audience and foster dialogue and discussion
- **Articles** are great for sharing more substantive thoughts on deeper topics



Utilize hashtags within your post to quickly signal what your content is about and increase discoverability

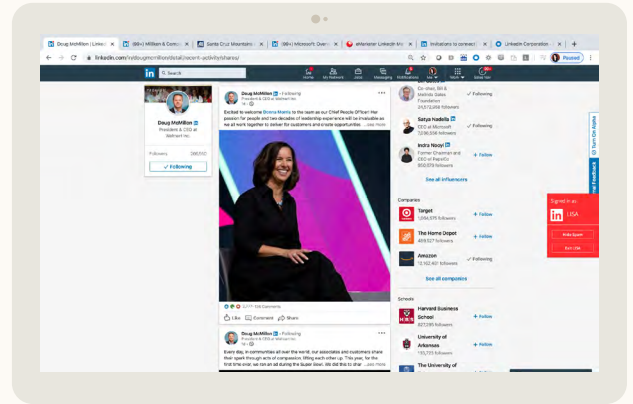




Doug McMillon

President & CEO, Walmart

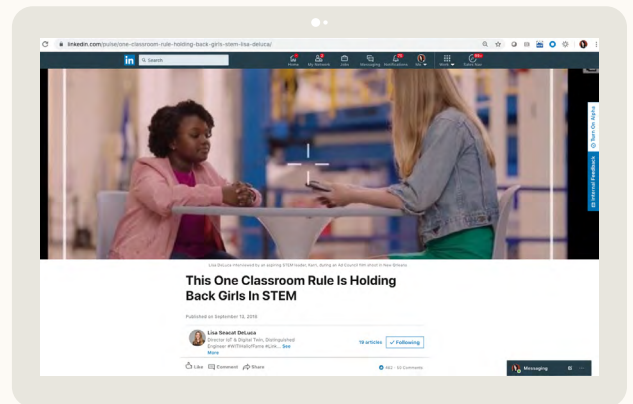
- Showcases photos from various stores around the country
- Highlights employees (associates) and shares wins, awards, and other key moments



Lisa Seacat DeLuca

Director of IoT & Digital Twin, IBM

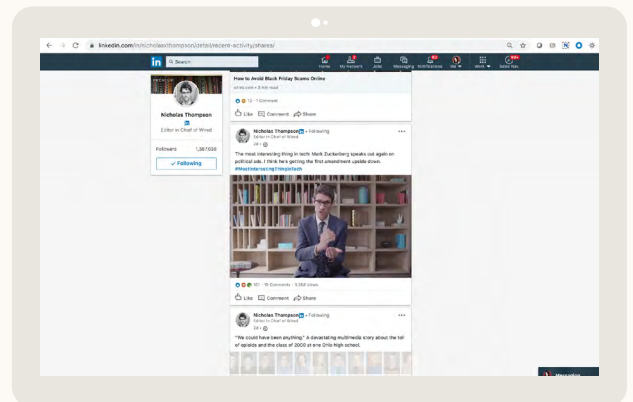
- Shares how technology impacts every-day life
- Posted a series around #SheCanSTEM
- Focuses on gender in tech/STEM



Nicholas Thompson

CEO, The Atlantic

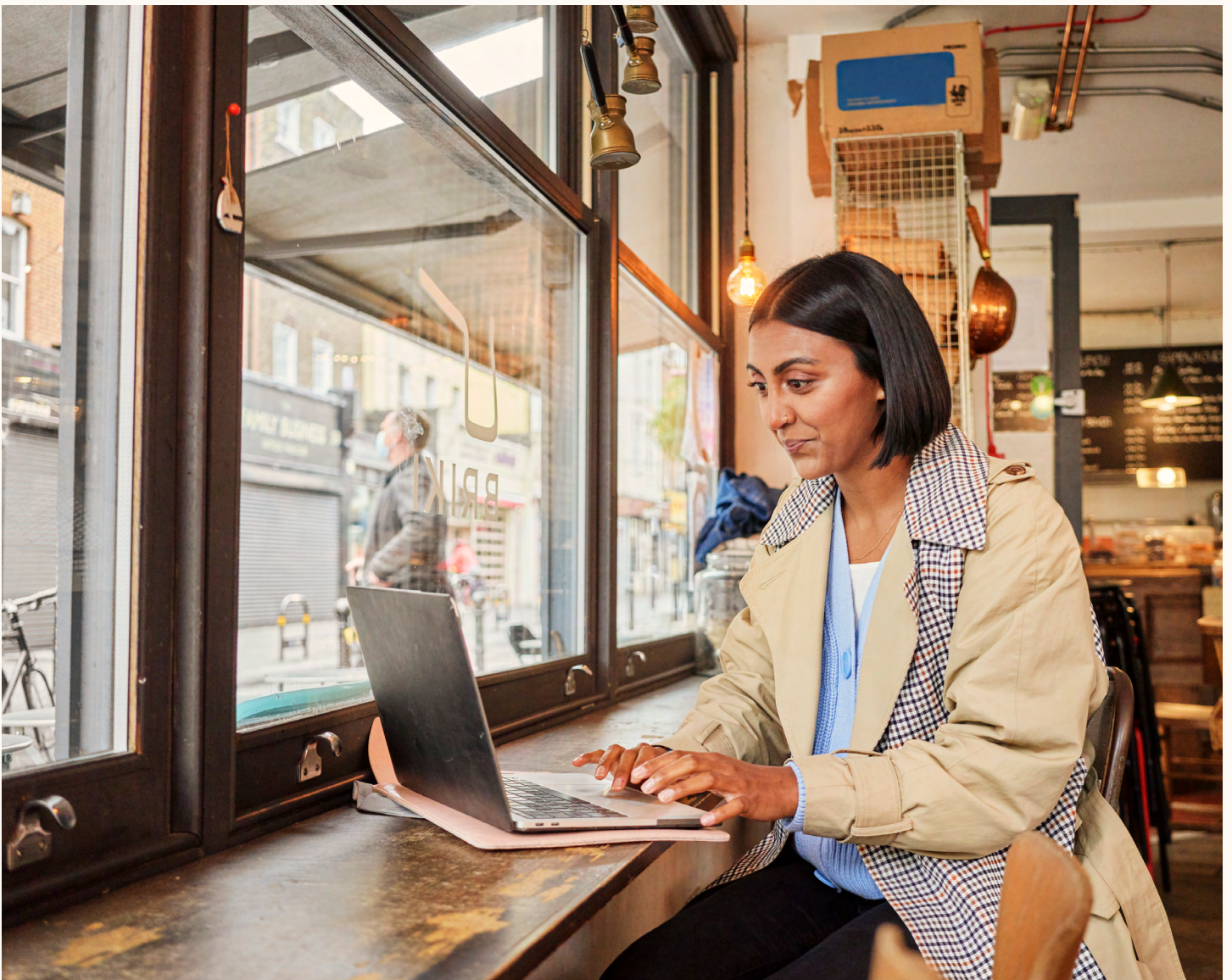
- Films a series highlighting the most interesting thing in tech
- Posts consistently, often multiple times per day
- Simple, but quality, filmography – usually in a conference room, office, or mailroom



