

Personal Brands of Top Managers on LinkedIn in 2023



December 7th 11:00-12:30 UTC+3



Gunnar
Habitz

**Digital Reputation for
Boards and Leaders**

People leave bad managers and join good leaders. They buy into a well crafted vision. But the top is invisible.

**Consumers prefer buying from
companies with visible purpose
expecting visible leaders.**

Decisions in the financial industry are
broadcasted via **digital channels** but
where are Board and Owners?

Study from Australia's top 200 Companies

Propel: "Digital Reputation Report", November 2022 (propelgroup.com.au)



SCAN ME

82%

of CEOs have a LinkedIn profile

They post **8x** per year

But the ten most active CEOs

post **60x** per year

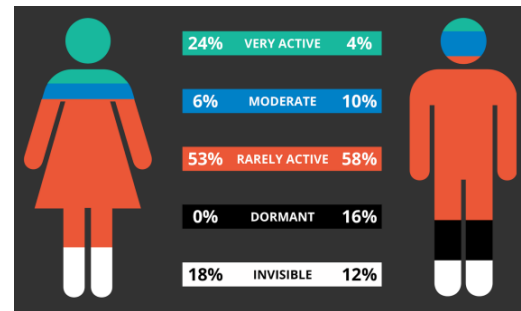
72%

of CEOs with profile are passive

6%

of those CEOs are active

Female CEOs outperform
their male counterparts



They post **8x** more than male
at **45x** higher engagement

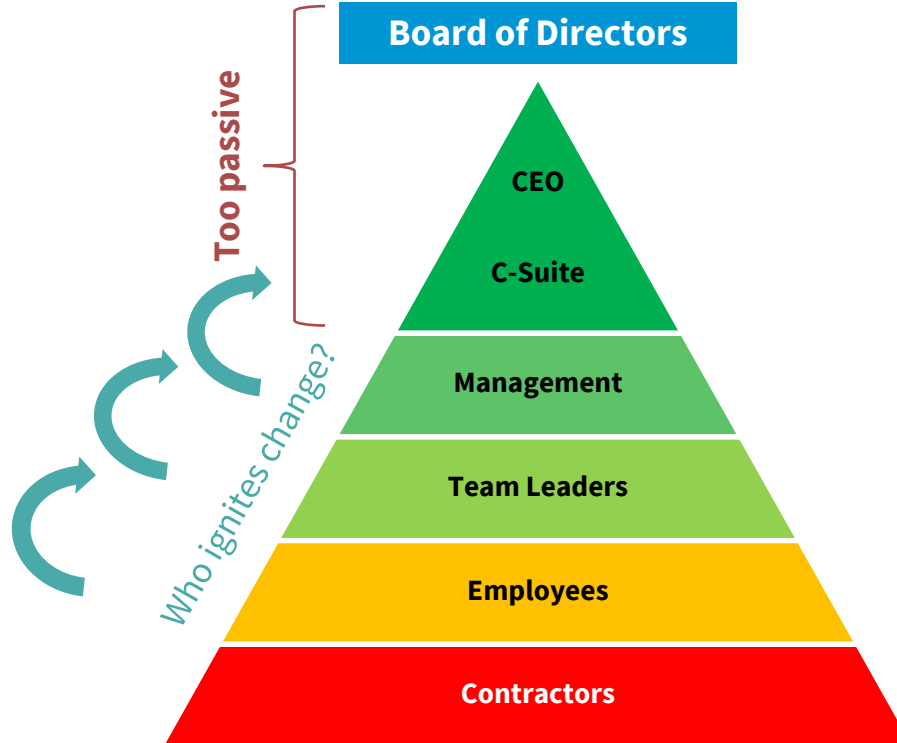
**Top Leaders and Board Directors are
far behind average LinkedIn profiles
ignoring their personal brand.**

Governance & Channels

Example of larger SMB and Enterprise organisations

Stakeholders

- Clients
- Partners
- Supporters
- Consultants
- Associations
- General Public
- **Prospects**
- **Investors**
- **Talent**



Internal Channels

- Email, Phone, Intranet
 - Tools & Resources
 - Annual Report

External Channels

- Website(s) & Blogs
- Traditional Press
- Support Tools
- **Social Media**
- **Chat Tools**

How can we help leaders and Board Directors knowing they won't have time to be a LinkedIn wizard?



