

Tanoto Scholars
Professional Preparation Program 2025

Brand Yourself: Stand Out with Personal Branding & LinkedIn Optimization

Tanoto
Foundation



Hosted by
 **BINAR**

Pre-Test

Sebelum kita memulai sesinya, isi Pre-Test dulu yuuk~



Scan the QR Code to Join:



<https://binar.club/tanoto-pretestWB6>

The do's & don'ts



Mute your
microphone



Duration:
2 Hours



Q&A Session



Raise Hand Button



Recordings are Prohibited.
Event recordings will be
provided by BINAR.



Pre & Post Test:
E-Certificate



Photo Session



Enjoy the Event!

Tanoto Scholars
Professional Preparation Program 2025

Brand Yourself: Stand Out with Personal Branding & LinkedIn Optimization

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Foundation





Irvandias Sanjaya, S.Psi., CCP., CPS.

Founder at Kerja Cer-Dias | Coach |
Trainer | Consultant | Sportscaster |
Content Creator @KerjaCerdas

Professional Profile

- Experienced **People Development Professional** with 7+ years in **talent management, recruitment, career consulting, coaching, and training**.
- Accumulated **550+ hours of coaching, training, and consulting experience**, assisting **250+ brands** across **Academic, Business, Government, Community, and Media** (ABGCM) sectors.
- **Career Coach Specialist** at Rumah Siap Kerja and several reputable brands, conducting **750+ coaching sessions** with a consistent **4.9/5 feedback rating**.
- **Public Speaker & Facilitator** for **500+** career development, employability, and personal growth webinars/workshops, reaching **over 100,000 participants**.
- Recognized as **LinkedIn Power Profile 2018**.
- **Certified in Coaching, Public Speaking, and Training**, with awards from **Temasek Foundation, Ashoka, U.S. Department of State, Asia Foundation, etc.**



In this session we will learn:



1

Personal Branding 101: The Definition to Brand your Personal



2

Why Personal Branding Does Matter? Is It a Brand-New Currency to Stand Out in Crowd?



3

Personal Branding in LinkedIn: How to Utilize Tools to Boost Personal Branding



4

Strategies, Tactics, and Best Practices + LinkedIn Review

HEADS UP!

I'm here to guide you as you become a
resilient & relevant Jobseeker!

What I'm presenting here **may not be**
100% applicable on every circumstances,
but this is my best practice, and I want to
hear yours too!

**There will be a bonus specialized for
individual (special) and the all the
members with specific requirements to
do :)**

ARE YOU READY ?



Say it “Ready” on the comment section

Welcome in the part 1

PERSONAL BRANDING 101



Interactive

Prologue Question

“ **Raise Hand** if you have heard
the term of **Personal Branding**” 

Interactive

Prologue Question

“What's your **one word** when hearing
the **personal branding term?**”

*Write down in chat box

Personal Branding

Personal branding is a process to **selling you & your career** through *image that built for society*. The image is presented via channels of **social media, blog, personal website, book, and an offline presence.**

<https://www.thinklike.com/blog/personal-branding-guide/>

"We are CEOs of our own companies: Me Inc." -Tom Peters

<https://medium.com/@tom.peters/me-inc-personal-branding-101-10f3a2a2a2d>



**"Personal Branding is part of
an Investment, too"**



Personal Branding

Personal branding through *image* channels of social media and an offline presence

<https://www.thinklike.com/blog/personal-branding>

"We are CEOs of our own brands."

<https://www.merillcouser.com/blog/ceo-personal-branding>



"YOUR BRAND IS WHAT PEOPLE SAY ABOUT YOU WHEN YOU'RE NOT IN THE ROOM." — JEFF BEZOS

an investment, too



Before we continue...
Let's play a game

**First word that comes to you when
you see...**



Barack Obama

**First word that comes to you when
you see...**



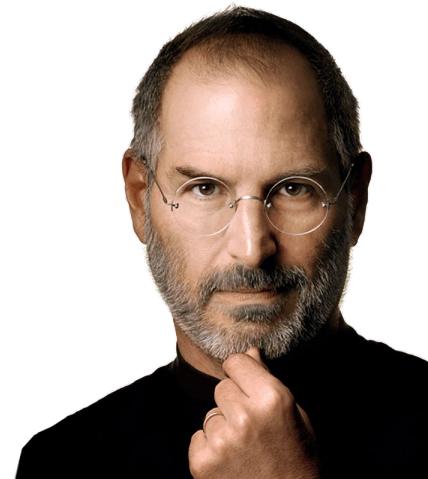
Spotify

**First word that comes to you when
you see...**



Adidas

**First word that comes to you when
you see...**



Steve Jobs

Understudying the facts...



In a scale of 1-10, easy you put the label to the given subject/object?

1

5

10



THE IN THE ROOM





If you get assigned to give label to yourself,
What would it be to **get acknowledged for?**

Understudying the facts...



In a scale of 1-10, easy you put the
label to **yourself?**

1

5

10

Why We Recognize Those First Images Easily?



Clear

Optimum personal branding requires a **clear value, vision, mission, products, strengths, goals, objectives, and the well-set details**

Consistent

Personal branding blooms from **eternal struggles and constant Persistence** over time even at its lowest appreciation.

Recognizable

The soar of personal branding has to get multiplied through the help of **supporting platforms**. Choose wisely.

Welcome in the part 2
WHY PERSONAL BRANDING DOES MATTER?



Interactive

Prologue Question

“On a scale of 0-10, how important is personal branding for you?”