Source:

<https://www.linkedin.com/pulse/linkedin-top-voices-2019-us-influencers-daniel-roth/?trackingId=b1zemW8qIWUzK1gurMfvvA%3D%3D>
<https://www.linkedin.com/pulse/linkedin-top-voices-2018-technology-maya-pope-chappell/>
<https://www.linkedin.com/pulse/linkedin-top-voices-2019-us-influencers-daniel-roth/?trackingId=b1zemW8qIWUzK1gurMfvvA%3D%3D>

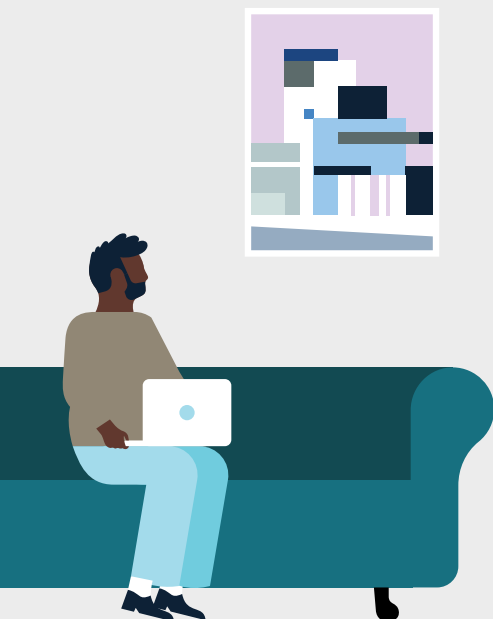
Digital citizenship



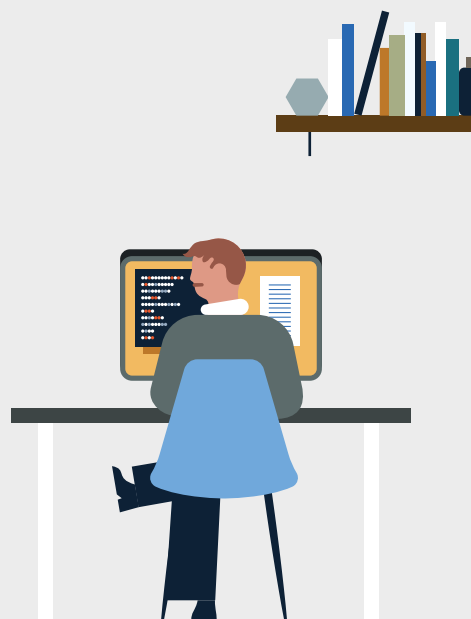
Building a strong community

Find and follow relevant voices to learn from others, foster dialogue and discussion, and get inspiration for future content that the broader community might be interested in.

Follow relevant industry hashtags and industry colleagues to stay on top of real-time conversations



How can you help shape the conversations in the industry and offer a forward-thinking point of view?



