MAXIMIZING THE POWER OF CONNECTION
MIKE THOMAS
LORI COE
CAREER AND PROFESSIONAL SUCCESS (CAPS)
BUTLER UNIVERSITY
Who Uses LinkedIn?

- 380M+ professionals
- 70% outside the U.S.
- 39M+ students and recent grads
- 150+ industries
- 60K+ college and university alumni groups
- Executives from every Fortune 500 company
- 4M+ companies
- 25K+ colleges and universities
1. Build a Professional Online Presence
Creating a Profile: 100% Complete = 40% More Opportunities
2. Add connections with 'warm' contacts and alumni
May Use Address Book Uploader to Connect to People Students Already Know
University Pages and Alumni Tool

Butler University - College of Business Administration
United States

2,786 results

<table>
<thead>
<tr>
<th>Where they live</th>
<th>Where they work</th>
<th>What they do</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>Eli Lilly and Company</td>
<td>Sales</td>
</tr>
<tr>
<td>Indianapolis, Indiana Area</td>
<td>Butler University</td>
<td>Finance</td>
</tr>
<tr>
<td>Greater Chicago Area</td>
<td>PwC</td>
<td>Operations</td>
</tr>
<tr>
<td>Cincinnati Area</td>
<td>Roche</td>
<td>Marketing</td>
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<tr>
<td>Greater New York City Area</td>
<td>Anthem, Inc</td>
<td>Accounting</td>
</tr>
</tbody>
</table>

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Write Personalized Connection Requests

How do you know John?
- Colleague
- Classmate
  - Yale University
- We've done business together
- Friend
- Groups
- Other
- I don't know John

Include a personal note (optional):
I'd like to add you to my professional network on LinkedIn.
- Lindsey Pollak

Important: Only invite people you know well and who know you. Find out why.

Send Invitation or Cancel
3. Research Companies & Industries

LinkedIn

Search for Companies

Companies You May Want to Follow

Followed Company Updates

IBM's Power 775 wins recent HPC Challenge Imresearchnews.blogspot.com

Starting out as a government project 10 years ago, IBM Research's high performance computing project, PERCS (pronounced “peaks”), led to one of the world's most powerful supercomputers, the Power 775. This July, the Power 775...
Make regular posts
Keep your content top-of-mind and top-of-feed!
Post interactive content
Facilitate depth of engagement with open-ended questions
Your Turn!
Build Your Profile and Make Connections