



EMBRACE



Rock your LinkedIn Profile

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Jon Carter

Account Executive

Healthcare Lead

- 4 years at Microsoft
- Joined Microsoft from the NHS
- 21-year career across various IT roles
- Started in IT aged 19 after a gap year



The power of LinkedIn



774M+
MEMBERS



30M+
COMPANIES



20M+
JOBS



35K+
SKILLS



200 +
COUTNRIES

Session goals:

Learn how to use LinkedIn by:

- Creating your profile
- Building your brand
- Stay informed of opportunities
- Growing your network



Your profile,
your story





Custom header image



Profile photo

Bill Gates · 3rd
Chair, Gates Foundation and Founder, Breakthrough Energy

Headline



[Top Voice](#)
Seattle, Washington, United States · [Contact info](#)

<https://gatesnot.es/tgn>

39,182,432 followers

Followed by Victoria O'Malley, Hadas Bitran, and 1,479 others

[Message](#) [View in Sales Navigator](#) [View my newsletter](#) [More](#)

Profile enhanced with Premium

[Sales Navigator](#)
Sales insights

Key signals

Past colleague from Microsoft

Gates Foundation has high buyer intent

View 3 signals

People who can introduce you

Satya Nadella, your colleague

View all paths

Show all insights →

About

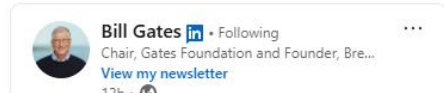
Chair of the Gates Foundation. Founder of Breakthrough Energy. Co-founder of Microsoft. Voracious reader. Avid traveler. Active blogger.

Activity

39,182,432 followers

Following

[Posts](#) [Comments](#) [Videos](#) [Images](#) [Newsletter](#) [Documents](#)



