

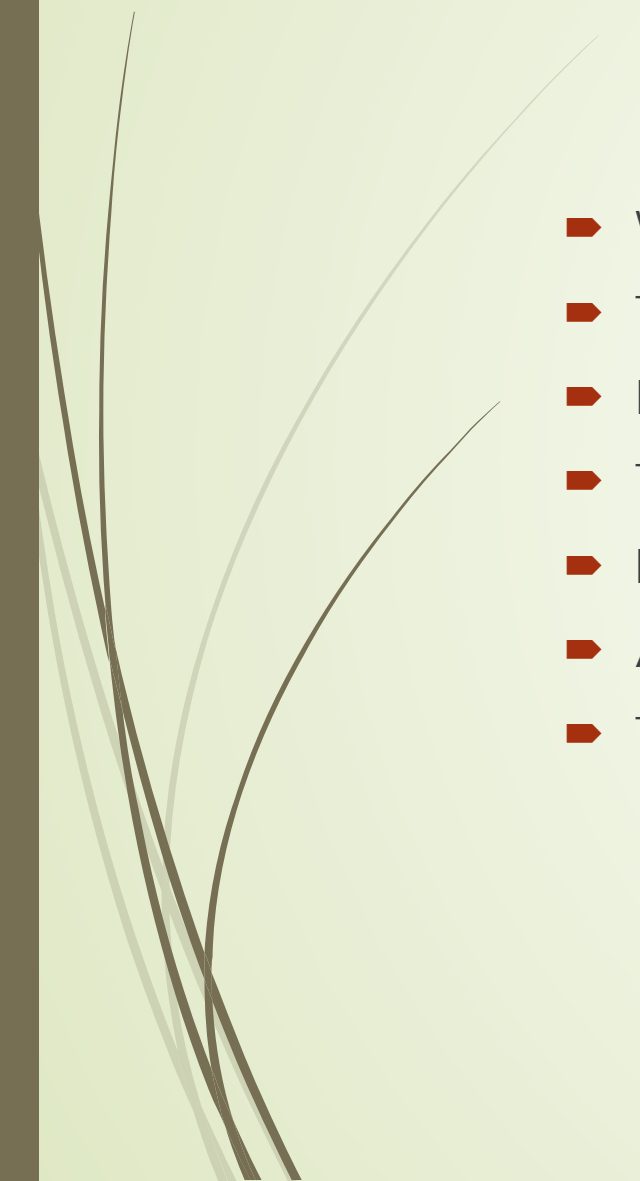


Is your LinkedIn profile doing
its job of connecting
you to opportunities?

Carl Friesen



Here's what you'll learn

- ▶ What your profile should be doing for you
 - ▶ The two main purposes your profile must meet
 - ▶ Elements of a successful profile
 - ▶ The importance of connections and recommendations
 - ▶ LinkedIn as a publishing platform to help you stand out
 - ▶ Activities that actually help you build your career
 - ▶ The little-known benefits of company pages
- 



How to use these ideas in your career

- ▶ There will be waaaaaay too much information
- ▶ You can't apply it all. Pick steps that are do-able for you, make notes
- ▶ Set a deadline to get those steps done
- ▶ Decide if you'll invest time in LinkedIn weekly to stay in touch

It's not about getting discovered

It's about impressing someone who has met or heard about you

- Choosing a restaurant?
Go to Yelp
- Choosing a movie?
Go to Rotten Tomatoes
- Choosing an employee, colleague, service provider?
Well, where do you think?



Would your LinkedIn profile impress your ideal client, employer, business partner?





Two purposes of a successful profile

To inform

- ▶ The kinds of work you do
- ▶ Your professional qualifications
- ▶ Your academic qualifications
- ▶ Your experience qualifications



Two purposes of a successful profile

To inform


- ▶ The kinds of work you do
- ▶ Your professional qualifications
- ▶ Your academic qualifications
- ▶ Your experience qualifications

To persuade

- ▶ You're in their sweet spot for qualifications
- ▶ That you're credible
- ▶ You're a safe, defensible choice
- ▶ That you'll make them look good
- ▶ You're someone they'll enjoy working with



Ten steps to a successful profile



1. Your name

Spelled right, with capitals, given name first

If you have qualifications needed for your work, include them

First name: **Rodger**

Second: **Nevill Harding B.A. LLB.**

Rodger Nevill Harding B.A. LLB.

2. Your picture

Smile – look like someone they want to work with (part of the “persuade” purpose)

Dress appropriate to the culture

Consider going beyond the mugshot format – tools of your trade

Invest in a professional portrait!

There is something almost magical about the ability of pro photographers to make you look your best (“magic” includes Photoshop)





3. Your purpose

State clearly:

- * What you do

- * Who you do it for

- * Benefits they receive

Include credentials, certifications if relevant to your work

Helping business professionals publish content that builds their profile as thought-leaders

4. Your summary

Informs about your background, education, professional qualifications

Persuades the reader that they want to work with you

Style should be more conversational than a resume, but LinkedIn is not a dating site

Add articles and other publications, helps with the “persuade” function

I help business professionals show their expertise so they can stand out and get noticed, helping them get more of the work they love. I do this by working with professional firms in fields such as environmental science, engineering, sustainable design and renewable energy. I help them develop informative content that shows their expertise, select niche news media that are read and trusted by people in their market, and get those ideas published. I then help amplify that impact through social media.

To do this work, I use my background in journalism to dig for “the story” that presents my clients’ ideas well -- without coming across like a sales pitch. My experience in business, plus an MBA in Marketing, help me put my clients’ expertise into terms that businesses can relate to. I’ve put some of my ideas into book form -- five to date, most recent being “Your Firm’s Expertise Edge,” published in 2015.

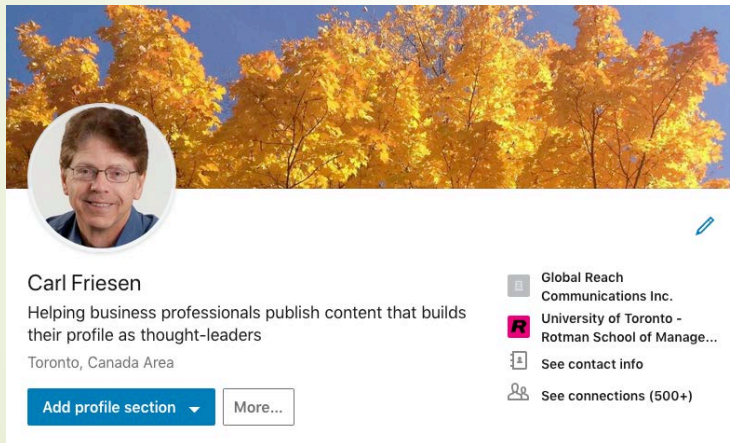
E-mail: carl@ThoughtLeadershipResources.com
Office tel: 1.289.232.4057 Mobile tel. 1.647.998.4057
Twitter: [carlfriesen](https://twitter.com/carlfriesen)

Gain access to a weekly e-mail resource on thought leadership:
<http://thoughtleadershipresources.com/newsletter>