*Write down in chat box

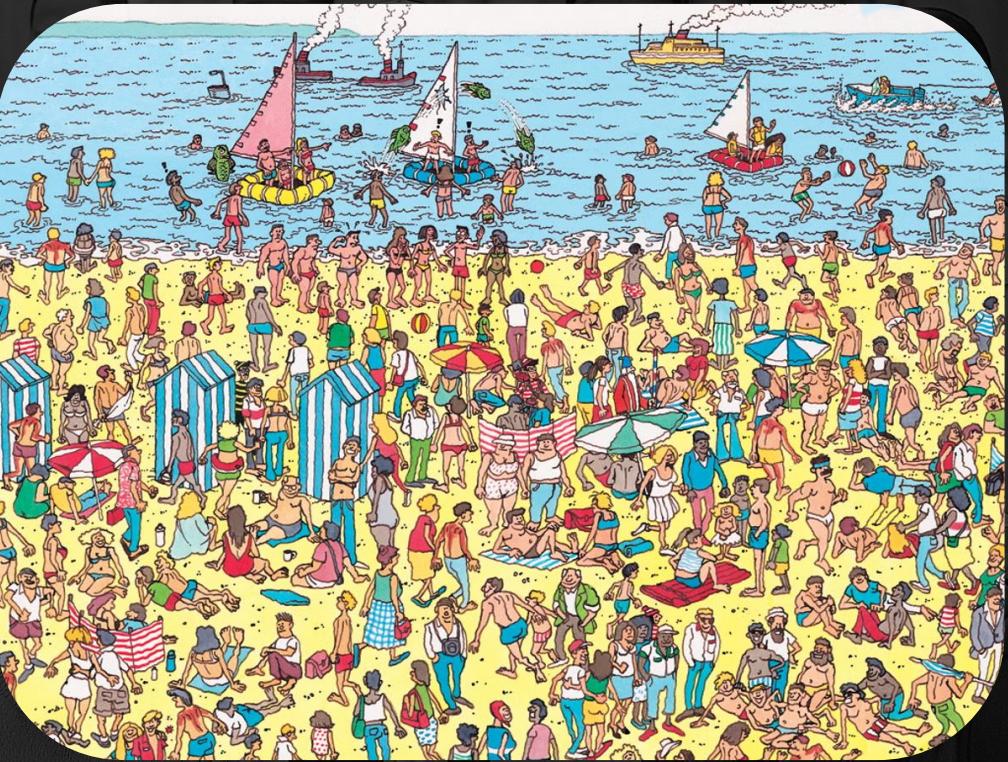
Interactive

Prologue Question

“Describe your **reason behind the chosen number on behalf of Why?”**

***1 of participant can open mic and share the reason**

Wally Personal Branding Challenge



Interactive

Continuity question

**“Does anyone of you have played or
recognized the game before?”**

***Write down in chat box**

Assist me
in spotting
where is
Wally



What is the Lesson Learned?



Pandji Pragiwaksono

@pandji

Subscribe

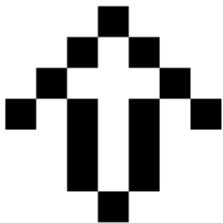
...

"Sedikit lebih beda, lebih baik daripada sedikit lebih baik" #Kata Seth Godin. Kini jadi prinsip gue dlm berkarya

Branding means
Adding value
From just usual into spectacular



X Brand
“1 \$”



Y(our) Brand
“10 \$”

If you are a **recruiter**,
which one you'll choose to hire?

LinkedIn powerprofiles 2018



Irvandias Sanjaya, CCP He/Him

Career Consultant & Certified Coach Practitioner | Public Speaker | 6 Years Experienced Trainer | Soft Skills Mentor | LinkedIn Power Profile 2018 | YSEALI Fellow | Personal Branding Expert | Learning Dev. | Sportscaster



Relasi Diri



Arizona State University



Irvandias Sanjaya

Kuliah di Universitas Gadjah Mada (UGM)

Indonesia · 138 connections · [Contact info](#)



University Club Universitas
Gadjah Mada

1

2

Interactive

Continuity question

**“Why you picked the number 1
instead of number 2 despite both
are the same person?”**

*Write down in chat box

If you are a **recruiter**,
which one you'll choose to hire?

LinkedIn powerprofiles 2018

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Career Consultant & Certified Coach Practitioner | Public Speaker | 6 Years Experienced Trainer | Soft Skills Mentor | LinkedIn Power Profile 2018 | YSEALI Fellow | Personal Branding Expert | Learning Dev. | Sportscaster

Relasi Diri

Arizona State University

**More Credentials
More Informative
More Clearness
More Convincement**

QnA

Is there any questions?

Welcome in the part 3
THE USE OF LINKEDIN FOR PERSONAL BRANDING



Interactive

Prologue Question

**“Raise your hand if you have already
LinkedIn account at the existing”**

***Write down in chat box**

Interactive

Prologue Question

“What kind of **activities** do you often surf while **diving on LinkedIn**?”

*1 of participant can open mic and share the reason

Interactive

Prologue Question

“On a scale of 0-10, how **confidence** are you with your **LinkedIn account?**”

*Write down in chat box



Irvandias Sanjaya is one of the most viewed Social Impact on LinkedIn in Indonesia for 2018.

LinkedIn Power Profile is a showcase of the most viewed professionalism on LinkedIn. They also applied filters to capture engagement levels and other actions on the platform.

Social Impact

Alfatih Timur
Co-Founder & CEO
kitabisa

[View Profile](#)

Azalea Ayuningtyas
Founder & CEO
Du'Anyam

[View Profile](#)

Herman Darman
Director
Indogeо Social Enterprise

[View Profile](#)

Irvandias Sanjaya
CEO
Design for Dream

[View Profile](#)

Why does **LinkedIn** Matter?



**“LINKEDIN IS NO LONGER AN
ONLINE RESUME. IT’S YOUR
DIGITAL REPUTATION.”**

Jill Rowley

Social Selling Evangelist

Interactive

Prologue Question

“Why do you think **LinkedIn** has a capacity to **boost Personal Branding?**”

*1 of participant can open mic and share the reason



LinkedIn is the might
be the top notch of
professional social
media, not like your
personal ones.

LinkedIn in Numbers

to Consider



9 out of 10

Employers are using LinkedIn during the hiring process
To examine the candidate's backgrounds thoroughly

(JOBVITE survey on Forbes)



25 Million Job Seekers

Visit LinkedIn every week to seek the possibilities of hiring process
Held by companies for positions ranging from full-time to freelance

(LinkedIn Research on VICE)



87% Recruiter

find LinkedIn to be the most effective when vetting candidates during the hiring process - especially those under 45 (90%).

(JOBVITE)

The Spotted on Problem

93% of recruiters use LinkedIn to find candidates, but only 50% of LinkedIn users have a 100% complete profile

<https://www.linkedin.com/pulse/93-recruiters-use-linkedin-find-candidates-only-50-users-steve-bruce/>



Steve Bruce

Marketing Consultant for LinkedIn™ | Training | Workshops | Webinars |
Thought Leadership | Personal Branding | Social Selling | Marketing...

16 articles

+ Follow



In addition to **LinkedIn**, there are several platforms that are currently trending and effective as a ‘career booster’ depending on the type of career you are pursuing (**professional, creative, freelance, or academic**). Here are the platforms that are currently hyped and relevant in 2024–2025:



Welcome in the part 4 **STRATEGIES, TACTICS, AND BEST PRACTICES**



What's Inside the LinkedIn?