Highlights

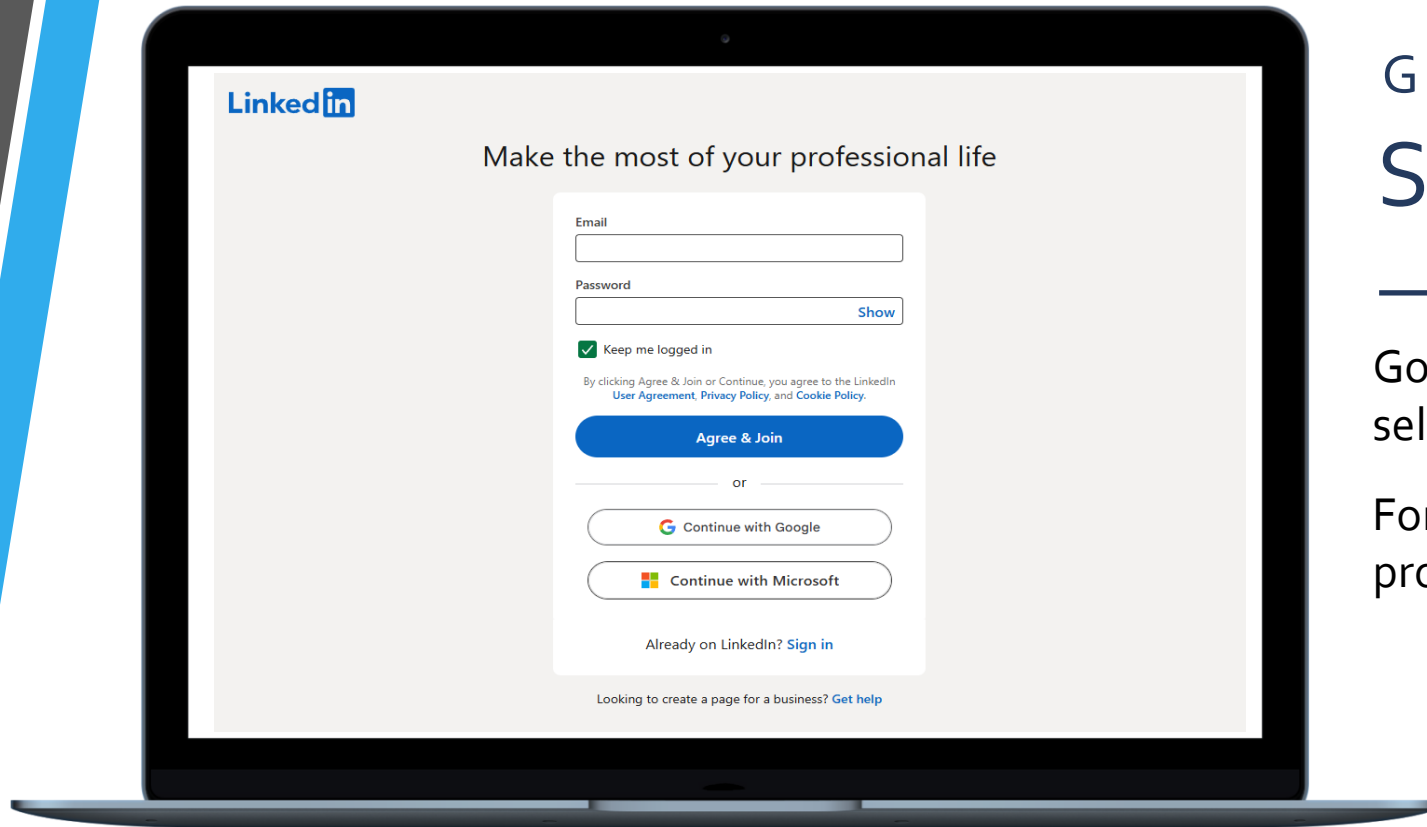
Articles

Content shared

GETTING STARTED Profile vs. CV

Unlike your CV, your LinkedIn profile speaks to all potential employers, not just one.

It goes into more detail with interactive elements like recommendations and endorsements.



GETTING STARTED

Set up your account

Go to www.linkedin.com and sign in or select Join now to create an account.

For a new account, complete the prompts, including:

- ✓ email
- ✓ Password (6+ characters)



STEP 1

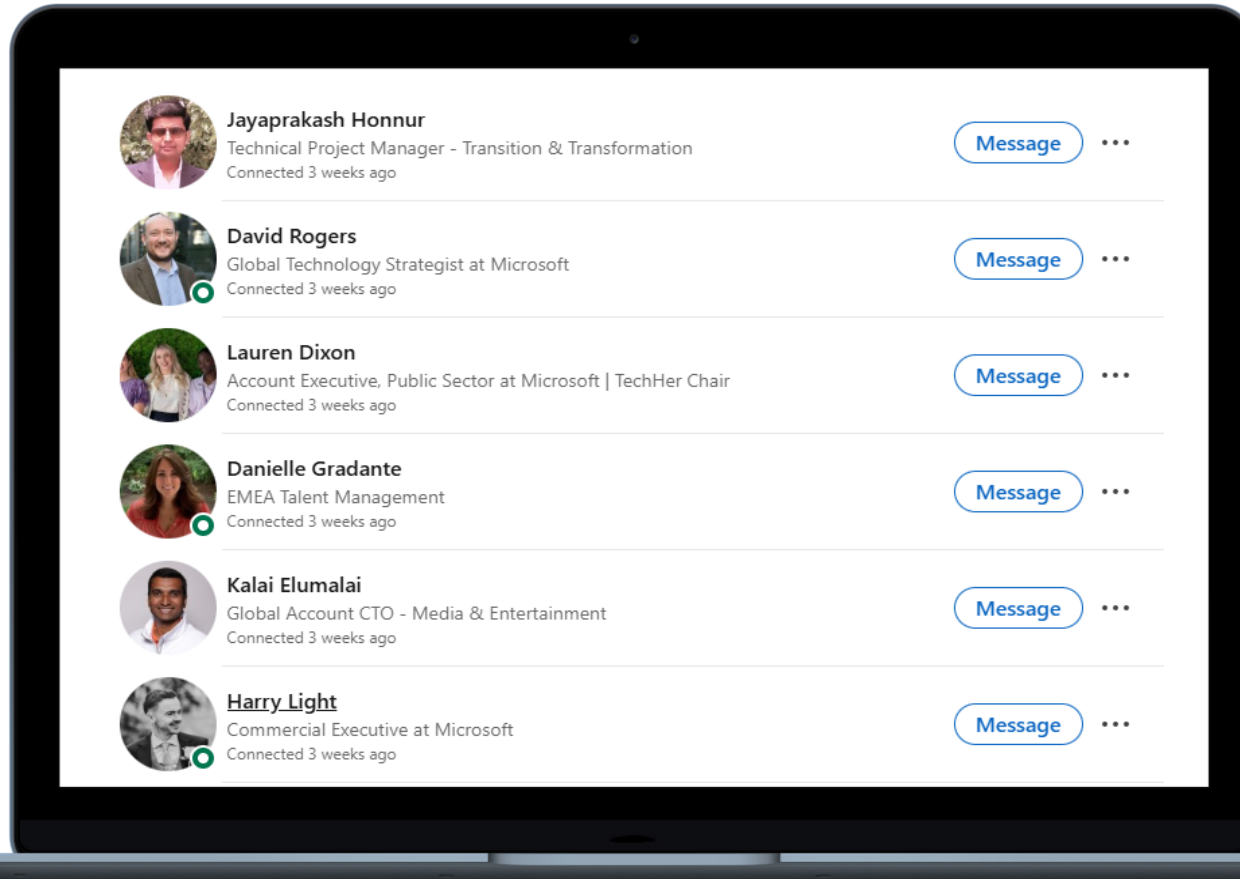
Add a great photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

