

Weekend Homework - Peer Review Checklists

1. Elevator Pitch - Peer review guideline

Watch the video of your buddy and give your first impression		
First Impression Feedback:		
Fill-in the checklist below		
Checklist	Yes/No	Comments
Memorable / Attention Grabbing What do you remember from the pitch? Did it grab your attention?		
Relevant What appealed to you / was important to you from their pitch? Do you think it's relevant to a potential recruiter?		
Justified Did it back up a position through some story or explanation?		
Format Is it a short pitch video? Does the person is centered in the image? Is the background distracting? Is it filmed in a quiet environment?		

2. LinkedIn Profile Optimization

Peer Review Instructions

Review the LinkedIn profile for your peers and assess it based on the criteria listed below. Score each item. Add up all the points to come up with the total score.

Item	Yes = 1 point No = 0 points
1. Professional profile picture	/1
2. IESE recommended background photo is included	/1
3. Headline includes separators "I" (1 point) & the types of key words listed below (1 point) e.g. industry I function I knowledge I scope or region I qualification	/2
4. Current location is correct	/1
5. Summary section includes: <ul style="list-style-type: none"> • Skills/unique qualifications i.e. past experience (1 point) • How you are growing today i.e. current activities (1 point) • Work interests & what you can do for employers i.e. future potential (1 point) 	/3
6. Experience section includes: <ul style="list-style-type: none"> • Number of years of real experience indicated • What you do/did (1 point) • Selected achievements i.e. the scope of your role and your impact (1 point) • Short result oriented sentences for each job (1 point) 	/4
7. Custom URL that ends with the individual's name	/1
8. Connections with more than 500 individuals	/1
9. Languages included	/1
10. Education is included	/1
11. Recommendations from more than 3 individuals	/1
Total Score	/17