



INTENTIONAL
CAREERS™

FINDING COLLABORATORS USING LINKEDIN

ABOUT YOUR TRAINER



As the founder of Intentional Careers™, author of **Amazon #1 bestseller, Intentional Careers for STEM Women** and host of a top 5% global podcast, **Women in STEM Career & Confidence**, Dr Hannah Roberts is an award-winning coach on a mission to eradicate inequality in the workplace by guiding women to design careers for fulfilment with a mindset for leadership to build progressive workplace cultures where every individual feels valued.

Hannah is uniquely positioned as a scientist, mum of three with a background in corporate and academia. She was managing director of a spin-out company before pivoting into coaching, speaking and training in 2019. She has clients spanning 6 continents and is a certified **One of Many™ Women's Leadership Coach and Trainer** with the **Professional Certified Coach** credential from the **International Coaching Federation** and has been a member of the **Forbes Coaches Council** since 2022.

Read her full story at → www.hannahnikeroberts.com



KEYNOTE TOPICS

1. Moving beyond imposter syndrome
2. Accelerating careers designed for fulfilment
3. The future paradigm of women's leadership



Incredibly powerful, sincerely caring and superbly thought-provoking. The most well-attended workshop series ever.

- Dr Rosalinda Leone, GSK



Pivot

noun

Turning point, that on which some matter hinges or depends



Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason to not follow your heart.

STEVE JOBS

PROFESSIONAL POSITIONING

01 SET YOUR INTENTIONS

Choose from one of the following three strategies:

- ☐ Job opportunities
- ☐ Collaboration/partnership/sales opportunities
- ☐ Increased impact/visibility

Remember this is a strategy for now, as your circumstances change your strategy will alter too.

02 BASELINE STATISTICS

1. Click on the LinkedIn app
2. Go to your picture in the top left corner
3. Tap on it to view profile
4. Scroll down to under your headline or the activity section
5. Record the number of followers or connections

This number will become your baseline statistic. It is great practice to record how your network increases on a monthly basis.

03 DEFINE YOUR IDEAL PERSON

To expand your network full of ideal people (collaborators) we first need to define that person related to your strategy.

- Job title
 - Where do they work?
 - How would you search for them using LinkedIn keywords?
-
-
-

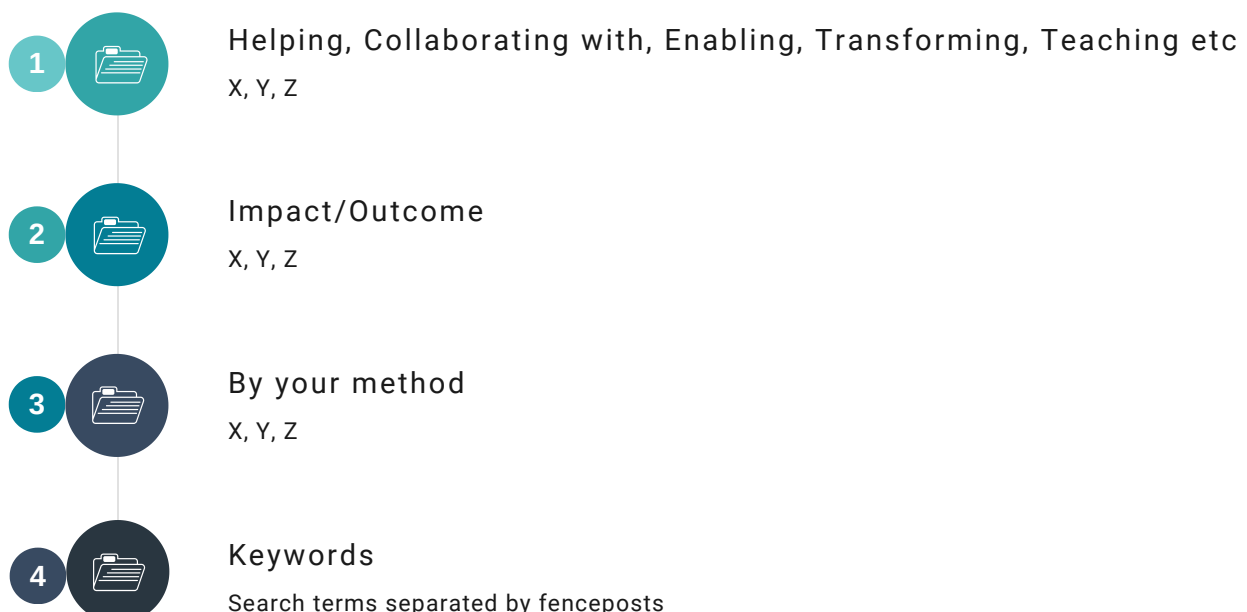
04 HEADLINE

Your headline is so important because it follows you around LinkedIn wherever you go. When you connect with people, comment on post and it is the first thing people see on your profile. If you headline really speaks to your ideal person, they will click through to read more about you.

Your headline is very much a part of your brand and what makes you different from everyone else out there. Rather than blending into everything else online, this can help you stand out and give you the edge.

It also helps to attract the right type of employers, collaborators or users to you. Remember your headline is about them first, rather than all about you.

Your LinkedIn headline comprises of four distinct parts.



JOB OPPORTUNITIES

Enabling C-suite leaders deliver shared services and outsourcing transformation savings by alignment on a clear strategy and proven approaches to implementation. GBS | Shared Services | Outsourcing | Transformation |

Supporting senior directors and key stakeholders achieve opportunities and innovation through competitive intelligence, commercial strategy and proven traction success | Business Development | Life Science | R&D | Bids & Tenders |

Helping heads of data science in Pharma, Biotech and Agri-Industries with insights, strategies for growth and trends in market by data analysis and interpretation | Data Science | Research Analyst | Insights |

COLLABORATIONS

Collaborating with researchers and clinicians to improve the mental health of children | Applied Health Research | Societal Change | Research Impact Lead | Clinical Trials Management |

Collaborating with design and synthesis chemists to discover the next generation of active ingredients through automation of all aspects of chemical synthesis.

Championing mothers in STEM careers to improve gender equity using elevation and retention strategies | DEI Advocate | Researcher | Science Editor |

Helping field engineers improve product lines by developing customer relationships | Business Development | Mass Spectrometry | customer Insights | Trends in Markets | Next Generation Mass Spectrometry |

Helping researchers improve drinking water quality by engineering the interactions between hydrodynamics and biofilms.

Create the first iteration of your headline.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

HARNESSING OPPORTUNITIES

ELEGANT STRATEGIES

Before you consume any social media, take these 3 actions in under 15 minutes to future proof your career so that you have the network available to you when you need it the most.

1. Expand Your Network: 10 relevant people
2. Increase Interconnectivity: Comment on 5 posts
3. Get Visible: Share a post with your opinion (thought leadership)

EVIDENCE IT'S WORKING

- Inbound enquiries.
- Enquiries from recruiters that are a match. If job opportunities is your strategy remember to have recruiters as 1 category of people you connect with.
- Increased notifications.
- Track Analytics.
- Increased followers/connections and profile views.

ACTION **PLANNING**

What do you need to start, stop, or continue?

START

- 1**
- 2**
- 3**

STOP

- 1**
- 2**
- 3**

CONTINUE

- 1**
- 2**
- 3**

BENCHMARK YOUR CAREER



NOTES

[illegible]

NOTES

[illegible]



If you're doing something and you don't know why you're doing it, then it's good to reflect on the intentionality behind it.

- JAY SHETTY

ARE YOU LOOKING FOR MORE SUPPORT?



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<https://scorecard.intentional-careers.com/strategy>



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