It doesn't have to be perfect—
it must be who you are.



STEP 2

Write a unique headline

This is an opportunity to show what you *are* – not just what you do.

Ask yourself: if this is the only thing someone sees, what does it convey about me? Does it represent me?



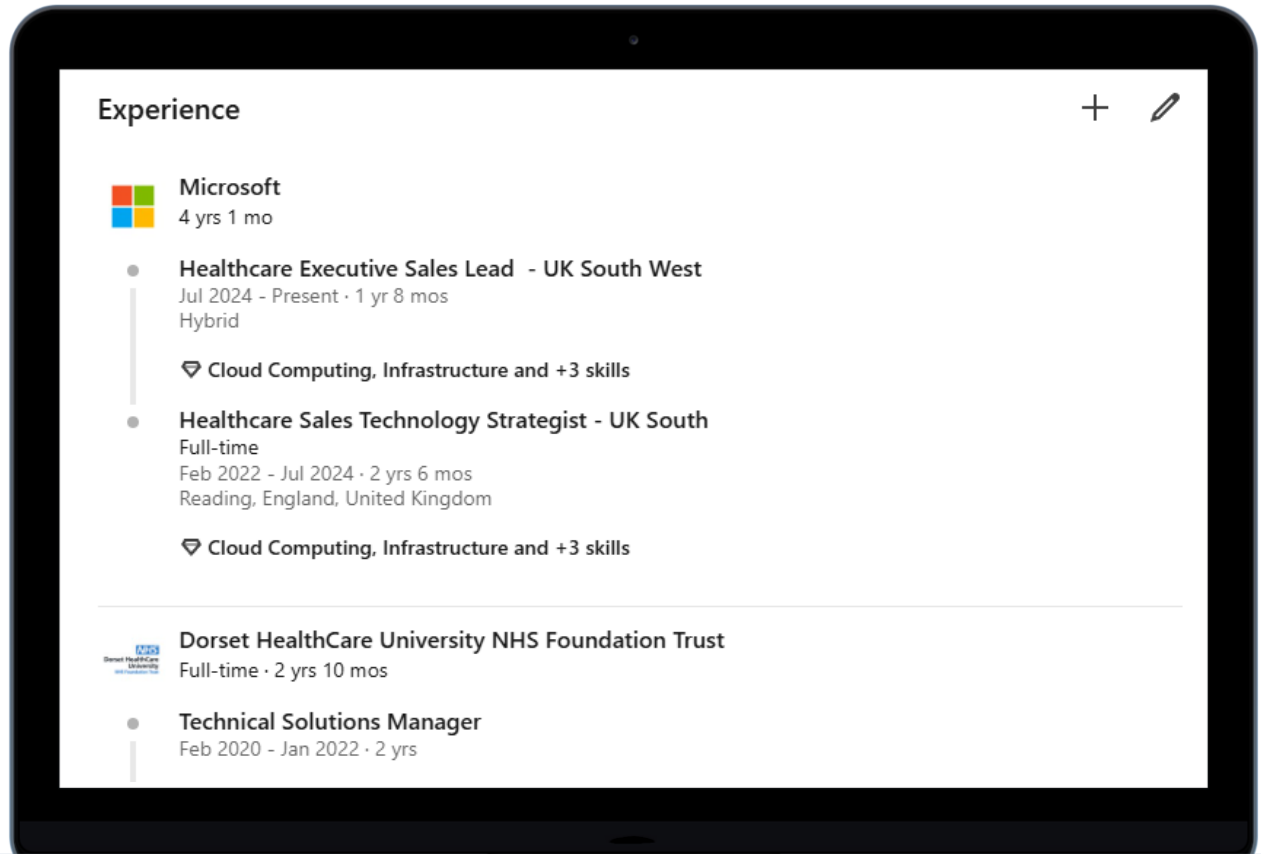
STEP 3

Draft a compelling summary

Your summary is your "elevator pitch." It explains your career so that any listener can understand it in a short period of time.