Check out LinkedIn Top Voices and Influencers to find great examples of people doing it well and to gain great cross-industry insights

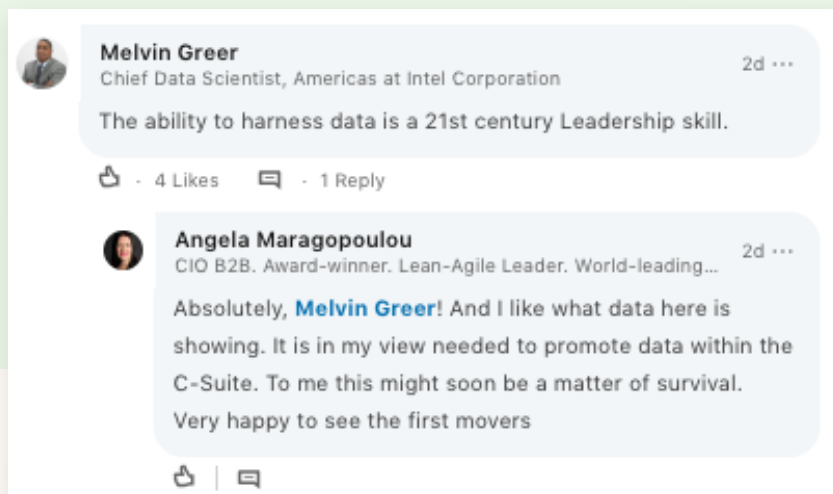


Commenting & dialogue

Comments are a great way to engage with employees and peers.

You don't have to start from scratch to make an impact. Comment on posts you find interesting and continue to participate in those conversations.

- Add a unique perspective to a peer's post.
- Ask questions or pose a different point of view
- Remember: LinkedIn is a professional network, so keep that in mind when you're interacting with the community



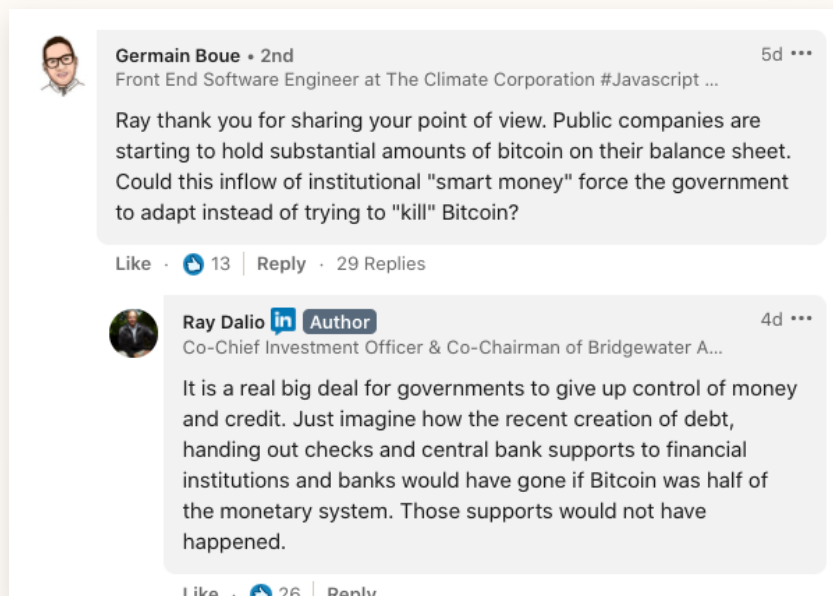
Melvin Greer
Chief Data Scientist, Americas at Intel Corporation 2d ...

The ability to harness data is a 21st century Leadership skill.

4 Likes · 1 Reply

Angela Maragopoulou
CIO B2B. Award-winner. Lean-Agile Leader. World-leading... 2d ...

Absolutely, **Melvin Greer!** And I like what data here is showing. It is in my view needed to promote data within the C-Suite. To me this might soon be a matter of survival. Very happy to see the first movers



Germain Boue · 2nd
Front End Software Engineer at The Climate Corporation #Javascript ... 5d ...

Ray thank you for sharing your point of view. Public companies are starting to hold substantial amounts of bitcoin on their balance sheet. Could this inflow of institutional "smart money" force the government to adapt instead of trying to "kill" Bitcoin?

Like · 13 | Reply · 29 Replies

Ray Dalio **Author**
Co-Chief Investment Officer & Co-Chairman of Bridgewater A... 4d ...

It is a real big deal for governments to give up control of money and credit. Just imagine how the recent creation of debt, handing out checks and central bank supports to financial institutions and banks would have gone if Bitcoin was half of the monetary system. Those supports would not have happened.

Like · 26 | Reply



Be additive to the conversation and be sure to comment back when a peer comments on one of your posts.

Content curation

Don't want to create content? You can still offer perspectives on key industry trends and happenings and share great work that's relevant to your executives' networks.

- Share your POV and perspective, even if you respectfully disagree.
- Aim to start dialogue, not just share information.
- Focus on credible, high-quality sources that are well aligned with your company values and reputation.

POV is key

Create an additive, personal layer to the content you share with your network.

Dr. John Maeda • 2nd SVP Chief Experience Officer at Everbridge
2d • [+ Follow](#)

Tech guide on C-19 exposure alerts by WaPo's tech guru [Geoffrey Fowler](#) is useful for those regions where device level support is active at the govt level. I've been using our evolving solution at [Everbridge](#) to think through this complex space — lots to unpack for the future. Fowler's article is here: <https://lnkd.in/d/gkXZg> Everbridge's solution is here: [#4thindustrialrevolution](https://lnkd.in/dh56wtG)

The image shows three screenshots of an iPhone. The first shows the 'Settings' app with 'Exposure Notifications' circled in red and labeled '1'. The second shows the 'Exposure Notifications' settings page with 'Turn On Exposure Notifications' circled in red and labeled '2'. The third shows the 'COVID-19 Exposure Notifications' screen with a 'Continue' button circled in red and labeled '3'. A yellow handwritten note says 'Device level settings on iOS...'. A red 'you're all out!' notification is visible at the bottom of the third screenshot.