Main Information

- ✓ Semi Formal Photo
- ✓ Title Information (Headline)
- ✓ Personal Information (Contact)
- ✓ About Me
- ✓ Organizational / Work Experience
- ✓ Skills
- ✓ Education
- ✓ Certification and Skills

Additional

- ✓ Endorsement
- ✓ Language
- ✓ Honors and Awards
- ✓ Projects

Recruiters and/or hiring manager will see your **consistency** about your information on **CV and LinkedIn**.

It's easy to let such details slip, so make sure you cross-check your CV with your LinkedIn profile to ensure key information aligns.

Profile Photo



Use Proper Photo

- **Semi-formal** (*it's not the same as the KTP type of photo*).
- **Professional-looking headshot** (*it covers $\frac{3}{4}$ a total of the whole photo*).
- **Professional** attire and a clean background (*don't let people be distracted by the background compared to your photo itself*).
- Using a **t-shirt** is acceptable as long the photo pose is natural
- Cheers with a **smile**.

[Click here to get your LinkedIn Checklist!](#)

Profile LinkedIn URL

- Not being followed any kind of the following below by behind the name.
 - Numbers
 - Strips
 - Symbols
- Small matters but has a huge impact on professional looks
- Get the full name taken behind the line before somebody does

 linkedin.com/in/irvandiassanjaya/

Edit public profile & URL 

**Customize
LinkedIn URL**

[Click here to get your LinkedIn Checklist!](#)

Headline

- A bunch of **words that represent** your
 - Active professional status (e.g., **Research Analyst**).
 - Career aspiration jargon (e.g., **Aspiring Public Policy Lecturer**).
 - Achievement (e.g., **LPDP awardee/BEM KM University President**).
 - Skillset/specific type of work (e.g., **Full-Stack Developer, Oracle Expert, Experienced in Human-Trafficking issues**).
- Separate with “l” between the words.
- Make others feel interested and have a curiosity to know deeper about you (it’s a first impression that matters).

Irvandias Sanjaya, CCP  (He/Him)

Career Consultant and Certified Coach Practitioner | Public Speaker | LinkedIn Power Profile 2018 | YSEALI Academic Fellow | Personal Branding Practitioner | Podcaster

Create distinctive LinkedIn profile headline keywords

[Click here to get your LinkedIn Checklist!](#)

About Me

About

Irvandias Sanjaya (Dias) is a career development enthusiast with seven years of experience in diverse verticals and industries. He's a Certified Coach Practitioner and a full-time Coach at Rumah Siap Kerja. As a side hustle, Dias takes part in RevoU as a Career Coach and Expert at IKIGAI Consulting and Relasi Diri. He has a total of >300 hours of career coaching, successfully delivering >150 job-seekers landing jobs. Before, he worked in an impact consulting company, PT Gotong Royong Berdampak (Artemis Impact), as a partnership manager for two years. During college, he co-established a disability-centered, economic-based inclusion platform, DesignforDream.id.

Aside from being a professional worker, since 2016, Dias has been an active national public speaker/trainer. He reached > 15,000 audiences and >700 speaking hours. He partnered with more than 75 reputable brands (e.g., Apple Academy, Gojek, Nutrifood, Skills Academy, AIESEC, Young On Top, Telkomsel, Google Kormo, etc.) related to the topics of career development, public speaking, personal branding, scholarship, leadership, social entrepreneurship, and inclusivity. In addition, Dias published four books (Gen Resilience, Abroad Youth Vol 1, Aku Juga Anak Indonesia, Dari Senggigi Untuk Indonesia, and 23 Extra Miles) with individual co-writing. Along with two fellows, Dias runs a football-based podcast named "Ganteng-Ganteng Manchester United (GGMU) Podcast" (part of Kukila Network), and he operates Yayasan Disabilitas Berkarya Setara, focusing on enhancing inclusive education in Indonesia, with one of the released products being Overheard Difabel Podcast on Spotify.

**Describe the best of you to
optimize SEO**

- “About me” consists of a personalized summary of
 - **Backgrounds** (latest education and/or professional work).
 - **Achievements, strengths, and interests.**
- It's an extended version of your Headline section.
- Ensure the bridging is smooth and aligned.
- Concise grammar and spelling are error free.
- Fascinating and engaging to read.
- English is more preferable than Bahasa

[Click here to get your LinkedIn Checklist!](#)

Details Experience

Rumah Siap Kerja provides young people with career guidance and appropriate professional training. RSM aims to improve the quality of human resources and help reduce numbers in Jakarta and throughout Indonesia.

My responsibilities are as follows:

- Conduct one-on-one coaching sessions according to the schedule and coaching four (4) topics (self-discovery, opportunity discovery, career plan, and job-ready) in (partial/package) picked by the Coachee.
- Report the daily-weekly-monthly Coachee's coaching progress and evaluation to the master coach.
- Evaluate and provide feedback regarding the results of the Coachee's Individual Development Plan (IDP) assignments.
- Deliver "Effective Communication" topic presentation to the B2B corporate partners and 2 weeks of mentoring sessions.

Achievements

- Received a 4.88/5 feedback rating from Coachee's coaching session.
- Conducted >100 hours of coaching across four (4) career development topics.
- Delivered >15 webinars and mentorship programs executed by Rumah Siap Kerja

Skills: Public Speaking · Career Counseling · Career Development · Career Preparation · Coaching · Empathy Mapping · Report Writing · Interpersonal Skills · Interpersonal Communication · Communication · ...see more



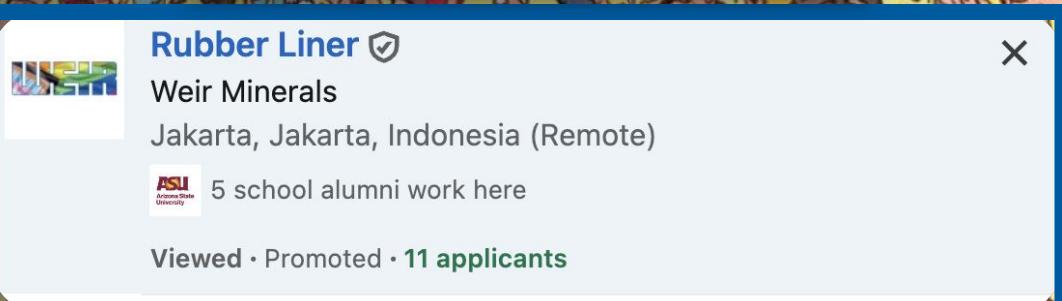
Release the details for a greater good

- Job roles & functions that include
 1. Company name.
 2. Employment type (e.g., full-time/part-time/internship).
 3. Location.
 4. Dates of job (whether it's ongoing/past experience).
 5. Description with details
 6. Short intro about the company.
 7. The role you handle.
- Responsibilities and achievement using the AQS tool (Using Action verbs, Give Quantifiable Evidence, and explaining specific task).
- Media that strengthen the proof (*not mandatory, but it's good to have).