5. Your contact information

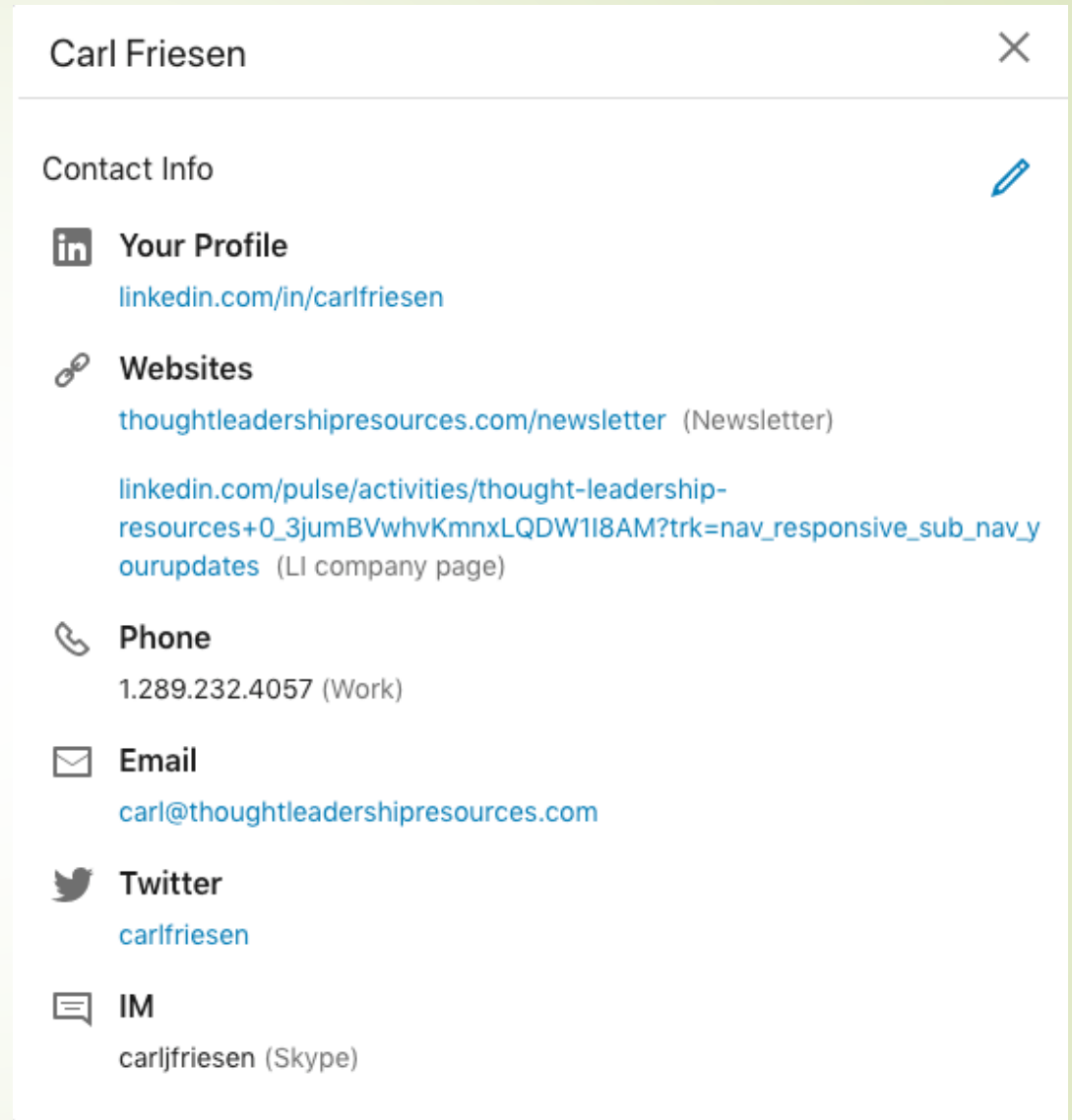
Include phone, personal email address, other social media



Carl Friesen
Helping business professionals publish content that builds their profile as thought-leaders
Toronto, Canada Area

[Add profile section](#) [More...](#)

- Global Reach Communications Inc.
- University of Toronto - Rotman School of Management
- See contact info
- See connections (500+)



Carl Friesen

Contact Info

Your Profile
linkedin.com/in/carlfriesen

Websites
thoughtleadershipresources.com/newsletter (Newsletter)
linkedin.com/pulse/activities/thought-leadership-resources+0_3jumBVwhvKmnxLQDW1I8AM?trk=nav_responsive_sub_nav_yourupdates (LI company page)

Phone
1.289.232.4057 (Work)

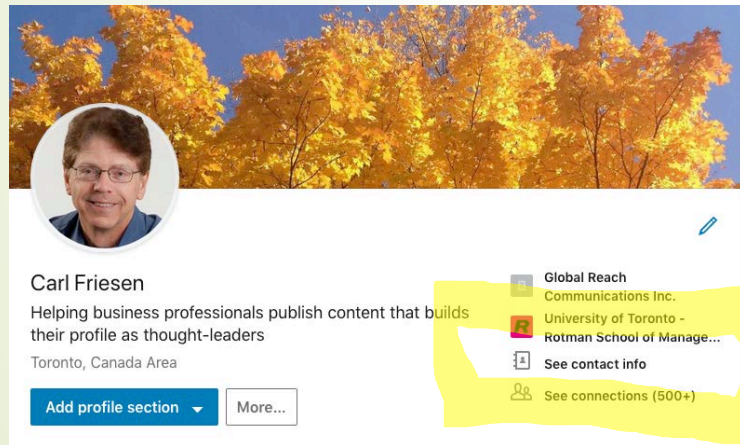
Email
carl@thoughtleadershipresources.com

Twitter
[carlfriesen](https://twitter.com/carlfriesen)

IM
carljfriesen (Skype)

5. Your contact information

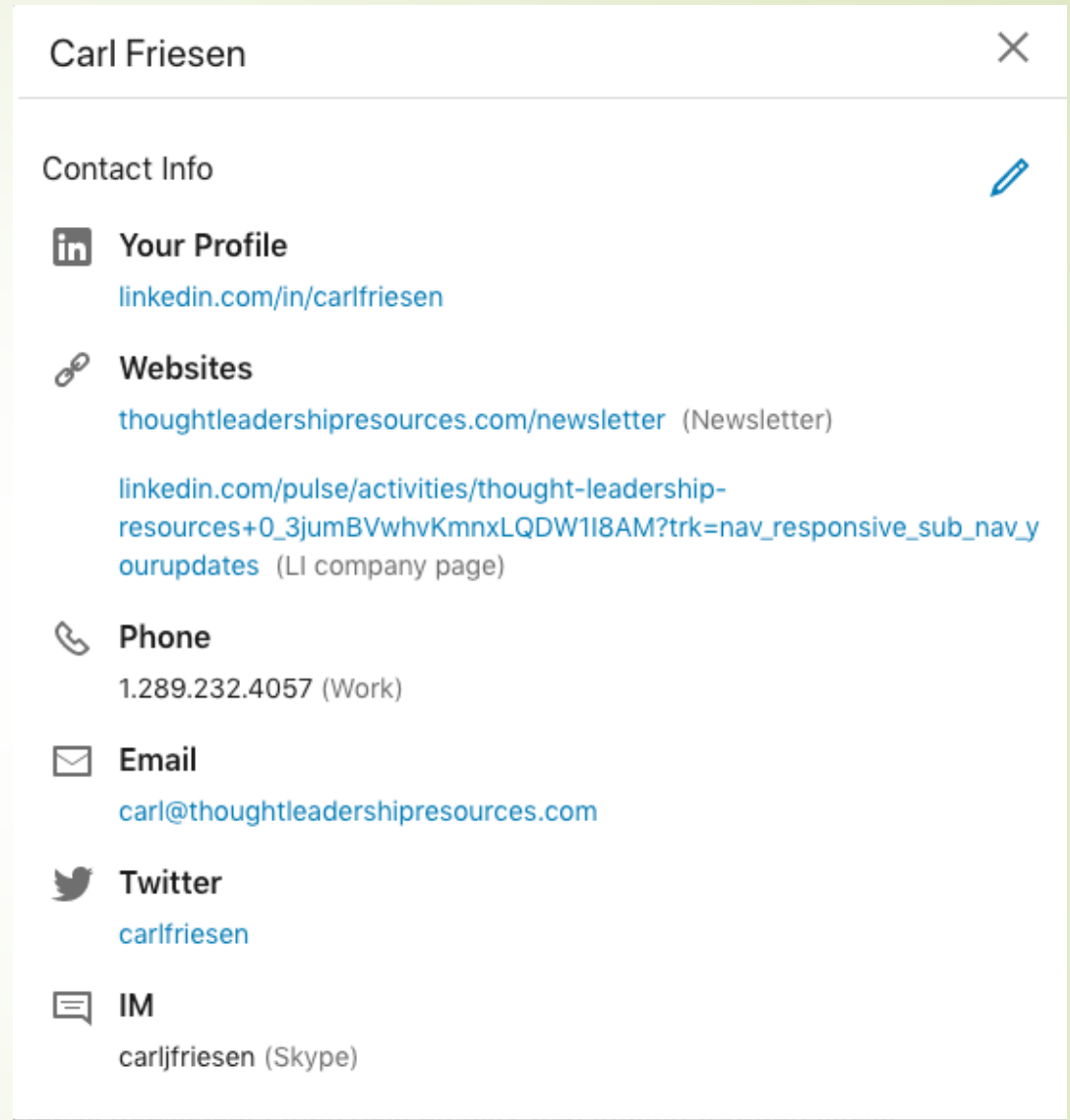
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Toronto, Canada Area

[Add profile section](#) [More...](#)

[See contact info](#)
[See connections \(500+\)](#)



Carl Friesen

Contact Info

Your Profile
linkedin.com/in/carlfriesen


Websites
thoughtleadershipresources.com/newsletter (Newsletter)
linkedin.com/pulse/activities/thought-leadership-resources+0_3jumBVwhvKmnxLQDW1I8AM?trk=nav_responsive_sub_nav_yourupdates (LI company page)

Phone
1.289.232.4057 (Work)

Email
carl@thoughtleadershipresources.com

Twitter
[carlfriesen](#)

IM
carljfriesen (Skype)



6. Experience

Informs about professional background

Reassures them that you're the safe, defensible choice

Include work samples if you can, without violating confidentiality

Experience



Principal

Global Reach Communications Inc.