Angela Duckworth • 2nd Founder and CEO at Character Lab, professor at UPenn,...
2w • [+ Follow](#)

Want to drive student engagement?

Every student is motivated, but each faces their own barriers. How can you empower them to leap over these hurdles?

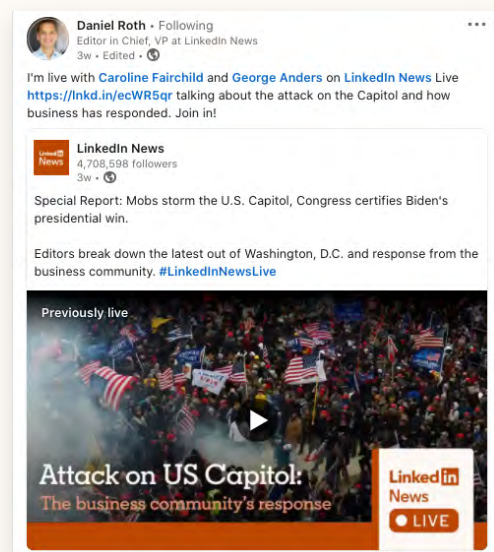
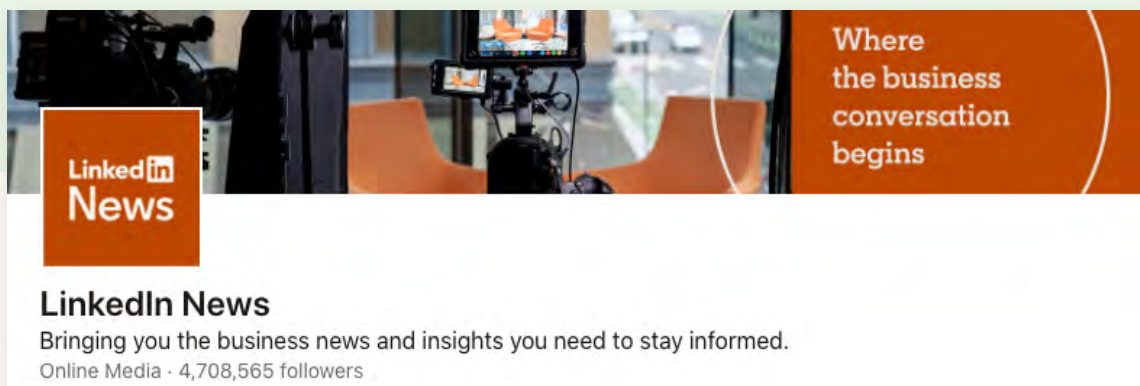
So excited by the offering [Paul Pesek](#) is creating at First Round to help students confidently navigate their career journeys!

Tagging the content creators, companies, or original authors of the content you share can help their networks find your posts, too.

Understanding editorial at LinkedIn

LinkedIn News brings business and professional insights to members via our team of 75+ editors across 15 countries. The team covers every industry and business from health care and frontline workers to venture capital, financial services and tech to small business owners.