Agree to start a journey together

**My approach: create
magnetic activities to let
LinkedIn work for us.**



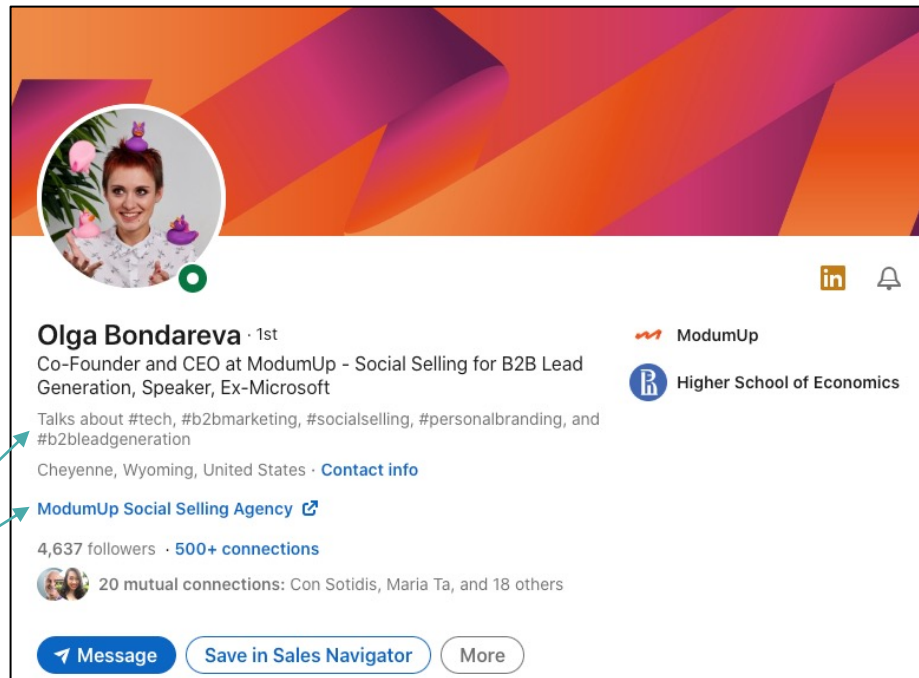
A person with a beard is seen from the side, sitting at a wooden desk. They are holding a tablet with both hands, looking at the screen. On the desk, there is a white cup of black coffee on a saucer. The background is slightly blurred, showing a desk lamp and some papers. A semi-transparent white box with a thin teal border is overlaid on the image, containing the text '1. Correct Profile'.

1. Correct Profile

Improve Your LinkedIn Profile

Most important elements

1. **Headline**
2. Photo
3. Background image
4. Contact info
5. **Featured section**
6. **About**
7. Experience & Education
8. Skills & Recommendations
9. Profile URL
10. Modern elements



A photograph of two men in business attire shaking hands over a table. The man on the left is wearing a light blue shirt and a white tie. The man on the right is wearing a dark suit, a white shirt, and a red tie, and has glasses. They are both smiling. On the table in front of them are several documents, including a large white sheet of paper and a smaller document with a grid. The background is a plain, light-colored wall.

2. **Connect** Properly



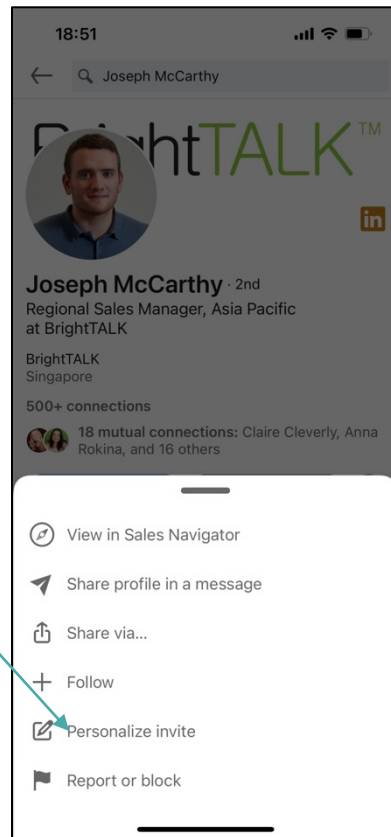
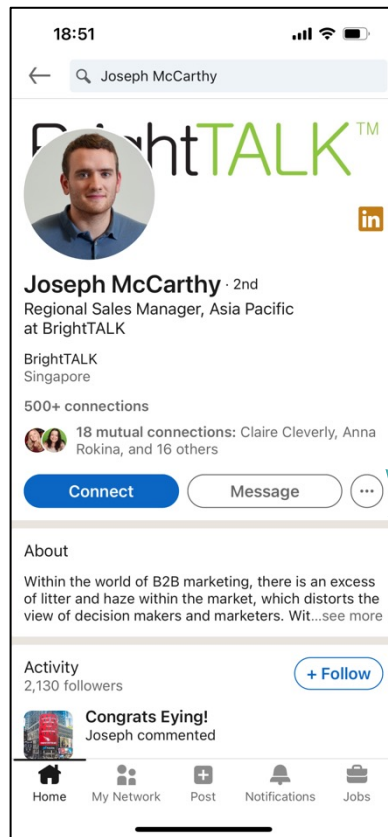
You don't need just prospects in your network, also consider existing **clients, suppliers, supporters, and influencers.**

