

Your LinkedIn Profile Checklist

Discipline/Title:

- Does it help establish your brand? What you do or want vs. stating a job title?
- Are you still listing your old firm and job title?
- Is it too informal vs. professional?
- Are you opting for clever verbage (e.g., "Venture Catalyst;" "Chief People Officer")? If so, will people understand it?
- Is it clear that you are no longer with your former company?

Categories:

Does the category you selected:

- Best reflect what you do?
- Clarify where you are searching?

The Update Box:

Are you:

- Changing/updating this statement on a regular basis?
- Using this section to:
 - o Describe what you are looking for ("Searching for a challenging Risk/Compliance role institutional side of Financial Services")?
 - o Communicate another kind of need like: "Actively seeking people interested in networking" or "Interested in changing universal healthcare benefits?"

Photo:

- Does it support your positioning?
 - o Clever, warm, intellectual, etc.?
- Is it high quality? Is it flattering?
- How well can you see yourself? Headshots are best, unless something better represents you and your brand.

Summary:

Does it:

- Describe your "best stuff?"
- Highlight your qualifications for your future goals vs. your past achievements?
- Declare your discipline?
- Highlight key competencies focusing on what you have accomplished vs. only a list of strengths?
- Give a flavor for who you are and your professional style?
- Differentiate your experience so it doesn't appear "vanilla" or generic?

Is it:

- A bio or resume-type summary? More "personality" than your resume?
- In harmony/consistent with your resume and 30-second commercial?
- Easy to read and grammatically correct, typo-free?
 - o e.g., check for acronyms vs. spelled out words, company specific language vs. generic terms.

Skills Section:

- Do your skills position you competitively?
- Do you list a manageable number of skills?
- Have you endorsed skills of your first level connections and requested they endorse yours?

Professional Experience:

- Are descriptions edited down for your resume to reflect key areas of experience?
- Are accomplishments visible and written in a results-oriented language?
- Is there a scope statement for companies that is easily recognizable?
- How much/all of your experience is listed? Does it align with your resume?

Recommendations:

- Do you have them?
- Are they redundant of each other or does each provide new information?
- Do they focus on your impact, value and expertise?
- Do they include at least one director manager, key customer or client?
- Do you have any written by direct reports?
- Have you checked for spelling and grammar errors?
- Do they enhance your brand? Be selective!

Education:

Consider Gain vs. Loss in including:

- Key in-service/certificate trainings as well as degrees
 - o If the school is not well known, you can include more info or their website.
- Education dates
 - o Optional here, required for jobs; recent is good
- Prep school?
 - o Can work for you in networking (“fellowship”)
 - o Against you in perception (“snob”)
- GPA? (recent grads only)
- Fraternities/sororities/other activities from that time

Military Service:

- Is it listed under professional experience?
- Will it work for or against you?
 - o Usual rule of thumb: include if it enhances your obvious skills for your desired position.
- Do you have current or prior security clearance?
 - o Add if appropriate.

Additional information:

- Websites – do you want to include?
- Professional Twitter account – list if you have one
- Interests: these are current vs. the ones under education
 - o Do they support your branding?
 - o Are they attractive to potential employees/clients?
- Advice for contacting-list your email address when conducting a job search

Groups:

- Do you have a thoughtfully chosen mix (e.g., occupation, education, causes)?
- Are you following 6-8 different groups?

Components of An Effective Resume

Component	Purpose
1. Heading	Provides contact information and can highlight certifications. Must include: <ul style="list-style-type: none"> ▪ Name ▪ Address - City, State is acceptable ▪ Phone Number ▪ Email address ▪ Personalized LinkedIn URL - optional Subsequent pages: Name, page #
2. Career Summary/Profile	The summary describes functional expertise and marketable skills. Draws from key words and core skills, and it provides a brief, powerful personal brand that states your values and credentials to the reader.
3. Accomplishments/Competency Highlights	A bulleted list or brief bulleted sentences highlighting top competencies. Are frequently referred to as Key Words.
4. Employment History/Prof Experience: Company Profile	Provides an idea of the type of organizations and industries in which you have experience. Should include the company name and location, the years that you worked at the company, and a brief statement that describes the scope, size, revenue, products and geographic presence of the company.
5. Employment History/Prof Experience: Position Profile	Provides summary of role, responsibilities including direct reports, decision-making, budget, reporting relationship, etc.
6. Employment History/Prof Experience: Accomplishment Statements	Accomplishments statements are the specific measures of your success, they show results, and should include powerful, active words that convey your skills and accomplishments - Use a PAR worksheet to help write these.
7. Optional Sections <ul style="list-style-type: none"> ▪ Technical/Special Skills ▪ Honors/Awards ▪ Professional Associations ▪ Community Service/Involvement ▪ Presentations/Publications ▪ Licenses ▪ Military History 	Provide a list of relevant experience that highlights leadership, community involvement, personal brand, etc.
8. Education	List all degrees, certificates with highest-ranking degree first. Include: Degree, area of study, school, location, year (recent grad)

Resume Checklist

Heading:

- Name, City/State, phone, email address. Suggested maximum font pt. 16 for name
- Include LinkedIn URL-customize your URL to remove unnecessary characters.
- Include second page header name and page number.

Career Summary/Objective:

- Objectives are seen as dated; use a targeted Career Summary/Profile instead.
- Summary should reflect your level and depth of experience. Include years of experience in an industry or function. Page 86 of CPI manual has template for creating Career Summary.
- No first person pronouns.
- Make sure top third of resume speaks to your future value to the employer.

Computer/Technical/Special Skills:

- Categorize and label technical/computer skills if there are many.
- Do not list basic word processing and spreadsheet skills.

Professional Experience:

- Only list details back 15-20 years. If previous roles show an interesting progression or industry relevance, simply list company, titles and dates.
- Company Profile:** Provides the reader with an idea of the type of organizations and industries in which you have experience. Should include the company name and location, the years that you worked at the company, and a brief statement that describes the scope, size, revenue, products and geographic presence of the companies. Page 87 of the CPI manual has examples.
- Position Profile:** Provides the reader with an understanding of your role and your results. Include overview of day-to-day responsibilities, span of control in terms of direct reports and budget. Include reporting relationship if relevant.
- Accomplishment/Results Statements:** Avoid pronouns, start sentences with Action Verbs. Describe impact result had on organization or department quantify with dollars, percentage and time whenever possible. Page 90-91 of CPI Manual has a list of Action Skill Verbs.

Education/Training/Certifications:

- List education at the end of the resume unless recent graduate.
- List certifications at the end of the resume unless critical for position.
- CPA, MBA, PMP designations should be placed after name in header in addition to being listed.
- Highest degree listed first, do not list High School.
- Do not list GPA unless it is impressive and a recent grad.
- Listing year graduated is optional, recommended that you do not provide.

Quality Control Steps:

- Copy edited by someone who is strong in grammar/spelling but hasn't reviewed prior.
- Convert resume to PDF to ensure consistent viewing across operating systems.
- Test conversion by sending via email and opening on different computer.
- Convert to text only for online applications.
- Print to ensure proper page breaks and layout/format is by design.