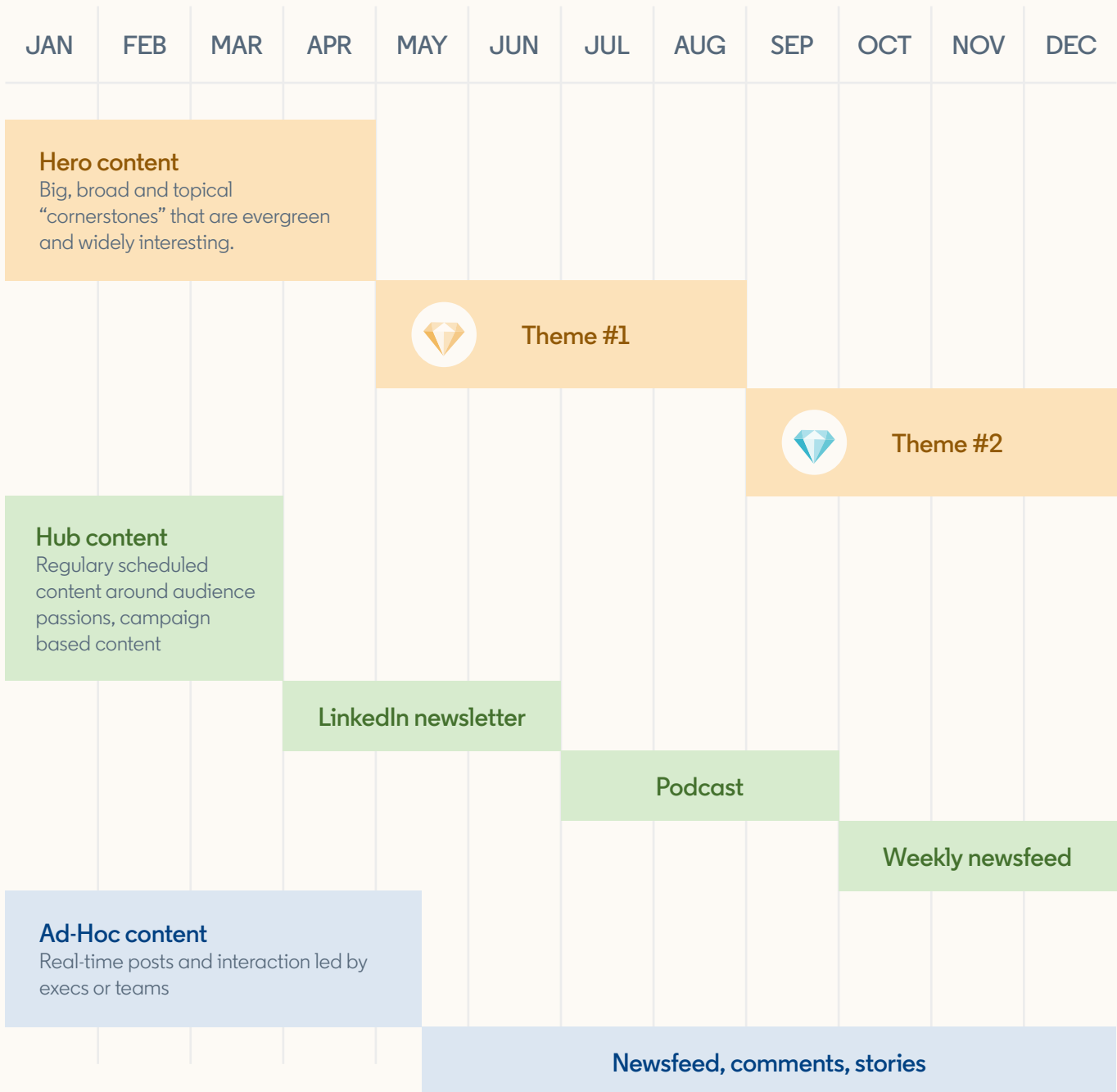
- LinkedIn Top Voices is curated annually by the Editorial team and highlights creators across geographies, verticals and professions
- LinkedIn Influencer is an invite-only group focused on executives who run large organizations — CEOs of Fortune 100 companies (or local equivalent), large startups or well-known brands — as well as recognizable leaders and industry experts.
- Programs do not accept applications but can be great points of reference for shaping your own executive communication strategy. You don't need to have a badge to be an influencer!



Make your plan



Build an executive content framework to focus and organize efforts



Content aligns with brand level content initiatives and editorial calendars.

Get various teams involved in executive presence strategies to maximize impact and align on narratives and priorities.



Exec comms

- Who should be involved
- Content themes
- Workflows and production
- Measuring impact



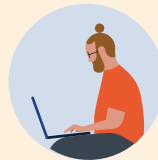
Brand

- Core brand narratives to reflect in exec comms
- Look, feel, and identity
- Existing campaigns to piggyback on



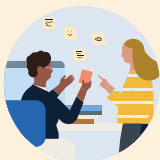
Corporate comms

- Reputational risks and opportunities
- Media relationships and opportunities
- Integrating corporate comms priorities in exec messaging



Content & digital teams

- Intersection of exec themes and other content narratives
- Channel and distribution strategy, including paid and organic media



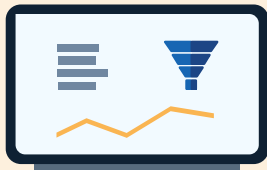
Marketing operations

- Available data points to track and measure
- Illustrating impact and designing program analysis

What to focus on

Organic profile metrics

Depending on your goals for each executive, it can be worthwhile to focus on three core metrics:



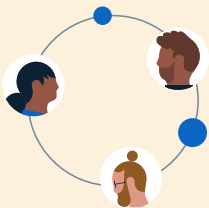
Audience growth

Growing overall “eyeballs” for content means a larger ability to reach broad audiences that may bridge across several interest or focus areas.



Content views

Reach isn’t just a vanity metric. It’s important to create the largest relevant pool of viewers, since B2B buying committees are broader and more diverse than ever before.



Profile views

It’s valuable to understand both **how many** people are viewing a profile – an indicator of overall reach – but also **who is viewing** to understand if there are useful insights about companies, job titles, or geographies.

What to focus on

Organic Company Page metrics

Executive Profiles can help drive complementary awareness for the brand itself.



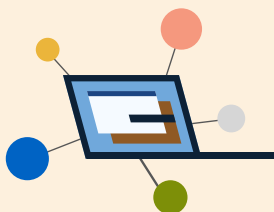
Company page followers growth

Growing the overall audience for organic content on the company page helps raise visibility, reach, and awareness across the LinkedIn landscape, and exec thought leadership can contribute.



Page visitors & follower insights

LinkedIn can help you understand the industries, job functions, and seniorities of people visiting your company page so you can shape exec content to serve those audiences.



Page update performance

Knowing what organic page updates are resonating with your audience can help you tie them into both executive thought leadership content themes and related paid campaigns to emphasize key topics and messages.



Integrating brand,
executives, and
corporate communication

The power of LinkedIn is how it drives holistic growth, and executive voices have an important role to play.



Reach
untapped markets

Engage

Enhance both personal brand and company reputation.

Perspectives on industry, trends, important topics and real-time events.



Build
winning teams

Recruit

Connect and discover the best talent.

Help professionals get a taste for the leadership and values of the organization.



Deepen
customer relationships

Nurture

Deepen relationships with the communities that drive the business.