[Click here to get your LinkedIn Checklist!](#)

Do we need
to be fully in
details
describing
experience?

If you say no, explain this, then....



Rubber Liner 
Weir Minerals
Jakarta, Jakarta, Indonesia (Remote)
 5 school alumni work here
Viewed · Promoted · 11 applicants

Featured

Featured



**Attach relevant media
to be featured on the profile**

- The us “Hall of Fame” to showcase our masterpiece of works designed for public access which can be added by type of documents
 1. PDF (e.g., portfolio, deck, publication documentation)
 2. Office type of documents (e.g., report, CV)
 3. Link (e.g., social media post, academic research journal link)
- This feature has to be activated in [Add profile section](#)

[Click here to get your LinkedIn Checklist!](#)

Analytics

Analytics

Private to you

1,376 profile views
Discover who's viewed your profile.

8,323 post impressions
Check out who's engaging with your posts.
Past 7 days

927 search appearances
See how often you appear in search results.

Valuate your profile strength

Profile Views

- This metric shows **how many people visited your LinkedIn profile in the past week.**

Post Impressions

- This represents the **number of times your posts have been seen by others on LinkedIn.**

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[Click here to get your LinkedIn Checklist!](#)

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Post Impressions

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Search Appearance

- xxxxxx

[Click here to get your LinkedIn Checklist!](#)

Education

 Universitas Gadjah Mada
Bachelor's degree, Psychology
Aug 2013 - Jan 2019
Grade: 3.24/4.00

Activities and societies: - Campus Director Hult Prize @ Universitas Gadjah Mada, 2018.
- Co-Founder, Project Director, and Board of Member Indonesian Youth Action (IYA) (2017-2018).
- Vice Internal President of Lembaga Mahasiswa Psikologi (LM Psi.) Universitas Gadjah Mada (2019/2016)....
[...see more](#)

Earned 144 credits (144 required for the degree)

Accomplishments during the college years:
• 1st Most Outstanding Student Faculty of Psychology, Universitas Gadjah Mada, 2017.
• 2nd Winner of Liga Mahasiswa Berprestasi Universitas Gadjah Mada, 2017.
• Mahasiswa Pesona Sosial Terbaik in Dies Natalies Universitas Gadjah Mada, 2017.
• Received nine (9) scholarships in total for academic & non-academic programs.
• Won >25 local, national, regional, and international competitions.

Undergraduate Thesis Title: Peranan Bullying Terhadap Motivasi Belajar Remaja Pelaku Bullying.

Essential of expertise: Social Psychology, Human Development, and Training.

Skills: Organizational Psychology - Counseling Psychology - Cognitive Psychology - Human Resource Development - Social Psychology - Psychology - Quantitative Research

Put the education wisely

- Details of education highlight that includes
 1. **School name** (E.g., Universitas Gadjah Mada).
 2. **Degree completed/in progress** (E.g., Bachelor of Psychology).
 3. **Field of study** (E.g., Psychology).
 4. **Dates of study** (2013 - 2019).
 5. **Grade/GPA** (E.g., 3.24 out of 4.00).
 6. **Activities** (E.g., Campus Director Hult Prize @ Universitas Gadjah Mada and Mahasiswa Berprestasi UGM 2017).
 7. **Description** (E.g., Undergraduate thesis title, a total of SKS converted).
- Ensure the education organization you chose on the “organization/company name” **has its official page** (it has a logo on it; hence people can check the credibility).

[Click here to get your LinkedIn Checklist!](#)

Skills & Endorsements

Skills & endorsements

[Take skill quiz](#)

Public Speaking · 99+



Endorsed by Evan Noorsaid and 2 others who are highly skilled at this

Leadership · 99+



Endorsed by Evan Noorsaid and 3 others who are highly skilled at this

Social Entrepreneurship · 99+



Endorsed by Veronica Low Kai Lin 刘凯琳, who is highly skilled at this

- Input skills that represent your credibility (min.5).
 1. **Soft skills** (Leadership, Public Speaking, etc).
 2. **Hard skills** (Graphic Design, Quantitative Research, Adobe Photoshop).
- **Support each other's skills** by giving them an endorsement and vice-versa by getting connected first
- Take quizzes provided by LinkedIn Passed LinkedIn Skill Assessment

Get Your Skills Endorsed

[Click here to get your LinkedIn Checklist!](#)

Connection

People you may know from Universitas Gadjah Mada (UGM)

The screenshot shows a LinkedIn search interface for 'Universitas Gadjah Mada (UGM)'. It displays four profiles with their names, titles, and connection counts. Each profile has a 'Connect' button below it.

Profile	Title	Connections	Action
Andreanto Fandi	Digital Product & Management Enthusiast...	29 mutual connections	Connect
Muna Rihadatul Aisi	Graphic Designer	Universitas Gadjah Mada (UGM)	Connect
fajar cahyono	Knowledge is Power	9 mutual connections	Connect
LUTHFIA NURUL A...	Student at Universitas Gadjah Mada (UGM)	8 mutual connections	Connect

- LinkedIn offers us **30.000 connections** across the worldwide reach (minimum to have: 500)
- The more numbers we have, the more it **multiply the engagements** (from likes/share)
- Add “Message”** before sending “Connect” to someone we meet LinkedIn (300 characters limit)

Build a quality network by connecting only with people you know.

Message (optional)

I'm (your name) sending you a LinkedIn connection invitation as I believe we have a same interest in the realm of academic research in the higher degree institution. I saw your research paper online, and I think it would be great to exchange insight while we get connected.

2 / 300

[Click here to get your LinkedIn Checklist!](#)



The Right Ones You Have to Network With

Amongst millions of categories, always look for the right ones

Recruiters

An HR-type of group who sees candidate based on these categories:

- "Human side"
- Passion/Excitement
- Attitude/Behavior
- Communication



Talitha Marsha Hutagalung · 1st
Career Management Officer at BINUS Group | Career Coach
West Jakarta

2K followers

222 mutual connections

[Message](#)

[View full profile](#)

User

A hiring manager who sees candidate from technical perspectives based on these categories:

- Technicalities (e.g., tools)
- Interest with the role
- Knowledge about the role & company



Dandy Pradana · 1st
SEO Specialist at ToffeeDev - Digital Marketer | Help Your Busi...
Jakarta, Indonesia

Experience: ToffeeDev, Yang Penting Niat, and 6 more

120 mutual connections

[Message](#)

[View full profile](#)

CEO

A company owner/highest stakeholders (BOD) who sees candidate from strategic POV based on these categories

- Interest with the vision-mission
- Knowledge about the industry
- Contribution towards the company



Raisa Nabila Junaidi · 1st
Associate at IDInsight | Co-founder of Cerdas Kolektif | Cornell...