Focus on career accomplishments and aspirations.

Use **40+** words.



STEP 4

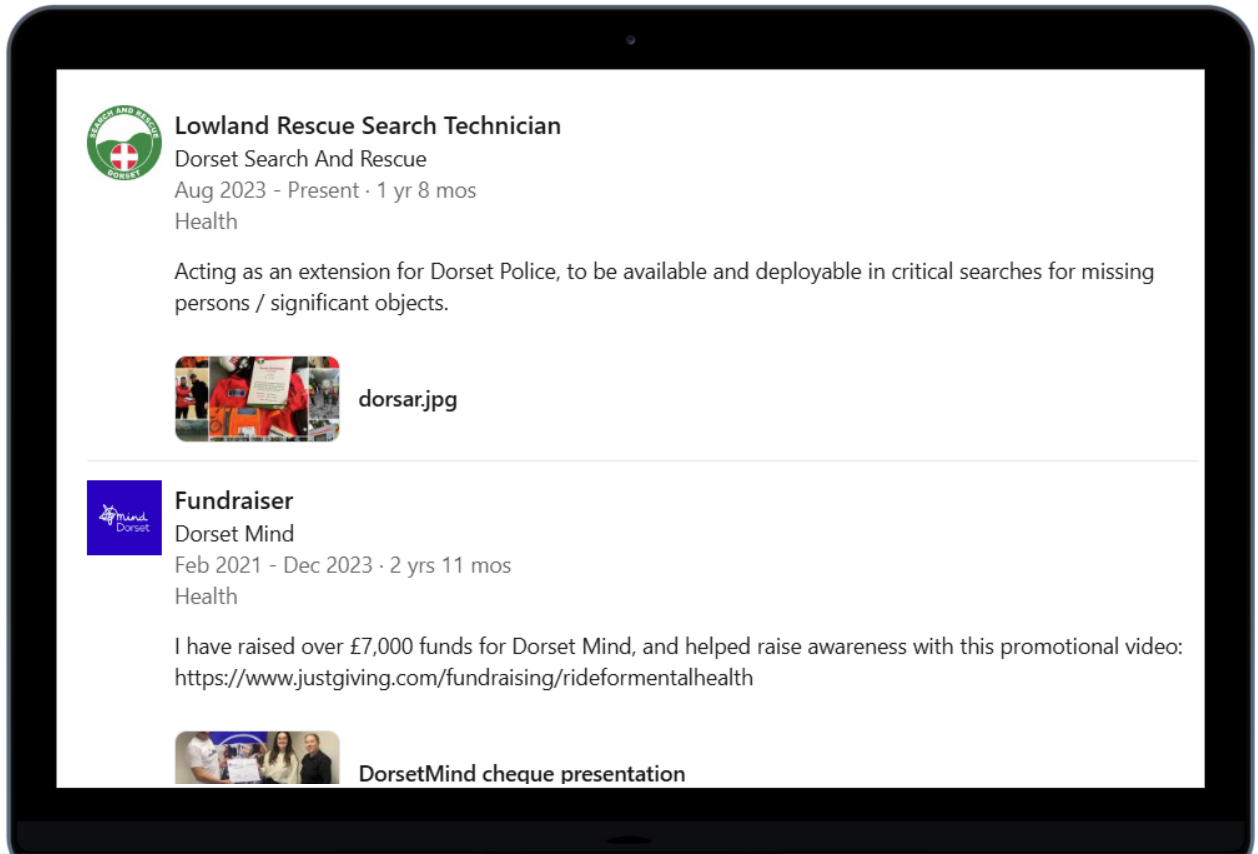
Detail your work experience

Member with up-to-date positions receive up to:

5X more connection requests

8X more Profile views

10X more messages



STEP 5

Add volunteering

Members who add volunteer experience and causes get up to **6x** more Profile views than those without.