Show new and existing customers why your brand and leadership set the company apart.



Siemens


Industrial Automation • 4,422,899 followers

Align brand, executive, and voice

Barbara Humpton • 2nd
CEO of Siemens USA
4d •

+ Follow ...

As we rethink education and training models to build a 21st-century workforce, the enthusiasm for youth apprenticeships continues to grow. These opportunities are paving new pathways to the American Dream while helping build the talent pipeline that businesses need. Last month, [Anne-Marie Slaughter](#) and I explored ways to keep this momentum going during a virtual conference hosted by the Partnership to Advance Youth Apprenticeship. In this article, we outline a few of our ideas.




Young Americans need another path to a career. Apprenticeship can help
Anne-Marie Slaughter on LinkedIn • 6 min read

131 • 8 Comments

Daniel-Rui Felicio from Siemens Advanta and I are exploring what digitalization can make possible on the [Siemens](#) LinkedIn channel today. We hope you'll join the discussion and share your thoughts with us or ...see more

Siemens
4,165,563 followers
5d •

Ready for the future of partner [#ecosystems](#)? Ready to unlock the full potential of [#IoT](#)? Watch out for our IoT content today! 🚀🔥 We have [Barbara Humpton](#), CEO Siemens USA, and [Daniel-Rui Felicio](#), ...see more



We're here to answer *your* questions

Barbara Humpton
Siemens US CEO

Find us in Siemens LinkedIn Stories
1:00pm CET, Today!

Executive Voice


- Personal passions
- Professional experience

Leadership Alignment

- Thought leadership topics
- Industry initiatives

Siemens
4,165,571 followers
Promoted

Introducing a modular, secured, and scalable IoT system that helps unlock the full potential of today's low and medium voltage distribution grids.



Siemens Advanta

NEW
LOW VOLTAGE GRID INSIGHTS & MANAGEMENT SOLUTION

IT'S TIME TO UNLOCK THE POTENTIAL OF **SMART METER DATA**

Low Voltage Grid Insights & Management Solution Brochure
siemens-advanta.com

[Download](#)

Brand Voice

- Content franchises
- Employer brand
- Campaign messages



GE

Mechanical or Industrial Engineering • 4,134,843 followers

The power of community leadership

Taking a holistic approach to treating GE’s leadership team not just as individuals but as an expert “bench” means that the brand can behave as air cover for all of the thought leadership but benefit from the extended reach of executives and their professional networks.

Larry Culp • 3rd+
Chairman & CEO at GE
2d • [Follow](#)

I love GE's purpose statement: "We rise to the challenge of building a world that works" and am excited to share GE's new commercial that brings it to life. This video combines GE's greatest strengths – our people and our t...see more

GE - Building A World That Works | :60 Commercial
youtube.com

787 • 20 Comments

John S. Slattery • 2nd
President & CEO, GE Aviation
1w • [Follow](#)

Today marks the end of my first week as President and CEO of GE Aviation. It's hard to articulate how humbled I am to begin this journey. ...see more

A bright line on the horizon
John S. Slattery on LinkedIn • 3 min read
Today marks the end of my first week as President and CEO of GE Aviation. It's hard to...

2,941 • 225 Comments

Linda Boff • 2nd
CMO at GE
2mo • [Follow](#)

Welcome GE Interns! #GEInternacademy #GEProud

Welcome GE Interns
Linda Boff on LinkedIn • 2 min read
This week I had the honor to welcome GE's summer intern class of 2020 to the team...

258 • 6 Comments

8:41 A challenging second quarter...
A challenging second quarter that GE met head-on
Published on Jul 30, 2020

Larry Culp • Chairman & CEO at GE
[Follow](#)

My opening and closing remarks from GE's second-quarter 2020 earnings call today, edited and condensed for length. For more on GE's second-quarter earnings, click [here](#). For important information about forward-looking statements, click [here](#).

Good morning. We hope you and your families are healthy and safe.

We, like many others, had a challenging second quarter that the GE team met head-on, executing well operationally while we took actions to further de-risk our company. I want to thank all of my GE colleagues who are [working tirelessly to serve our customers and communities](#).

Now, as we expected, our financial performance declined across the board in the quarter. The

1,917 • 84 Comments • 36 Shares

Like Comment Share

in Search Home My Network Jobs Messaging Notifications Me Work Sales Nav

#GEGetsToWork

Published on September 17, 2020

Linda Boff • CMO at GE
4 articles [Follow](#)



Bridgewater Associates


Investment Management • 165,427 followers

It's ok to have executive voices overlap

Several executives and senior leaders at Bridgewater Associates discuss diversity, equality, and social change.

Alan Bowser • 2nd
Co-Head, Americas Region and Senior Advisor - Diversity and Inclusion ...
1mo • Edited • 🌐


It was a pleasure to join senior leaders from a range of industries last week as part of [McKinsey & Company's](#) Black Leadership Academy. In a fireside chat with [Ann-Marie C.](#) of Home Depot and [Steffen Fuchs](#) of McKinsey ...see more



Black Leadership Academy | McKinsey Accelerate
mckinsey.com • 1 min read

Karen Karniol-Tambour • 2nd
Head of Investment Research at Bridgewater Associates
2mo • Edited • 🌐

Social conditions are increasingly important for how the economy will be managed. The Covid downturn has disproportionately hit the most vulnerable, and the new policy landscape created in its wake is one more able to pay attention to inequalities and reverse the tide of declining quality of life measures. New research with [Melissa Saphier](#), [Yusuf Jailani](#) and Jeremy Fraenkel.