Jakarta Metropolitan Area

3K followers

312 mutual connections

[Message](#)

[View full profile](#)

One of my
biggest flexs
on LinkedIn is
connected
with sport
athlete



Iker Casillas • 2nd

Former Athlete | Sportstech Investor (SportBoost)
Madrid

78K followers



9 mutual connections

[Message](#)

[View full profile](#)

Job Applying

The screenshot shows a LinkedIn job listing for a "Campaign & Consumer Engagement Executive - Jabodetabek" at Gojek. The job has 3 weeks ago and over 200 applicants. Key requirements listed under "What You Will Do" include executing local initiatives, managing marketing execution activities, ensuring consumer engagement activities, supervising external vendors, and delivering district executions. The "About The Role" section describes the role as a high-functioning team member impacting user base growth through consumer segmentation and experimentation. The interface includes standard LinkedIn navigation elements like search, filters, and apply buttons.

- Use “**Apply**” or “**Easy Apply**” depending on company’s decision
- Read the **job descriptions and requirements** deeply before deciding to apply.

[Click here to get your LinkedIn Checklist!](#)

Common Mistakes

1. LinkedIn Profile **isn't updated**.
2. **Relevant experience isn't show nor explain.**
3. Isn't active on LinkedIn and **just wait for opportunities.**



Create Content to Build Personal Branding

There are 3 kinds of LinkedIn content

Image

EXCEL FORMULAS

S. No.	Name	Formula	Result
1	SUM	=SUM(10,20,30)	60
2	SUM	={10+20+30}	60
3	AVERAGE	=AVERAGE(3,8,3,10)	6
4	PRODUCT	=PRODUCT(4,2)	8
5	PRODUCT	={4*2}	8
6	SUBTRACT	={10-5}	5
7	DIVIDE	={16/8}	2
8	MAX	=MAX(2,4,8,6)	8
9	MIN	=MIN(4,2,6,8)	2
10	VLOOKUP	=VLOOKUP("A",{"B":2;"C":5;"D":3},2,FALSE)	3
11	INDEX	=INDEX({"A":40;"B":20;"C":15;"D":10;"E":30},3,3)	25
12	MATCH	=MATCH("E",{"F","G","H","K","Y","B"},0)	6
13	FILTER	=FILTER({2,4,12,14},{2,4,12,14}>10)	12,14
14	XLOOKUP	=XLOOKUP("E","D","F","E";"G");{5,6,7,8})	7
15	RANDBETWEEN	=RANDBETWEEN(1,10)	Num btw 1-10
16	CONCAT	=CONCAT("A","B","C")	ABC
17	TEXTJOIN	=TEXTJOIN("", ,TRUE,1,2,3)	1, 2, 3
18	ISNUMBER	=ISNUMBER(1)	TRUE
19	ISTEXT	=ISTEXT("e")	TRUE
20	NOW	=NOW()	current date-time
21	TODAY	=TODAY()	current date
22	DAYTODAY	=DAY(TODAY())	current day
23	MONTHTODAY	=MONTH(TODAY())	current month
24	YEARTODAY	=YEAR(TODAY())	current year
25	WEEKNUM	=WEEKNUM("2-May-2025")	week of year

Docs

Daffa Ghiffary Kusuma • You
Learning & Development | AI Solutions for Indonesian MSMEs
1w • ④

Indonesia's AI future: High hopes, but are we tackling the tough questions? 😊

From 92% GenAI use among professionals to the critical need for 9M+ tech talents, the journey is complex. This carousel from @daffaanalytics unpacks:

- Key adoption figures & global comparisons.
- Top barriers: Data, Skills, Infrastructure, Cost, R&D, Regulation.
- The dual impact: \$366B economic potential & ~23M jobs to be reshaped.

What's the ONE area Indonesia should prioritize to fast-track its AI ambitions? Drop your insights! 🎤

#ArtificialIntelligenceIndonesia #TechTrends #DigitalSkills #FutureJobs
#DataStrategy #AIEthics #NationalStrategy #daffaanalytics

AI Adoption in Indonesia • 4 pages

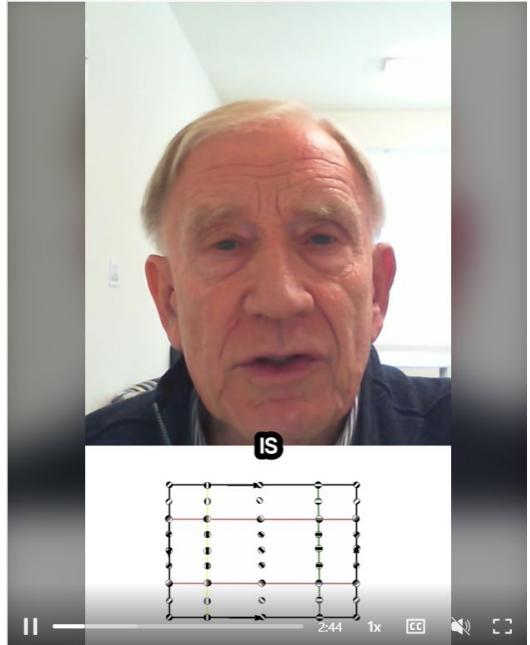
Indonesia & AI: Ambisi Emas 2045
Optimisme tinggi bertemu tantangan fundamental.

80% Optimisme Publik Terhadap AI (Jauh di atas rata-rata global)

Fokus Sektor Prioritas Stranas KA:

- Kesehatan & Reformasi Birokrasi
- Pendidikan & Riset

Video



Step by Step Creating a LinkedIn Content

The easy and fast way

Step 1

Research:

- The purpose
- The content
- The brand color palette

Performance Management in the Era of Remote Work: Navigating the New Paradigm

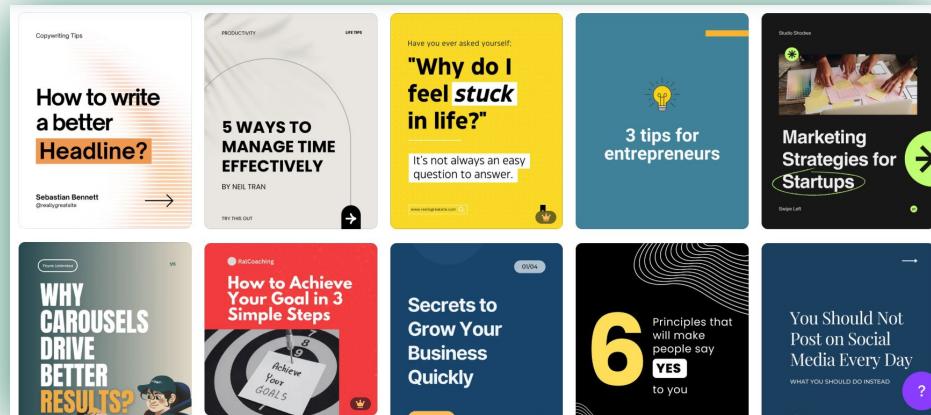
I. Executive Summary: Reinventing Performance Management for a Distributed World