Jeramie Sutton, Healthcare Sales Lead – Microsoft

*I am delighted and proud to hear the **unrivalled feedback**, from both the Public Sector business, our wider senior Jon, you are **nailing it!** Sept 2024*



James Dryden, Head of Information – Southwestern Ambulance Service NHS 7

*Jon is the **embodiment of a true partner**, who **creates brilliant relationships** with his clients through meaning, **His sole focus is on what his clients need**, and he pays close attention to their styles and preferences to maximise **hands-on experience are exemplary**, and he uses this to provide recommendations and suggestions that are **always do business with.** June 2024*



Hema Purohit, (Director) EMEA CTO, Public Sector & Healthcare – Microsoft

*Jon is a very **impressive, seasoned individual** who has **superb technical know how, organisational skill** that welcomes interaction and the **ability to communicate in all mediums** with colleagues and clients... One c
Jon is **his humility**, his desire and appetite to **learn from others, listen** and become part of the process makes I quite frankly someone who makes life easier to work with. He is **an asset to both employer and customer** and
2024*



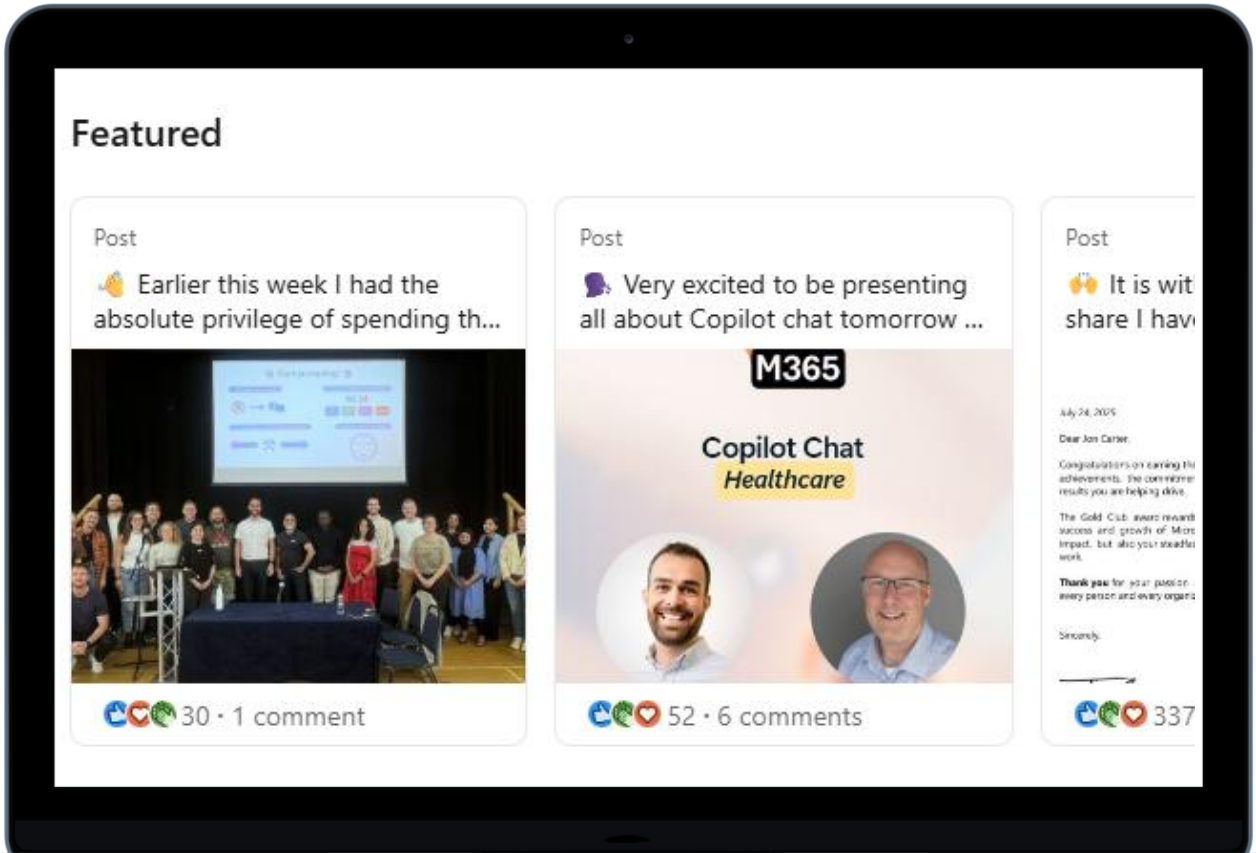
Stephen Slough, Chief Digital Information Officer – Dorset Integrated Care Sys

*I have worked with Jon for a number of years both in his time in the NHS at Dorset Healthcare and latterly as a Custc
is **passionate about everything he does. He takes on every challenge as something he will overcome**
a positive, personable and engaging individual. We highly **value his NHS experience** playing into how he
We are delivering some excellent work together. Look forward to more. February 2024*

STEP 6

Add skills & get endorsed

Members who add **5** or more skills receive up to **17X** more Profile views.