Social Conditions Are an Increasing Consideration for How the Economy Will Be Managed
KAREN KARNIOL-TAMBOUR
MELISSA SAPHIER
YUSUF JAILANI
JEREMY FRAENKEL
BRIDGEWATER

Social Conditions Are an Increasing Consideration for How the Economy Will Be Managed
bridgewater.com • 8 min read

David McCormick [in](#) • 3rd+
Chief Executive Officer at Bridgewater Associates
1mo • Edited • 🌐

The generous gift of \$50 million from [Ray Dalio](#) and [Dalio Philanthropies](#) to [NewYork-Presbyterian Hospital](#) is welcome news as we must address all forms of inequity, including access to high quality healthcare.



Billionaire Ray Dalio's Foundation Funds \$50 Million 'Health Justice' Center To Curb Health Disparities Affecting Minorities
forbes.com • 2 min read

Brian Kreiter • 3rd+
Chief Operating Officer at Bridgewater Associates
2mo • Edited • 🌐

I am thrilled to be joining the [A Better Chance](#) community on October 9th at the organization's annual awards event alongside [Bridgewater Associates](#) for a conversation on leadership, diversity and equality. ABC has worked diligently for more than 60 years to develop and promote leaders of color, and I encourage you to learn more about their amazing work.

A Better Chance
1,981 followers
2mo • Edited • 🌐

On Friday, October 9, at 7:00 PM EST we will continue the decades-long tradition of celebrating, supporting and recognizing our Scholars, Alumni, and Champions of A Better Chance. Joining us at the event is [B](#) ...see more





Novartis

Pharmaceuticals • 2,695,766 followers

The power of exponential audiences

Novartis
2,559,353 followers
5d • 🌐

At Novartis, we aim to be a leader in environmental sustainability. Our continued investment in our planet supports our purpose to reimagine medicine to improve and extend people's lives.

Vas Narasimhan • 2nd
Reimagining medicine as CEO of Novartis
5d • 🌐

I'm proud to join the CEO Water Mandate, an initiative of the **Global Compact**, as we continue our work at Novartis to reduce water consumption by half by 2025. By 2030, we aim to reduce it by 75%.

NOVARTIS
Novartis Commits to the CEO Water Mandate
ceowatermandate.org • 2 mo

866 • 8 Comments

Novartis
2,559,356 followers
3mo • 🌐

Our vision to become the most valued and trusted medicines company in the world has reached another important milestone. AveXis, which Novartis acquired in 2018, is now Novartis Gene Therapies, responsible for ...see more

Dave Lennon • 2nd
President, Novartis Gene Therapies
3mo • Edited • 🌐

Starting today, AveXis will be known as Novartis Gene Therapies, marking another milestone in our journey to be the world's leading gene therapy company. This is a great day for our company, and our people. 🎉 ...see more

AveXis is now Novartis Gene Therapies

NOVARTIS

1,365 • 19 Comments

Tie executive perspectives to brand values and content themes in company posts.

Cross-pollinate posts between executive profiles and paid and organic Company Page content.

Novartis
2,559,354 followers
1mo • Edited • 🌐

Our CEO **Vas Narasimhan** shares his perspective on our Q3 results and comments on our sustained efforts to combat COVID-19 and progress on our ESG commitments as we keep reimagining medicine. #ReimaginingMedicine #NovartisNews <https://bit.ly/35CI5Z5>

Vas Narasimhan • 2nd
Reimagining medicine as CEO of Novartis
1mo • Edited • 🌐

Today we're announcing our Quarter 3 results, which I believe are a direct reflection of our company's resilience and our associates' ongoing dedication to reimagining medicine and improving human health during what continues to be a challenging time for the world.

In addition to building on our sustained efforts to combat COVID-19, this quarter we made important progress on our ESG (environmental, social, and governance) efforts and reached important innovation milestones and approvals when it comes to our medicines.

While the pandemic remains with us, I remain optimistic about our ability to realize a healthier future together. I share my reflections on the past few months in the video below.

#reimaginingmedicine #unboss #results #Covid19 Novartis

2,885 • 33 Comments • 74,645 Views

Novartis
2,559,362 followers
11mo • 🌐

"I am looking forward to the insightful discussions, landmark decisions, and pledged accountability from all who attend so we can transform healthcare for millions of people across the globe."

Susanne Schaffert, PhD, President of Novartis Oncology, shares her thoughts on unforeseen opportunities, unlocking hidden potential – and how to make the 2020 World Economic Forum in Davos most impactful. #WEF20

DAVOS World Economic Forum
Exploring Accountability, A...