Situation (S): The global workforce has undergone a profound transformation, with remote and hybrid work models evolving from temporary responses to permanent features of the employment landscape.¹ This shift, significantly accelerated by the COVID-19 pandemic and driven by factors like globalization, digitalization, and changing employee expectations, has rendered traditional performance management systems largely obsolete.² These legacy systems, typically designed for co-located teams, depended heavily on direct managerial observation and were characterized by annual review cycles, often proving inadequate even before the widespread adoption of distributed work.¹ Statistics underscore this new reality: 58% of American workers now have the option to work from home at least one day a week, with 35% able to work remotely full-time.¹ Furthermore, a 2023 survey indicated that 12.7% of full-time employees work entirely from home, while 28.2% operate under a hybrid model, and a significant 52% of employees expressed a preference for a hybrid model post-pandemic.³

Step 2

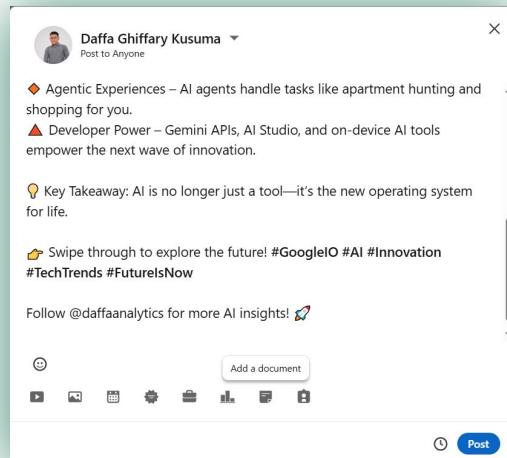
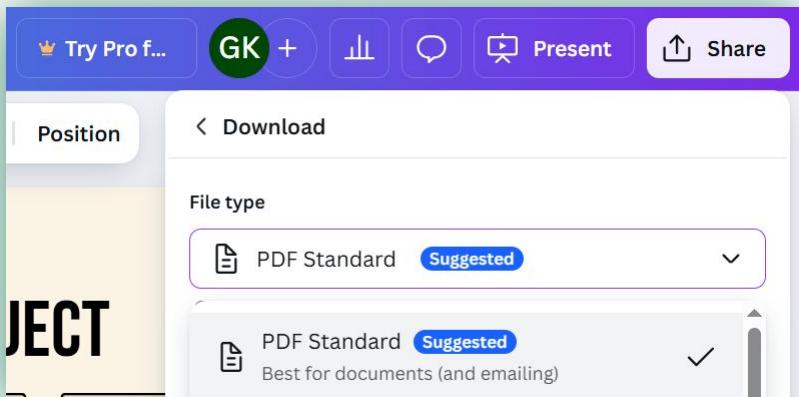
Use Canva Design Template

- Slide 1: Hook / interesting question.
- Slides 2-5: Key points, images, data.
- End slide: CTA (ask to comment or follow).



Step by Step Creating a LinkedIn Content

The easy and fast way



How to Write the Best Caption

The easy and fast way

🚀 Google I/O 2025 Keynote: The Future of AI is Here!

Hook

Discover the groundbreaking announcements from Google I/O 2025, where AI becomes more pervasive, agentic, and integrated into every aspect of our digital lives. Here's a glimpse of what's coming:

- ◆ Gemini 2.5 Family – Pushing boundaries with Pro, Flash, and Deep Think models, now 300+ points smarter!
- ◆ Project Astra – Your universal AI assistant, understanding the world through sight and sound.
- ◆ AI-Powered Search – No more just retrieving info; now it solves problems with visuals and summaries.
- ◆ Revolutionary Tools – From AI video creation (Veo 3) to real-time 3D communication (Google Beam).
- ◆ Agentic Experiences – AI agents handle tasks like apartment hunting and shopping for you.
- ◆ Developer Power – Gemini APIs, AI Studio, and on-device AI tools empower the next wave of innovation.

💡 Key Takeaway: AI is no longer just a tool—it's the new operating system for life.

**Story /
Value**

👉 Swipe through to explore the future! #GoogleIO #AI #Innovation #TechTrends #FutureIsNow

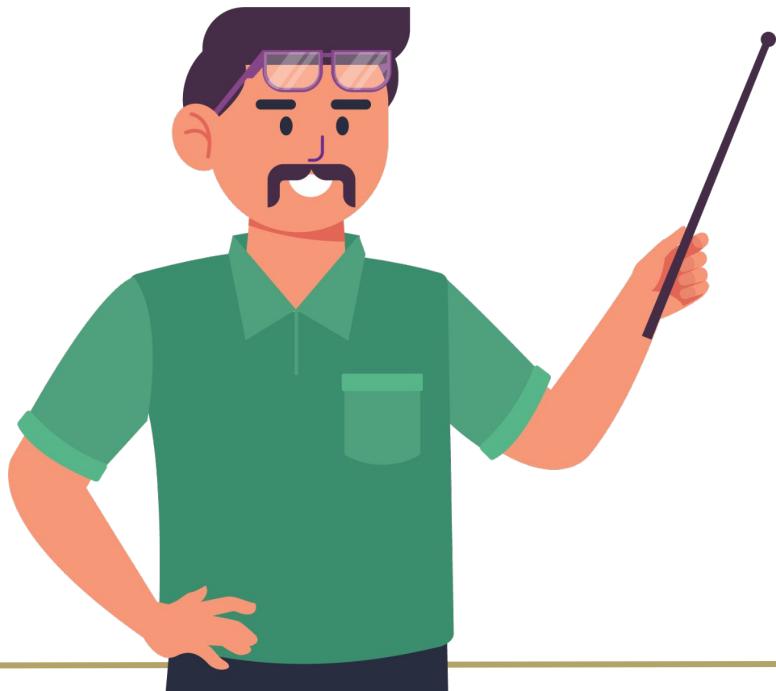
Follow @daffaanalytics for more AI insights! 🚀

CTA



“I would use LinkedIn to help me find a job after my tenure was finished.”

