



Leadership ▪ Excellence ▪ Impact



Center for Executive Education

SUMMER SCHOOL 2026

LINKEDIN FOR PROFESSIONAL GROWTH

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PROGRAM OVERVIEW

This concise session focuses on optimizing your LinkedIn profile to enhance professional visibility and opportunities. Participants will learn how to craft compelling profiles, engage with their network, and utilize LinkedIn's features effectively. The workshop incorporates the latest strategies in personal branding and digital networking.

LEARNING OUTCOMES

- Ability to create a professional LinkedIn profile
- Understanding of personal branding principles
- Skills to engage and expand professional networks
- Knowledge of content creation and sharing
- Familiarity with LinkedIn analytics and tools

TOPICS COVERED

- Profile Optimization Techniques
- Crafting a Personal Brand Statement
- Networking Strategies on LinkedIn
- Content Creation and Sharing
- Utilizing LinkedIn Analytics



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