Mar 2009 – Present · 9 yrs 11 mos

Mississauga, Ontario, Canada

I help business professionals get published in business publications and on Web sites read by their target market. This includes helping them develop an article topic that will be of interest to the editor and to the readers, and which will also help reach the author's marketing goals. I present the idea to the editor, and if the editor is interested will interview the author and ghost-write the article for their review and comment. I then work with the editor to get the article published.



Manager, Media Relations

Golder Associates

Dec 2005 – Mar 2009 · 3 yrs 4 mos

I helped members of the company build their profile in business and professional magazines, through published articles. I consulted on developing article concepts, selected publications, coordinated with magazine editors, interviewed the named author and ghost-wrote articles, worked with editor on publication. Also wrote content for the international quarterly... [See more](#)



Principal

Global Reach Communications

Jan 1999 – Jan 2005 · 6 yrs 1 mo

As currently, I worked with business professionals to help build their profile through effective media relations. Clients included accountants, actuaries, architects, consultants, engineers, lawyers and others.

7. Education

Informs and persuades that you have the qualifications to do the job

Show that you're engaged in life-long learning, as it reassures them that you're staying current

Include online and continuing-education courses

Education



University of Toronto - Rotman School of Management

Master of Business Administration, Business Administration

1989 – 1991

Activities and Societies: Editor of student newsletter "SWOT's Up" during the second year in this full-time MBA program 1990-1991



Carleton University

Hons. B.A., Journalism

1982 – 1983



Wilfrid Laurier University

BA, Geography, Sociology

1978 – 1981

Activities and Societies: Entertainment Editor of the student newspaper The Cord Weekly for part of my first year at WLU; Photo Manager in second year; News Editor in third year.

Licenses & Certifications



PowerPoint 2019 Essential Training

Lynda.com

Issued Dec 2018 · No Expiration Date

[See Credential](#)



SEO Foundations (2014)

Lynda.com

Issued Nov 2018 · No Expiration Date

[See Credential](#)



Learning Slideshare

Lynda.com

Issued Apr 2018 · No Expiration Date

[See Credential](#)



Certified Content Marketing Specialist

Digital Marketer HQ

Issued Nov 2017 · No Expiration Date

[See Credential](#)



8. Recommendations

These have high credibility because the other person must write and put them on your profile

Important because without them, it looks as though nobody likes you

Recommendations on the right have names removed for privacy reasons

I had the pleasure of working with Carl over 10 years and he always impressed me with his professionalism and great quality work. Carl has the unique ability of transforming highly technical concepts into an interesting readers' friendly version. He has an efficient process in place which starts with interviewing the consultant all the way through getting them published. Since his clients are located around the world, he is very flexible to accommodate tight time lines and communicate between different time zones. Carl is also very keen on building long lasting business relationships and partners with his clients to achieve their desired goals. Carl has my strongest recommendation! [See less](#)

I have worked with Carl in various capacities over the last 10 years. He is a talented writer and professional communicator. Carl has the uncanny ability to take very complex technical information and write it in a way that others can grasp and actually enjoy reading. He knows how to get people published and understands what makes strong thought leadership content. I would highly recommend Carl to others! [See less](#)

Carl is very professional and knowledgeable in assisting professionals to become known in their fields of expertise. I, in particular, look forward to reading his blog which always contains helpful and practical tips on how to show and share your expertise.



Four ways to get recommendations

01

Write a recommendation and hope that the other person recommends you back

02

Just ask the other person for a recommendation

03

Draft the text of your own recommendation, send it to the other person with a request that they modify as needed and put it on your profile

04

Use LinkedIn's form to request a recommendation

9. Accomplishments

These add sizzle to your profile

Reassure the other person you're credible and recognized in your field

Publications can be print, online, webinars, podcasts, videos ...

Honors and awards: include a visual

Add languages, associations, anything to give the other person reassurance about you

Accomplishments

20 Publications

Hot to get the attention of top executives: the "sidestep" method • Five ways writing case studies helps build your career • Not connecting with career opportunities? Why your "why" matters

- Blogging: your key to gaining the work you want
- Webinar: "Get that speaking engagement"
- How Engineers and Engineering Firms can Build Thought Leadership through Public Speaking
- Showing Extra Value to Convert Buyers of a 'me-too' Service
- 3 rules for choosing your next speech topic
- Guest podcast on thought leadership
- Your Firm's Expertise Edge...

6 Honors & Awards

Denise Brown Outstanding Volunteer Achievement Award • Marketing Communications Awards

- Marketing Excellence Awards
- Advanced Toastmaster Bronze (now Advanced Communicator Bronze)
- Competent Toastmaster (now Competent Communicator)
- IABC Silver Leaf Award

4 Projects

Designing content that moves prospects to take action • Using content marketing to show thought leadership (live presentation) HPCA • LinkedIn For Business Development • Public speaking program