Saatnya kita Q&A!



Post-Test



Scan the QR Code to Join:



<https://binar.club/tanoto-feedbackWB6>



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 Kerjacerdias

LinkedIn Checklist

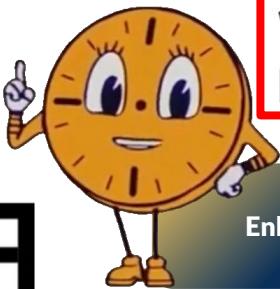
Check if your LinkedIn current condition is aligned with example best practices

No	Component	Example Best Practices	Checklist
1.	Personalized LinkedIn profile link	<ul style="list-style-type: none"> Not followed by numbers/strips/symbols behind the names. 	V/X
2.	Header	<ul style="list-style-type: none"> The image that represents your professional//personal value/passion/job Adds informative data (e.g., e-mail). Image can be sourced from open design platforms (e.g., Canva) or a design application (e.g., Adobe/Core). 	V/X
3.	Profile Photo	<ul style="list-style-type: none"> Semi-formal (<i>it's not the same as the KTP type of photo</i>). Professional-looking headshot (<i>it covers ¼ a total of the whole photo</i>). Professional attire and a clean background (<i>don't let people be distracted by the background compared to your photo itself</i>). Cheers with a smile. 	V/X
4.	Headline	<ul style="list-style-type: none"> A bunch of words that represent your <ol style="list-style-type: none"> Active professional status (e.g., <i>Business Management Student</i>). Career aspiration jargon (e.g., <i>Aiming Digital Marketer</i>). Achievement (e.g., <i>XLF awardee/BEM KM Universitas Trisakti President</i>). Skilset/specific type of work (e.g., <i>Full-Stack Developer, Oracle Expert, Experienced in Human-Trafficking issues</i>). 	V/X



How to get it?

If you don't have the format, worry not, I'll share :)



Why is LinkedIn Important for Personal Branding?

<https://www.linkedin.com/pulse/why-linkedin-important-personal-branding-usman-salami-jobbf/>

Enhance visibility

A wider networking extends professional reach



Social Proof

People are more likely to trust someone who is connected to others they recognize and respect



Content Amplification

Connections can help spread your message



Door of Opportunities

Connections can recommend you for jobs, introduce you to potential clients, or provide valuable career advice



Collaboration & Validation

Positive endorsements from trusted connections validate your skills and experience



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Post Test



bit.ly/posttestamgalatalk



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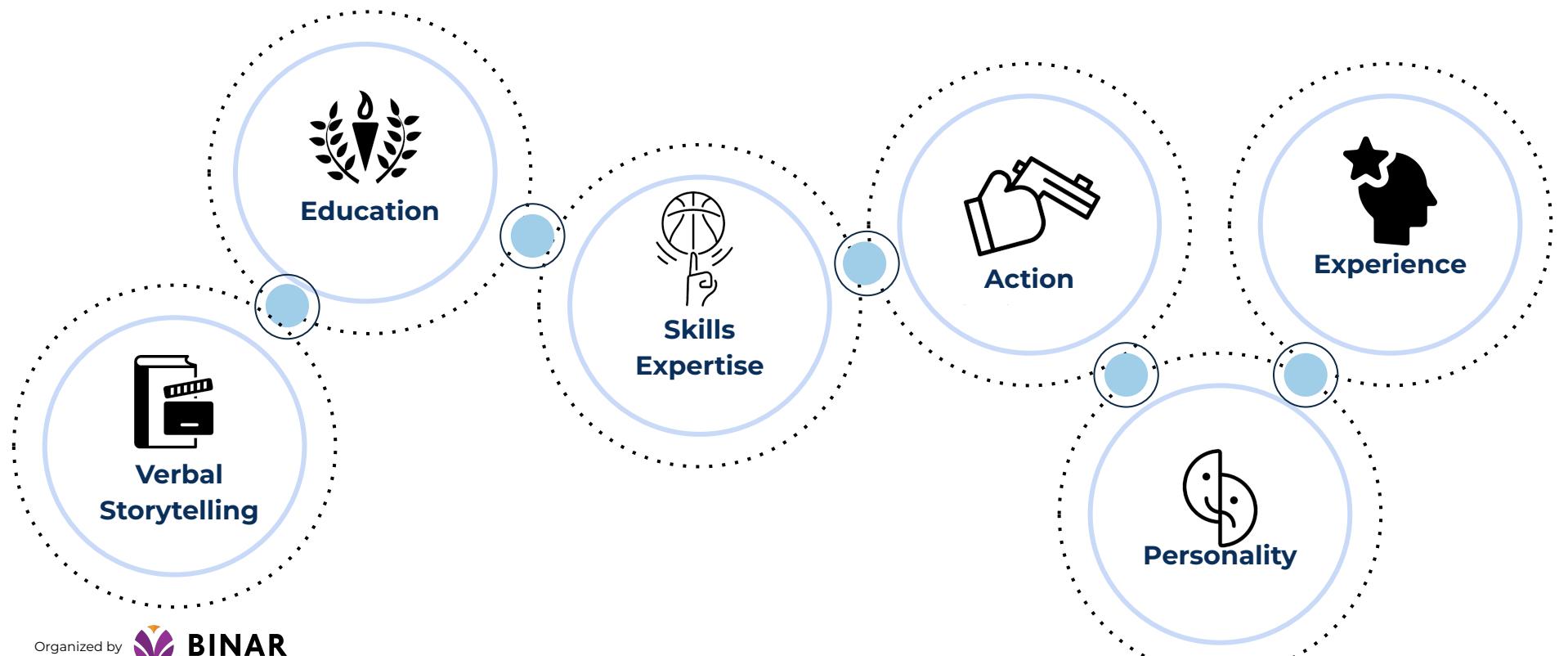


