

# Week 5 Lecture 13

Business

# What's in this lecture?

- LinkedIn II
  - Groups
  - Building Network
  - Understanding Backchannelling
- Business Card 101
- Useful Tools

# Using LinkedIn so far...

- has been static:
  - Profile highlighting our specialties
  - Education and work experience
  - Answer requests and reply to InMails
- New Goal: Playing to LinkedIn's strengths

# Groups

- Collections of members around a common topic or organization
- Involves requesting membership

# Groups

- The Good
  - Tight group for discussion
  - Targeted questions get good eyes
  - Lower barrier to networking
- The Bad
  - Can be spammy

# Groups

- Specialization is key
- The technical:
  - Big Data, Low Latency
- The personal:
  - CIC
  - Alumni Network

# Building Network

- Goal: 500+ connections
- How?
  - Personalize the request message
  - Each day, add 3 new people on LinkedIn
  - Put LinkedIn profile link on business card

# The Backchannel

- Companies looking to hire you find a 3rd or closer connection
- Ask for an introduction to an old coworker, boss, or as close as they can get
- Get a firsthand reference for your character and quality of work



# The Backchannel

- What does this mean?
  - List references from people you trust
  - Always reply to InMails and be courteous
  - Be prepared that a large network makes you more accessible

# The Backchannel

- From experience
  - When doing recruiting events

# The Business Card

# Must Include

- Name
- Email
- LinkedIn Profile
- Phone Number
- Something Creative: QR code? Design?

# Warnings

- Images heavy on black ink don't look good
- Paper quality makes up for poor design
- Spacing, layout, and font size are critical
- Samples are almost never an equivalent of the final product
- You get what you pay for

# Useful Tools

# Google Voice

- Free
- Number that forwards to your phone
- Transcribed voice mails and texts
- Call screening
- Can be configured to 'follow you everywhere'

# GitHub

- Micro plan costs \$7/month and allows you to have private repositories
- Great for one off projects that involve a friend
- Never know when you need to put something together quickly and share it (privately)



# Balsamiq

- Awesome mockup tool
- Encourages engineers to try designing
- Limited features breed creativity
- Creates 'rough' enough sketches that clients understand the layout without hangups