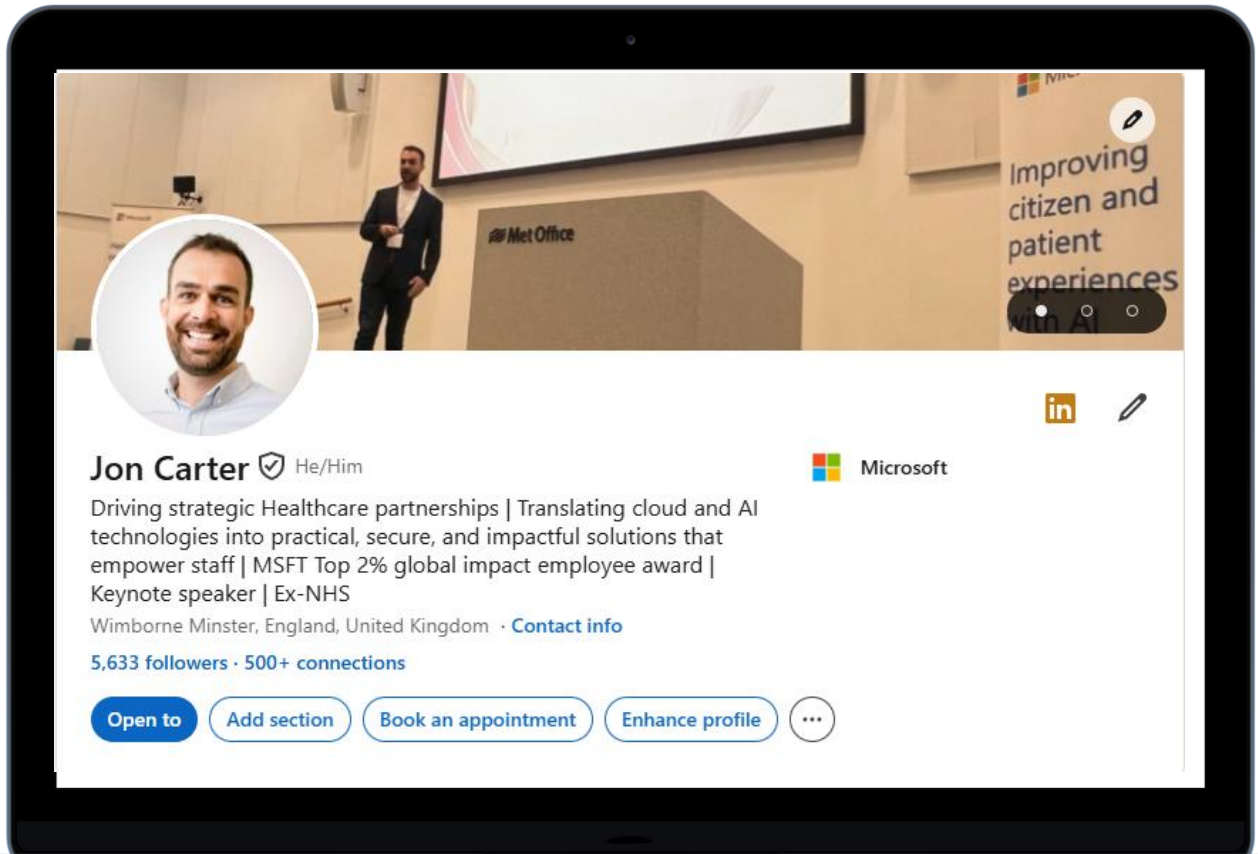


STEP 7

Create engaging content

Upload posts, photos, presentations, videos, and articles

Give a dynamic, visually appealing representation of your professional story.



STEP 8

Go and network Follow and Connect

- Engage in groups and discussions to connect with industry peers.
- Reach out to potential contacts with personalized messages.
- Share valuable content to increase visibility and new attract connections.
- Follow up with to nurture relationships.



STEP 9

Use Copilot Chat to Optimize Your LinkedIn profile

- Get instant feedback – review your LinkedIn profile and suggest improvements for clarity, impact, and keywords optimization.
- Generate ideas - brainstorm unique headlines and elevator pitches based on your exp.
- Refine your story – paste your profile content into Copilot and request a rewrite in a more engaging, authentic, or professional tone.
- Stay current - ask for tips on the latest LinkedIn best practices, or how to tailor for specific roles
- Save time – draft posts, articles, or responses.

Thank you!

Let's connect...



joncarter@microsoft.com

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