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| *Vision* |  | *Top Risks* | | | | | |
| Team 3’s vision is to make your LinkedIn Profile a standout portfolio. We create a customized presentation of your achievements and skills, helping you get noticed by employers and networks. Unlike basic resumes or social profiles, our approach ensures your career journey is showcased and engaging, giving you an edge in the job market. | 1. Inconsistent engagement from team members may delay progress and affect profile quality.  2. Limited content creation skills may hinder the effective presentation of expertise.  3.Data privacy concerns could arise from sharing too much personal or professional information. | | | | | |
| *In Scope* | | | *Out of Scope* | | |
| *Mission* |
| 1. Optimize LinkedIn profiles by refining headlines, summaries, and experience sections, and adding relevant skills. | | | 1)Managing or directly handling external professional relationships or job applications. | | |
| To use Agile and Scrum practices to develop and continuously improve LinkedIn profiles, making sure they match each team member’s career goals. By focusing on strategic content, building strong networks, and making regular updates, we aim to create profiles that catch the eye of recruiters, hiring managers, and industry professionals. |
| 2. Create and publish thoughtful posts or articles demonstrating subject matter expertise. | | | 2) Not Mandatory to get Paid LinkedIn Premium subscriptions or third-party tools for profile enhancement. | | |
| 3. Engage in strategic network building to increase connections with relevant professionals.  3a)Implement feedback from iterative reviews to continuously improve profiles.  3b)Track and measure profile views, connection growth, and engagement with posts. | | | 3) Creating or managing profiles on other social media platforms for professional branding | | |
| *Success Criteria* |
| * All sections of the LinkedIn profile (headline, summary, experience, education, skills, and endorsements) are fully and professionally completed for each team member by the project’s end. * Each team member has published their thoughtful posts or articles, demonstrating subject matter expertise or leadership. * Each profile sees a significant increase in connections. * Posts and articles receive meaningful engagement (likes, comments, shares) from industry professionals, with at least 5 interactions per post. |
| *Constraint Matrix* | | | | | |
|  | MOST | | SOME | | LEAST |
| SCOPE |  | |  | | X |
| TIME | X | |  | |  |
| COST |  | |  | | X |
| *Feedback* |
|  | **Milestones:-**  **Milestone 1: - Initial Profile Assessment and Strategy Development**: Assess current profiles and develop a strategy for refinements.  **Milestone 2:- Content Creation and Profile Optimization**: Update profiles with improved headlines, summaries, and skills.  **Milestone 3:- Publication of Thoughtful Posts or Articles**: Publish posts or articles showcasing expertise.  **Milestone 4:- Engagement and Network Building**: Increase connections and track profile engagement and feedback.  **Milestone 5:- Final Review and Success Measurement**: Review profiles, measure success metrics, and gather feedback. | |  | |  | |
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