2 Courses

Instagram for Business, via Lynda • Learn to Teach Online, via Lynda

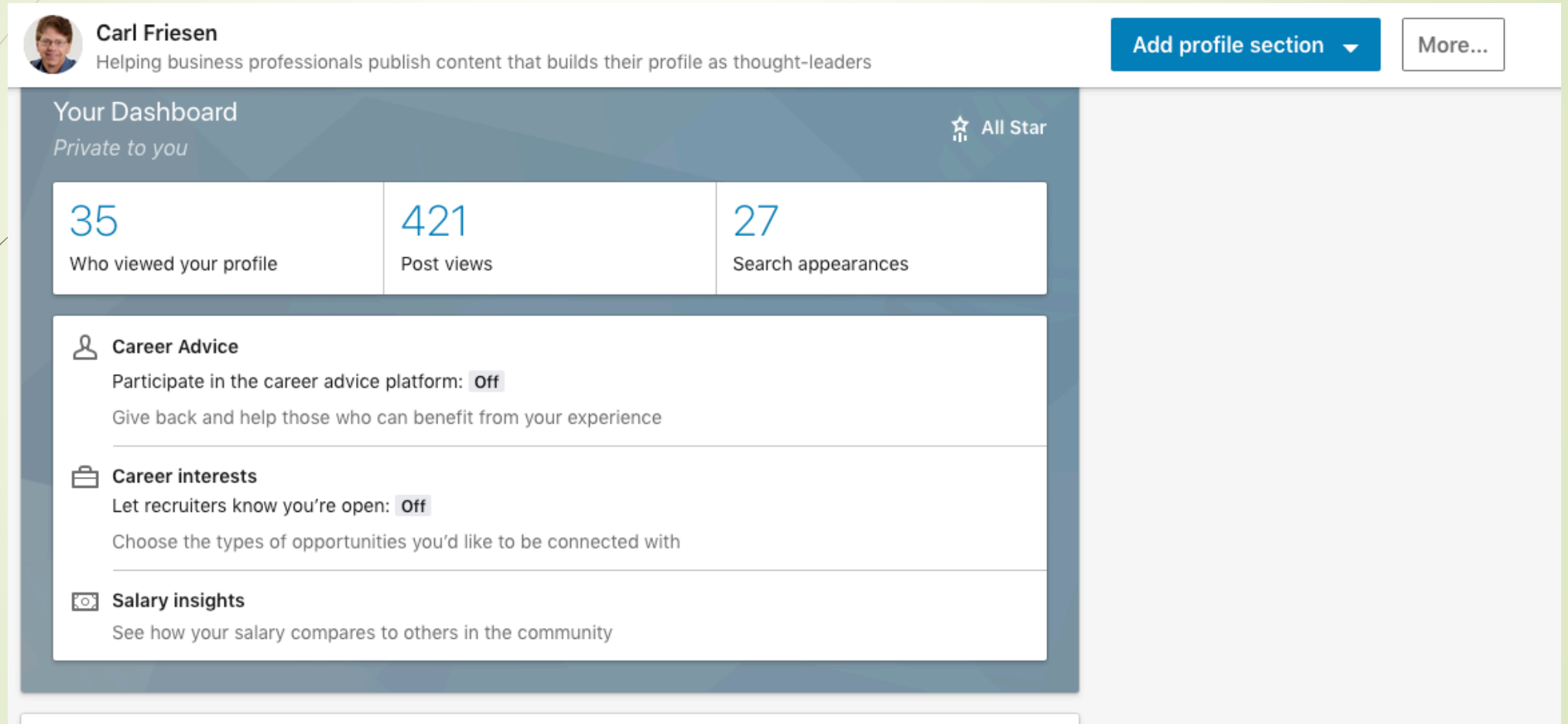
2 Languages

French • German

2 Organizations

Toronto Content Marketing Association • Dixie-Bloor Neighbourhood Centre

How to add a section to your profile



The screenshot shows a LinkedIn profile dashboard for Carl Friesen. At the top, there is a profile picture, the name "Carl Friesen", and a bio: "Helping business professionals publish content that builds their profile as thought-leaders". To the right of the bio are two buttons: "Add profile section" (a blue button with a dropdown arrow) and "More..." (a white button with a black border). Below the bio is a "Your Dashboard" section with a "Private to you" indicator and an "All Star" badge. The dashboard features three statistics: "35 Who viewed your profile", "421 Post views", and "27 Search appearances". Below the statistics are three sections: "Career Advice" (with a toggle set to "Off"), "Career interests" (with a toggle set to "Off"), and "Salary insights".

Carl Friesen
Helping business professionals publish content that builds their profile as thought-leaders

[Add profile section](#) [More...](#)

Your Dashboard All Star
Private to you

35 Who viewed your profile	421 Post views	27 Search appearances
--------------------------------------	--------------------------	---------------------------------

Career Advice
Participate in the career advice platform: **Off**
Give back and help those who can benefit from your experience

Career interests
Let recruiters know you're open: **Off**
Choose the types of opportunities you'd like to be connected with

Salary insights
See how your salary compares to others in the community

How to add a section to your profile

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Your Dashboard
Private to you All Star

35 Who viewed your profile	421 Post views	27 Search appearances
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- Career Advice**
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Add profile section More...

How to add a section to your profile

The image shows a LinkedIn profile for Carl Friesen. The profile header includes a profile picture, the name 'Carl Friesen', and the tagline 'Helping business professionals publish content that builds their profile as thought-leaders'. Below the header is a 'Your Dashboard' section with three metrics: '35 Who viewed your profile', '421 Post views', and '27 Search appearances'. The dashboard also features sections for 'Career Advice', 'Career interests', and 'Salary insights'. On the right side, a dropdown menu titled 'Add profile section' is open, showing various profile sections that can be added or edited. The sections listed are: Intro, Background (with a plus sign), Work experience (4 positions on your profile, with a plus sign), Education (4 schools on your profile, with a plus sign), Licenses & Certifications (4 entries on your profile, with a plus sign), Volunteer experience (1 volunteer experience on your profile, with a plus sign), Skills, Accomplishments, Additional information, and Supported languages. The 'Add profile section' button and the dropdown menu are highlighted with a yellow border.

Carl Friesen
Helping business professionals publish content that builds their profile as thought-leaders

Your Dashboard
Private to you

35 Who viewed your profile 421 Post views 27 Search appearances

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Participate in the career advice platform: **Off**
Give back and help those who can benefit from your experience

Career interests
Let recruiters know you're open: **Off**
Choose the types of opportunities you'd like to be connected with

Salary insights
See how your salary compares to others in the community

Articles & activity
1,112 followers [Manage followers](#)

Put your firm's webinars where ideal clients are...

Here are three stories of thought leadership content that didn't work...

Add profile section ▾ More...

Intro ▾

Background ^

Work experience (+)
4 positions on your profile

Education (+)
4 schools on your profile

Licenses & Certifications (+)
4 entries on your profile

Volunteer experience (+)
1 volunteer experience on your profile

Skills ▾

Accomplishments ▾

Additional information ▾

Supported languages ▾

10. Articles, publications

These show you to be an expert in your field

They provide reasons to choose you over other candidates

Can be:

- Professionally published papers in established journals or conference proceedings
- Articles in respected trade and professional magazines and websites
- Your own media: YouTube, Tumblr, LinkedIn, your website



Publishing a book: easier than you think, if you start now

Published on August 29, 2016

[Edit article](#) | [View stats](#)



Carl Friesen

Helping business professionals publish content that builds their profile a... [See more](#)
20 articles

7 2 0

“Here’s a copy of my book.” Even in an age of Periscope and Twitter, publishing a book is one of the milestones that shows you’ve “arrived” as a subject-matter expert. **Why is book-**



LinkedIn as a publishing platform

Three ways to showcase your expertise

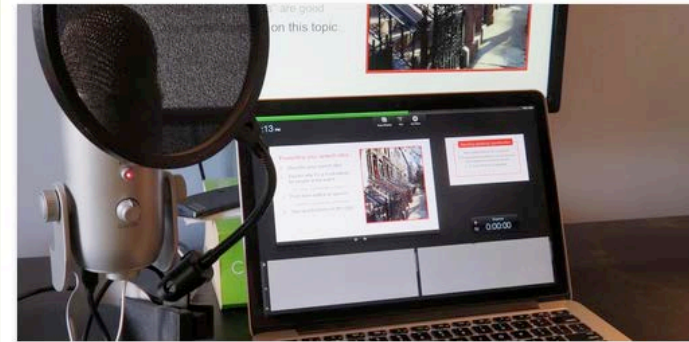
1. LinkedIn's own publishing platform

A text blog with a picture

Anyone visiting your profile will see it

It gets pushed out to all your connections in their news feed

Will get presented in search results on your topic



Put your firm's webinars where ideal clients are already looking

Carl Friesen on LinkedIn
January 2, 2018

[Edit](#) [Delete](#)


 58 views of your article

Carl Friesen posted this



Why you need to get your firm's ideas into trade publications

Carl Friesen on LinkedIn
June 9, 2017



2. List in your "Publications" section with a link

Summary, with links to the publication itself

Anyone visiting your profile will see it

It gets pushed out to all your connections in their news feed

Will get presented in search results on your topic

Accomplishments

20 Publications

Hot to get the attention of top executives: the "sidestep" method

Jun 1, 2017 • Tsavo Neal consulting blog

Do you have trouble reaching top decision-makers to get a hearing for your ideas? Try the "indirect" method – by reaching those top executives' advisors – the accountants, lawyers, engineers and other professionals who advise them. Here's how.

[See publication](#)

Five ways writing case studies helps build your career

Feb 23, 2017 • Engineering.com

Case studies can help your career even if you don't get them published -- they give you a chance to think through your work, and what worked and didn't, on a project. This article talks about this and other benefits to preparing case studies.


[See publication](#)

Not connecting with career opportunities? Why your "why" matters

Dec 19, 2016 • engineering.com

Employers and clients are more likely to want to work with you if they know, like and trust you. So how do you build that level of trust? You need to explain why you do the work you do. It's only if people understand your motivation, and it resonates with them, that they'll be willing to work with you. Here's how to explain your 'why.'

[See publication](#)



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Career Advice

[Current Articles](#) | [Archives](#)

5 Ways Writing Case Studies Helps Build Your Career

Carl Friesen posted on February 23, 2017 | [Comment](#)



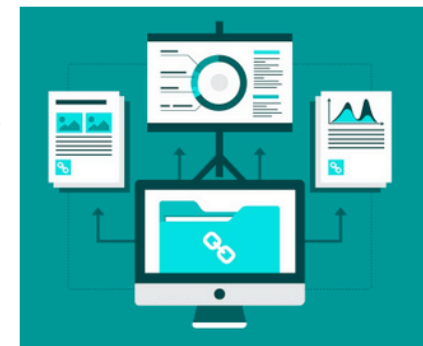
Open just about any publication related to engineering – or read a blog, or attend a conference – and it will likely contain case studies. Engineers have an abiding passion for helping their colleagues learn from their own experiences – and like many people, they enjoy showing how smart they are. The case study does that.

What is a Case Study?

First of all, what's a case study? Essentially, a case study is a story – a story about a project. It describes the original situation and why a change was needed, relates the steps taken to resolve the issue and the problems encountered along the way, and then it describes the end result.