DAVOS 2020 World Economic Forum
Reflections on Power for Purpose

Take action, be accountable, ch...
Susanne Schaffert, PhD on LinkedIn

818 • 8 Comments

Reflections on Power for Purpose

Published on February 4, 2020

Susanne Schaffert, PhD
President of Novartis Oncology

8 articles + Follow

It has been just over a week since the World Economic Forum Annual Meeting 2020 (WEF), and I have been reflecting on the experience. I learned from a lot of people from different industries, organizations, and with very different world views. Today, I would like to share

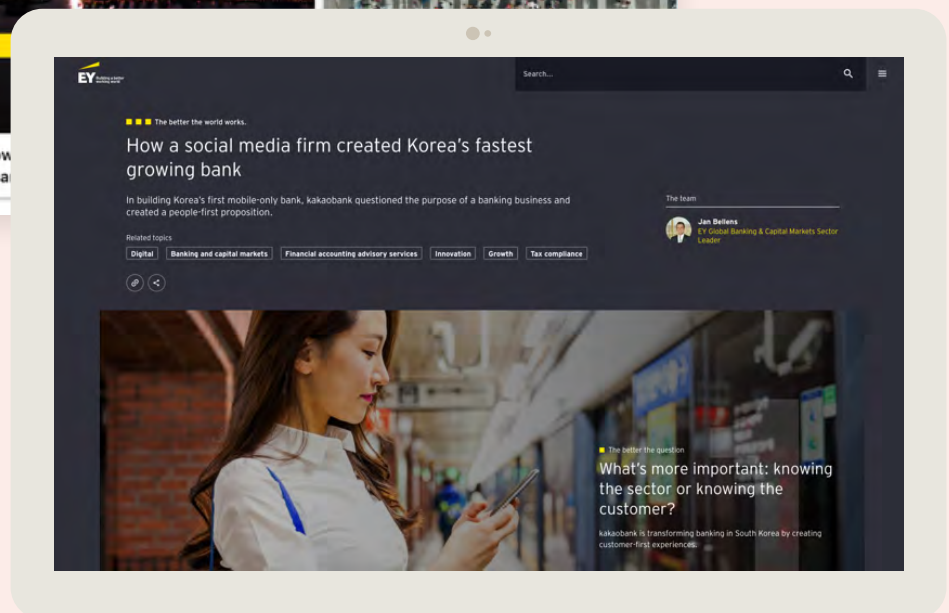
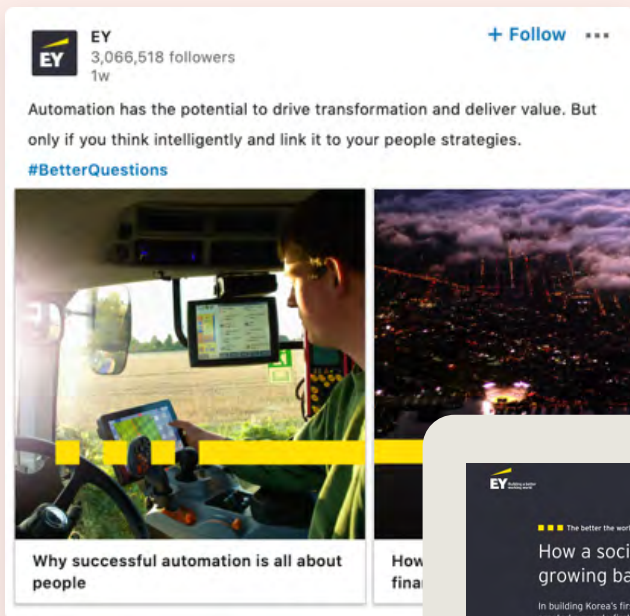


EY

Accounting • 4,961,994 followers

Integrate executive perspectives

- **#BetterQuestions** aim to help executives help answer the challenging questions digital disruption is causing for them
- Utilize multi-format approach, but with highly consistent imagery and copy
- Consistency and clarity





Next steps and takeaways

Progress your LinkedIn presence over time



Crawl Establishing a presence

- Have a [complete profile](#)
- [Turn on the “follow”](#) as the default profile option.
- Follow relevant colleagues, peers, and publications. Try [LinkedIn’s Top Voices for 2020](#) as a start.
- Brainstorm the topics you might like to publish about in the next 6 months. Think about:
 - Passion projects
 - Professional Expertise
 - Industry trends
 - Company vision & values



Progress your LinkedIn presence over time



Walk Developing consistency

- Focus on a [content persona](#) and establish your initial [content whitespace](#).
- Create an [empathy map](#) for each of your focus audiences.
- Establish an initial publishing cadence that you can keep consistently (at least monthly).
- Experiment with different post formats:
 - Passion projects
 - Professional expertise
 - Industry trends
 - Company vision & values
- Share relevant content from within your network and add personal perspective.



Progress your LinkedIn presence over time



Run

Leading in thought & provoking dialogue

- Post consistently at least 1x/week.
- Establish an ideal content mix of more than one format (ie 2x/weekly newsfeed posts with 1x/monthly long form article or newsletter issue).
- Participate in comment threads and dialogue on your content or others' content.
- Use [LinkedIn Live](#) to engage with your audiences in real-time.
- Share company & brand content with personal POV and perspectives.
- Integrate executive content into paid media campaigns on relevant company pages.



About LinkedIn

LinkedIn operates the world's largest professional network on the Internet with more than 700 million members in over 200 countries and territories. This represents the largest group anywhere of influential, affluent, and educated people.

Relationships matter

With LinkedIn Marketing Solutions, brands build relationships with the world's professionals by using accurate targeting to deliver relevant content and communications. As today's connected professionals seek out ideas and insights from the people and brands they trust, marketers use LinkedIn to target advertising and publish relevant content in a professional context. Brands extend reach through the social sharing that occurs naturally on LinkedIn.