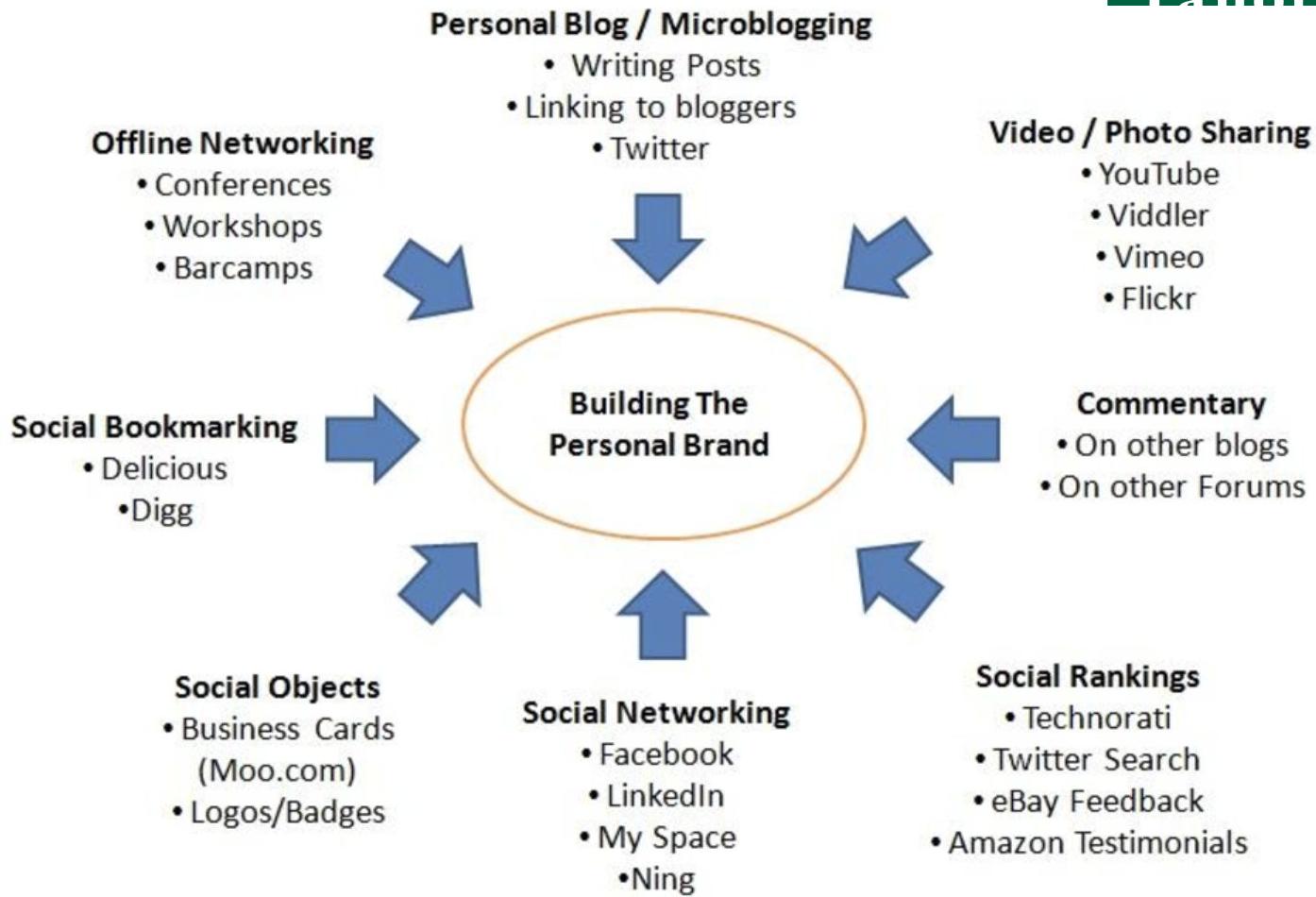
Irvandias Sanjaya



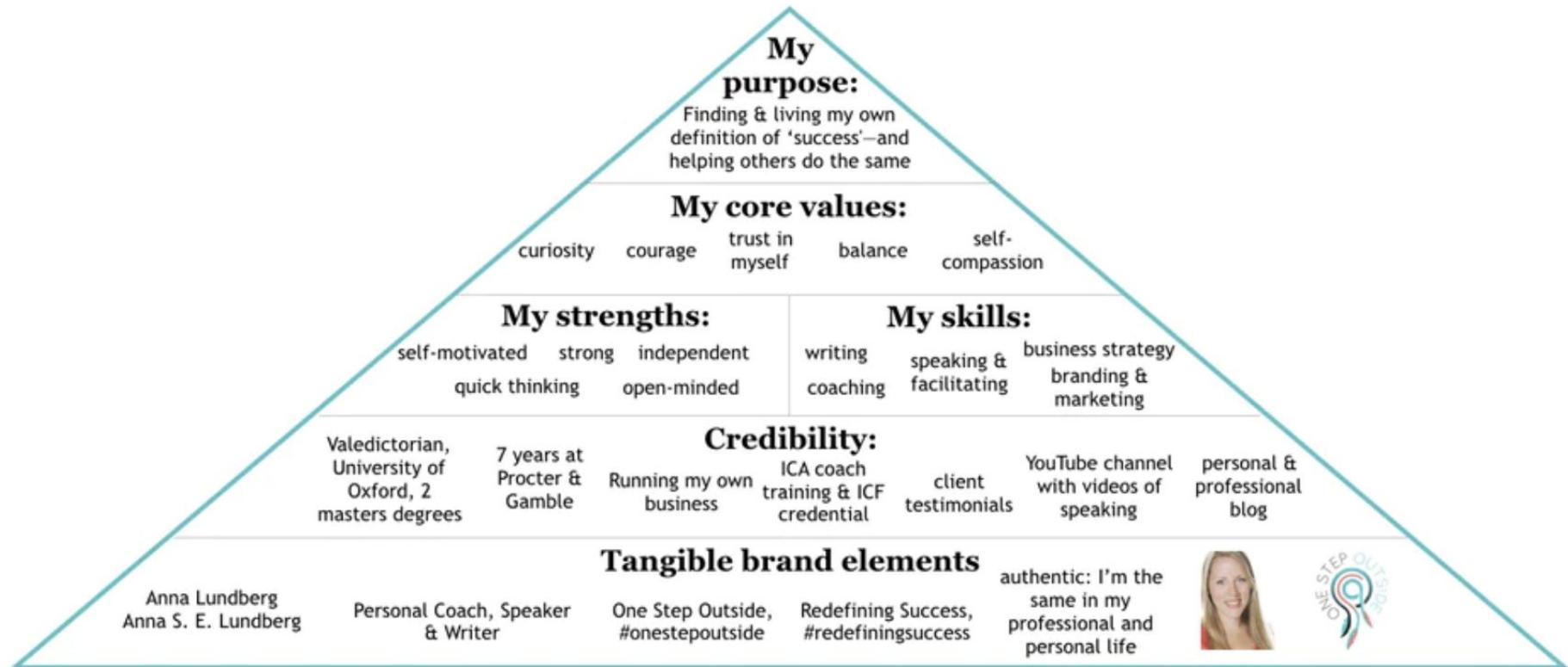
LYNK irvandiassanjaya

In Short, Here's how people perceive personal branding from:





My Personal Brand Framework





sebelum
bangun
personal branding



setelah
bangun
personal branding