Personalise Your LinkedIn Invite

On mobile press here

From collecting to connecting

- Watch the profile to prepare your hook
- Helps to remember later in messages
- Add a personalised invite



Your invitation has been sent ✕

Would you like to add a note to personalize your invitation to **Joseph McCarthy**?

Add a note to your invitation ✕

LinkedIn members are more likely to accept invitations that include a personal note.

Hi Joseph,


We chatted about BrightTALK recently, looking forward to talking to you soon.

In the meantime it would be good to connect with you on LinkedIn:

Kind regards

Gunnar

122 / 300

A top-down view of a vintage typewriter on a white marble desk. To the left is a white cup with gold trim containing yellow tea. To the right is a gold-colored pineapple. In the bottom left is a notepad with a grid pattern and a pair of gold scissors. A person's hands are visible at the bottom, typing on the typewriter. A semi-transparent white box with a teal border is centered over the typewriter, containing the text.

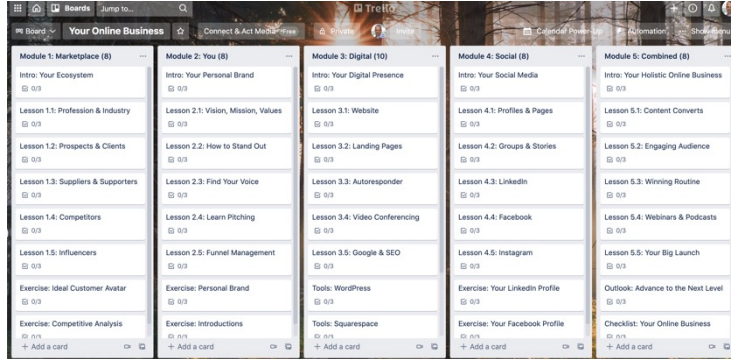
Travel is to make a journey or to have an adventure to
somewhere by bicycle, train, airplane, car, motorcycle, or
boat. It could be an exploration to somewhere new planned
or unplanned to meet new people, new things and new
places. There are different types of adventures waiting
for you to explore.

There are lots of places to explore. Places could be urban
or suburban. Some people loves to be with nature to free
their mind and refresh their soul, but some like to be
in the city. You will get lots of benefits such as explor-
ing new culture.

3. Content in Context

Trello

My method to choose content



- **T**rust
 - **R**esults
 - **E**nthusiasm
 - **L**earning
 - **L**ifestyle
 - **O**ppportunity
- Produce in batches
 - Post once per day
 - Provide value
 - Pitch never



Gunnar Habitz (He/Him)
Social Selling Advocate at Hootsuite | Senior Partner & Alliance Manager APAC | Advance social as highest...
2d • Edited •

How to tell a good story on [#linkedin](#)?

Follow this formula:



Gunnar Habitz
@GunnarHabitz

How to write engaging content?
Use my formula TRELLO to select ideas for your posts:

- Trust
- Results
- Enthusiasm
- Learn
- Lifestyle
- Opportunity

That's right, only at the end you talk about your offer.

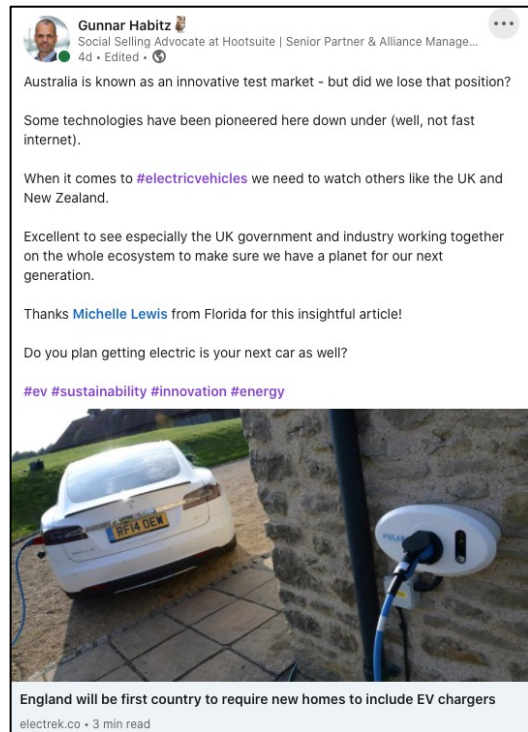
What's your approach to select topics to make up a good story?