It's best if there is quantifiable data – *"Throughput was 5,000 units per hour at the start of the project; the steps we took brought that to 10,000 per hour."*

Charts, diagrams, tables, photographs and video

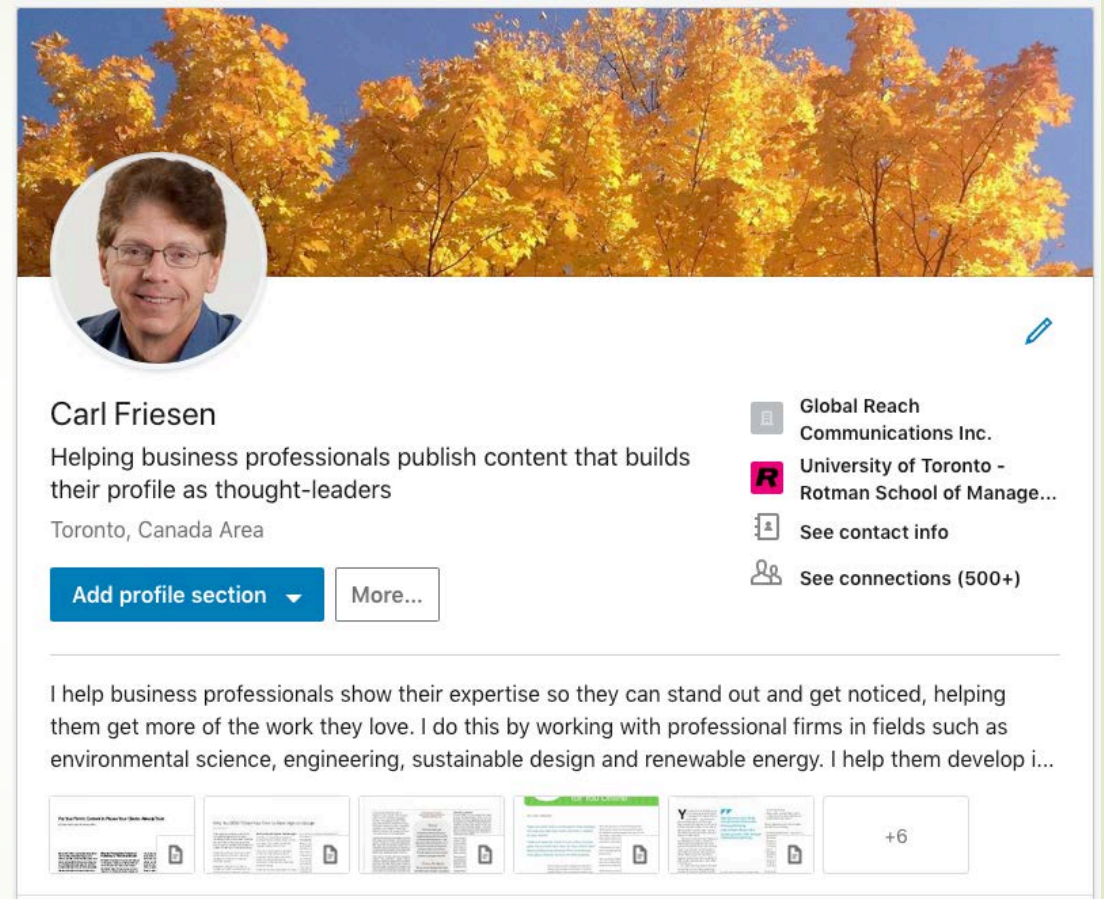


3. Files uploaded to your LinkedIn profile

These add color and variety to your profile





They are hosted on your profile

Can be a wide range of formats: slide shows, a text article in PDF form, infographic








Carl Friesen
Helping business professionals publish content that builds their profile as thought-leaders
Toronto, Canada Area

[Add profile section](#) [More...](#)

-  **Global Reach Communications Inc.**
-  **University of Toronto - Rotman School of Manage...**
-  **See contact info**
-  **See connections (500+)**

I help business professionals show their expertise so they can stand out and get noticed, helping them get more of the work they love. I do this by working with professional firms in fields such as environmental science, engineering, sustainable design and renewable energy. I help them develop i...

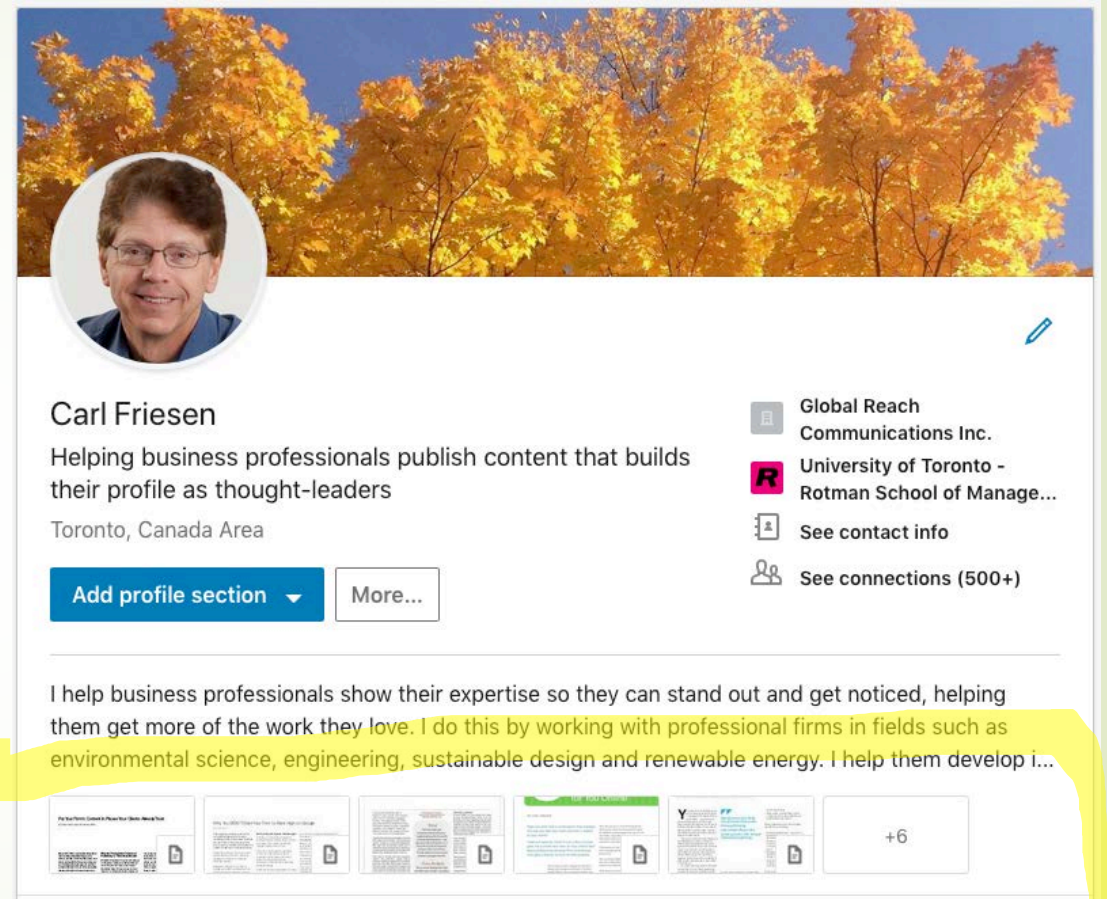
     [+6](#)