09:48 · 1/4/2022 · Hootsuite Inc.

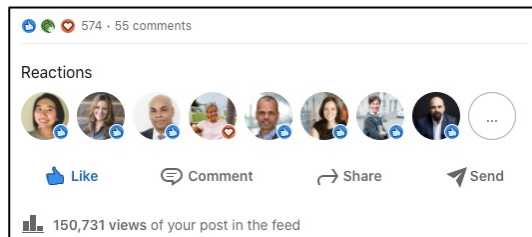
Comment on the posts of others with
further insight, provocative thoughts –
best way to show your voice.

Curate with Magic Intro

Example: England will be the first country to require new homes to include EV chargers

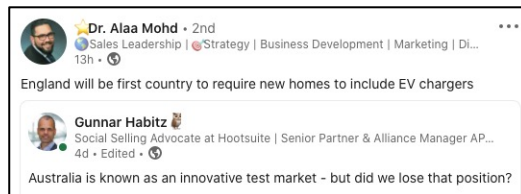


- [Curated good content from www.electrek.co](http://www.electrek.co)
- Started with hook and provocative question
- Summarised key takeaways
- Kept the post very brief to encourage reading
- Tagged original author
- Used only 5 hashtags, #innovation (39M foll.)



20 reshares

- from 2nd and 3rd grade connections
- Most share it without their own commentary



Create Ideas into Posts

Start a scrapbook of brainstorming ideas today

Formats

- Text with image/s
- **Text with document carousel**
- Text only
- Video
- **Newsletter series**
- (Poll)


Templates

- List post (5 best X...)
- Event/webinar summary
- Curiosity question post
- **Customer story**
- Result post
- Create once and reuse!!!

A clever marketing team helps leaders with content

Example Post

Episode 101 of my series #socialsellingmonday

**Gunnar Habitz** ***
Social Selling Advocate at Hootsuite | Senior Partner & Alliance Manag...
10h · 🌐

Where can you find suitable contacts for your network without even searching for them?

If your search strategy is highly targeted or you ask everyone to follow you instead, there is another way to find beyond regular search activities.

The comments within your content are a great source to engage with second-grade connections.

You may ask who might comment on your material if they are not connected in the first place?

Clever content drives conversations to convert. An interesting conversation is a starting point for others to chip in.

Here are my tips to setup this approach to win suitable members for your tribe.


1. Create or curate really good content providing well-perceived value to your audience, published at a time when they are available.
2. Tag others into the post, only a few inside the text itself, then add a comment with those who might benefit from it. Also share this post in a direct message to others.

3. Engage with the receiving comments from your first-grade connections, ask them something back and start visible dialogues enticing others to jump in.

4. Connect with those people who comment on your post who now become your new tribe members.


How do you entice others to comment your work?

#contentmanagement #socialselling #socialsellingmonday:




with Roger Christie

Share Image

**Gunnar Habitz** **Author**
Social Selling Advocate at Hootsuite | Senior Partner & Alliance M...
10h ...

Commenting on content has been the start to an ongoing dialogue with **Roger Christie** of **Propel Group (Australia) Pty Ltd** - helping organisations get more from social media. Without that no chance to meet him and enrich our network conversations

Like · 1 | Reply · 2 Replies

**Roger Christie** · 1st
Helping organisations get more from social media | Govern...
9h ...

We're a living, breathing example of the advice I give our clients all the time, **Gunnar**!

Personally I like the 'iceberg analogy'. Too many people focus on what they can do 'above the surface' on LinkedIn - what they post, their articles, direct connection requests. But what lies under the surface - reacting, commenting, sharing - often drives strongest relationships.

Glad to have connected and to keep sharing insights!

Like · 1 | Reply

A woman with long brown hair has a wide-eyed, open-mouthed expression of shock or surprise. A man with short dark hair is leaning in from the right, whispering into her ear. The background is dark and out of focus.

4. **Convert** With Messages

**LinkedIn Messaging is a search engine.
Communicate with keywords to find
later. Use voice and video to surprise!**

Summarising the Steps

1. **Correct** Profile
2. **Connect** Properly
3. **Content** in Context
4. **Convert** With Messages



Launching Early 2023

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