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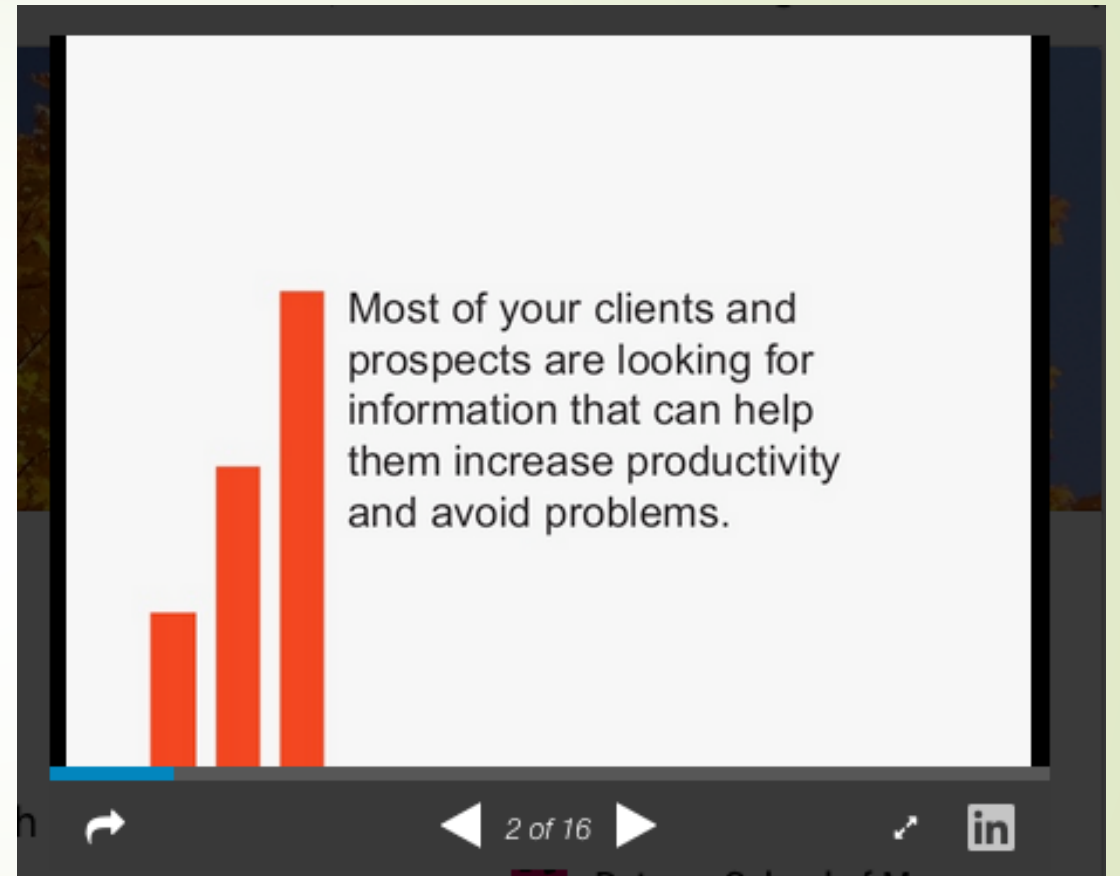


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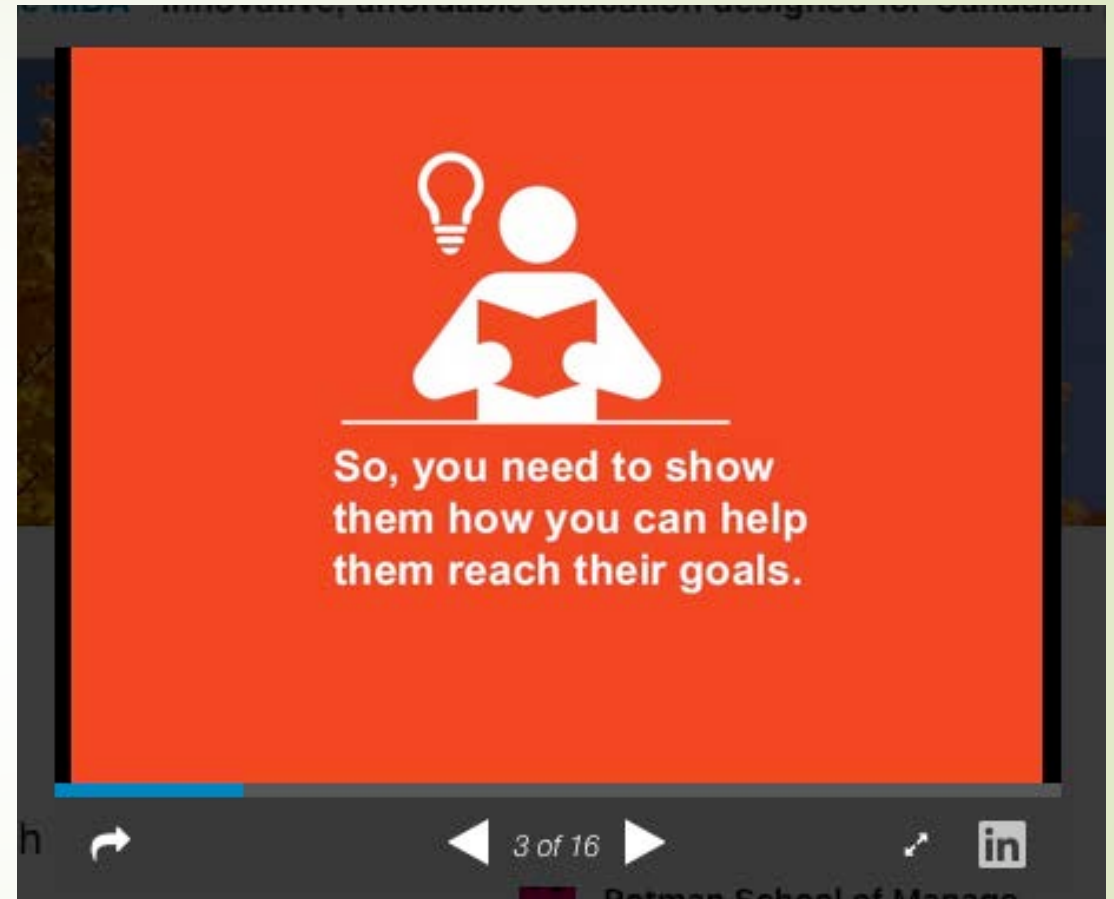


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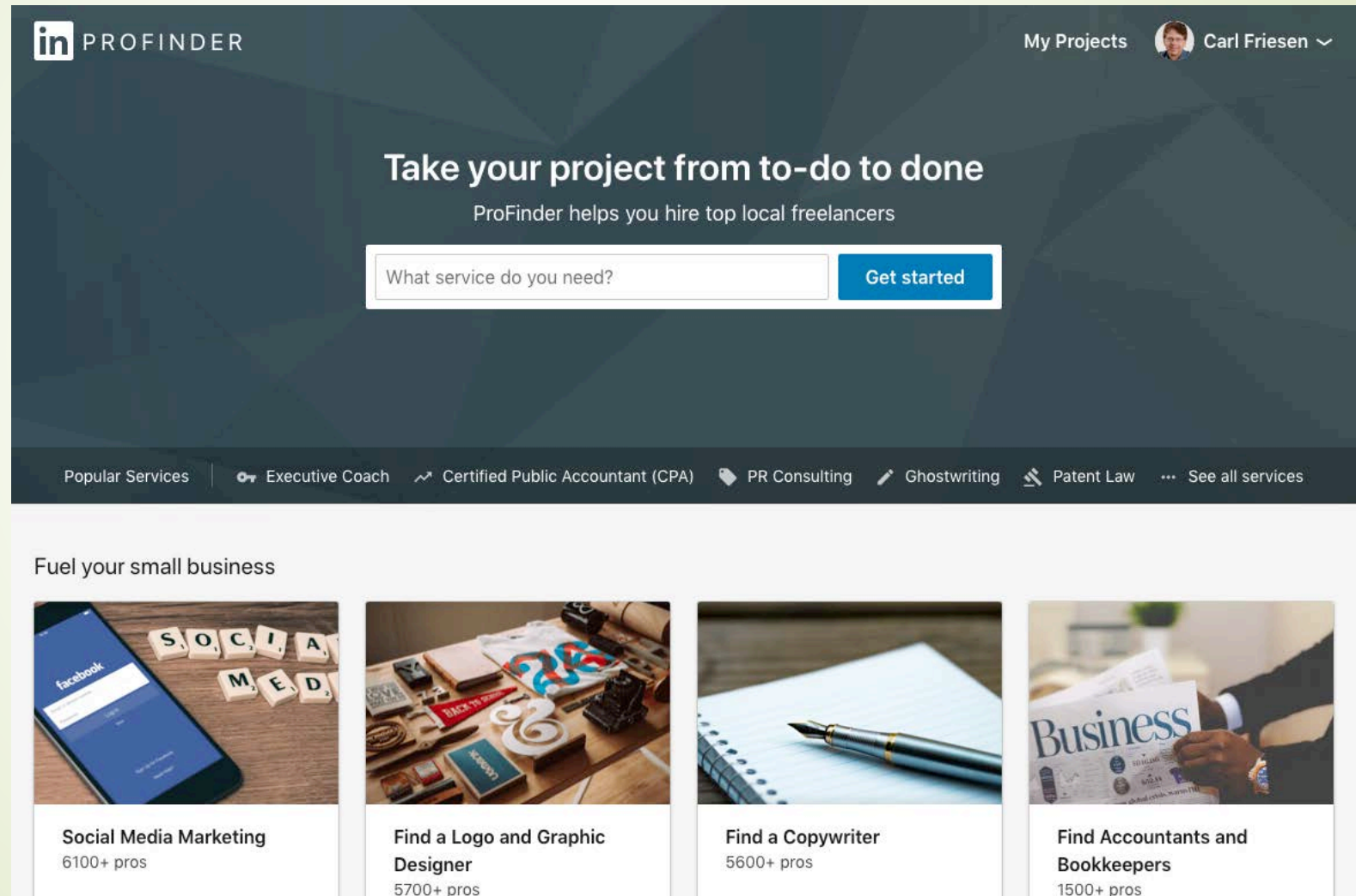
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Profinder: the gig economy comes to LI



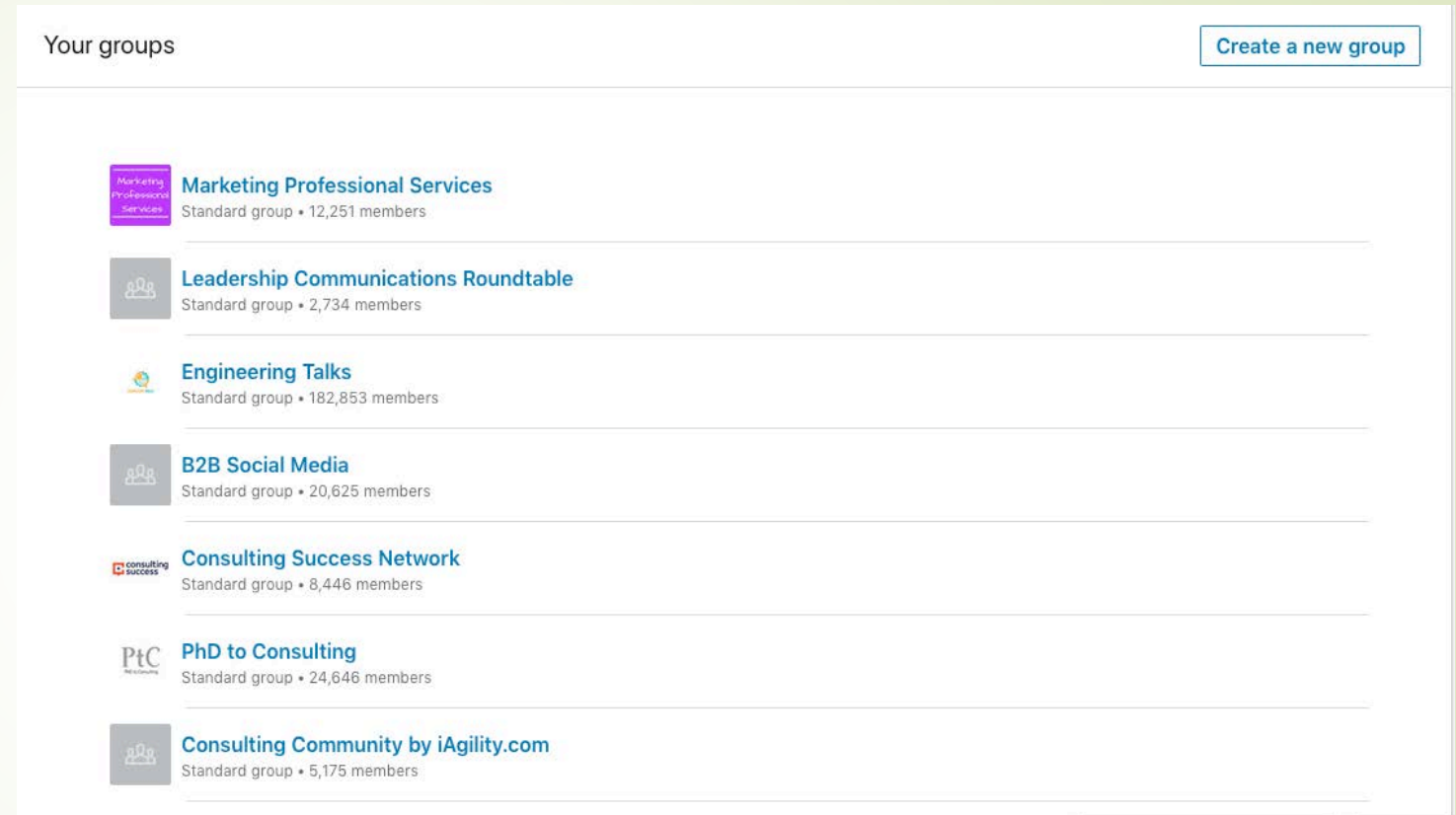
The screenshot shows the ProFinder website interface. At the top left is the LinkedIn logo followed by "PROFINDER". At the top right, it says "My Projects" next to a profile picture of Carl Friesen with a dropdown arrow. The main heading is "Take your project from to-do to done" with the subtext "ProFinder helps you hire top local freelancers". Below this is a search bar with the placeholder text "What service do you need?" and a blue "Get started" button. A horizontal menu lists "Popular Services" with icons for "Executive Coach", "Certified Public Accountant (CPA)", "PR Consulting", "Ghostwriting", and "Patent Law", followed by "See all services". Below the menu is a section titled "Fuel your small business" with four service cards:

- Social Media Marketing**: 6100+ pros. Image shows a smartphone with the Facebook app and wooden blocks spelling "SOCIAL MEDIA".
- Find a Logo and Graphic Designer**: 5700+ pros. Image shows a desk with a logo, a pen, and other office supplies.
- Find a Copywriter**: 5600+ pros. Image shows a blue pen on a spiral notebook.
- Find Accountants and Bookkeepers**: 1500+ pros. Image shows a person's hands holding a newspaper with the word "Business" on it.

LinkedIn Groups

Industry groups: find client opportunities

Professional groups: stay current in your work




The screenshot displays the 'Your groups' section of a LinkedIn profile. At the top right, there is a button labeled 'Create a new group'. Below this, a list of seven professional groups is shown, each with a small icon, the group name, and the number of members. The groups are: Marketing Professional Services (12,251 members), Leadership Communications Roundtable (2,734 members), Engineering Talks (182,853 members), B2B Social Media (20,625 members), Consulting Success Network (8,446 members), PhD to Consulting (24,646 members), and Consulting Community by iAgility.com (5,175 members).

Group Name	Members
Marketing Professional Services	12,251
Leadership Communications Roundtable	2,734
Engineering Talks	182,853
B2B Social Media	20,625
Consulting Success Network	8,446
PhD to Consulting	24,646
Consulting Community by iAgility.com	5,175



3 activities that build your career

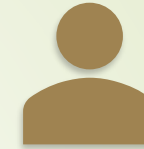
1. Watch your news feed
2. Build your connections
3. Follow the right companies



Watch your
“home” or
“news feed”



Look for connections with new jobs – maybe they have room for you!



Watch for companies you follow – new service lines, departments, senior hires, that may mean opportunity for you



“Like” and comment on blog posts and other news



This reminds people that you exist – they didn’t have any opportunities for you before, but maybe now they do



CTL Engineering, Inc.

1,366 followers

1d

Make sure to congratulate Mikel Coulter on his promotion at CTL. Mikel is now Department Manager at our Columbus office. He brings vast architectural knowledge and is always looking to help our clients. Congrats, Mikel!

Hard to believe I've been on this journey since 2013. This next year is going to fly by.



Bruce Power

25,972 followers

2d

+ Follow

The countdown is on for our first Major Component Replacement (MCR) on Unit 6. Bruce Power's Life-Extension Program remains on time and on budget, and will create and sustain 22,000 direct and indirect jobs annually, and inject \$4 billion into Ontario's economy every year.



21 Likes · 2 Comments

SWS

SWS Engineering S.p.A.

4,173 followers

21h • Edited

We are hiring!

We are currently looking for an experience CAD Technician for our office in Paris.

Click the following link and join us!

<https://lnkd.in/gqpvcd>

Plan your future, good luck.

WE ARE HIRING!



24 Likes

Like Comment Share

Be the first to comment on this

Build your connections

- Only with people you've met in person or online
- LinkedIn will sanction you for spamming
- Request connections, but include a note why you want to connect

You can customize this invitation



Include a personal message (optional):

Ex: We know each other from...

300

Cancel

Send invitation



Pay attention to your second connections

- ▶ A **first connection** is someone you're connected to already on LinkedIn
- ▶ A **second connection** is someone one of your connections knows, but you don't (yet...)
- ▶ We get jobs, contracts, deals from our 'weak links' – people just a bit outside our immediate circle (like, second connections)



Pay attention to your second connections

- ▶ Look through your first connections to see which of their connections you'd like to get to know,
 - ▶ They work for a company you want to be involved in
 - ▶ They're doing work that you really want to do
- ▶ Request a connection through the person you know
- ▶ Provide a good reason – one your connection will value
- ▶ Don't spam!!!



Follow the right companies

- ▶ People have profiles, companies have pages
- ▶ Find news about projects they're working on
- ▶ Find out about job openings they've listed
- ▶ Learn about promotions, new hires that may indicate they're staffing up
- ▶ Learn about people you know who work there
 - ▶ This is one reason why building your connections is important!



Golder

Environmental Services · 92,435 followers

[Visit website](#)

✓ Following

Brian & 63 other connections work here

[See all 7,118 employees on LinkedIn](#)

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- About
- Life
- Jobs

Updates

 **Golder**
92,435 followers
1d • Edited



Happy New Year! We are growing - find your fit with us in 2019. <https://lnkd.in/eHmNjbf> #TeamGolder

WE'RE HIRING

At Golder,
our **people**




Ad ...

Carl, explore jobs at **Golder** that match your skills

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Similar pages

 **ERM: Environmental**



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Jobs ▾

Date Posted ▾

LinkedIn Features ▾

Company (2) ▾

Experience Level ▾

All filters

Clear 2

Sort by: Relevance ▾

Split View ▾

Jobs in Worldwide

537 results

Job alert Off



Environmental Impact Assessment Specialist (Intermediate) Promoted

Golder

Ontario, Canada

Leading research, writing, compiling and editing environment impact assessment reports and related deliverables for a variety of p...



65 connections work here

6 days ago



Senior Construction Project Engineer Promoted

Golder

Vancouver, British Columbia, Canada

Working with a team on detailed engineering design and specification package development, engineering drawing practice and experie...



65 connections work here

6 days ago · Easy Apply



Senior Communications Specialist

Golder

Mississauga, CA

A B.A. or M.A. in communications is preferred, with some level of public relations and/or marketing ... de.jobsyn.org



1 alum works here

2 months ago



Environmental Impact Assessment Specialist (Intermediate)

Golder · Ontario, Canada

Posted 6 days ago · 145 views

Save

Apply

See how you compare to 11 applicants.
[Try Premium Free for 1 Month](#)

Job

- 4/10 skills match
- 11 applicants

Company

- 5,001-10,000 employees
- Environmental Services

Connections



65 connections can refer you

[Ask for referral](#)

Job description

Posted by



Isabelle Schmouth 2nd

Talent Acquisition Partner

PREMIUM

[Send InMail](#)

At Golder, we thrive on challenges.

Golder is not just a place to work, it is a prom

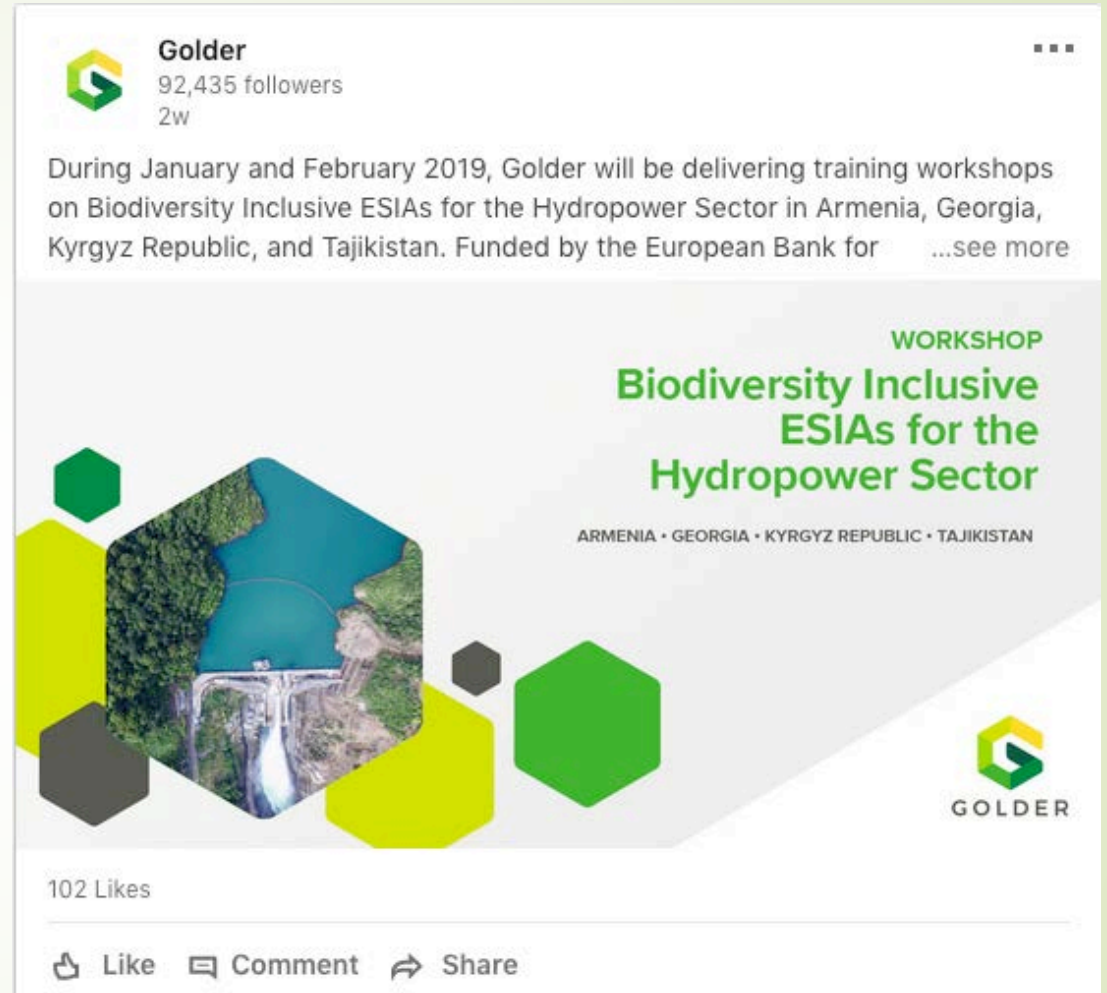
nn

Company pages keep you updated

News from companies you follow will show up in your news feed

That includes new hires from among your connections

Now you've got a friend at a company you want to work with



Golder
92,435 followers
2w


During January and February 2019, Golder will be delivering training workshops on Biodiversity Inclusive ESIA for the Hydropower Sector in Armenia, Georgia, Kyrgyz Republic, and Tajikistan. Funded by the European Bank for ...see more

WORKSHOP
Biodiversity Inclusive ESIA for the Hydropower Sector
ARMENIA • GEORGIA • KYRGYZ REPUBLIC • TAJIKISTAN

102 Likes

Like Comment Share

The image shows a LinkedIn post from the company Golder. At the top, the Golder logo is displayed next to the company name, follower count (92,435), and time (2 weeks). The main text of the post describes training workshops on Biodiversity Inclusive ESIA for the Hydropower Sector in Armenia, Georgia, Kyrgyz Republic, and Tajikistan, funded by the European Bank for Reconstruction and Development. Below the text is a promotional graphic for the workshop. The graphic features a central image of a dam and reservoir, surrounded by several hexagonal shapes in green and yellow. The text on the graphic reads 'WORKSHOP Biodiversity Inclusive ESIA for the Hydropower Sector' and 'ARMENIA • GEORGIA • KYRGYZ REPUBLIC • TAJIKISTAN'. The Golder logo is also present in the bottom right corner of the graphic. At the bottom of the post, it shows '102 Likes' and interaction buttons for 'Like', 'Comment', and 'Share'.



Learn of opportunities with similar companies

Find out about connections you have at these companies

Similar pages



ERM: Environmental Resources Management

Environmental Services
5,001-10,000 employees



1 connection



AECOM

Civil Engineering
10,001+ employees



5 connections



Environment Agency

Environmental Services
10,001+ employees



GOLDER ASSOCIATES S.R.L.

Civil Engineering
51-200 employees



SRK Consulting

Mining & Metals
1,001-5,000 employees



Stantec

Design
10,001+ employees



6 connections



How I can help

Main focus: professional firms
and companies with complex products

- ▶ Help determine what topics are of interest to their ideal clients
- ▶ Help find keywords and phrases for optimal SEO
- ▶ Choose the right medium for that message
- ▶ Work with the author to ghost-write a first draft for review
- ▶ Help with getting it published



Questions and answers

To learn more about being recognized for your expertise, see

www.ThoughtLeadershipResources.com