***Purpose:***

* *Build* ***Trust, Credibility, & Authority***
* ***Engage, Compel, & Strengthen*** *your relationships*
* ***Resource*** *not a* ***Resume***

**Professional Headline:**

**CURRENT:**

**REVISED:**

**Purpose:**

Provide insight into why you are unique at what you do – what are you passionate about? What is your “purpose”? Goal is to not list out your title and company, but describe it. Include who you are, what you do and how you can help.

**Format:**

Convene Description | Describe the key areas of your expertise

**Example #1:** Chairman of Christian CEO Advisory Groups | Executive Coach | Consultant | Published Author | Elder at Mariners Church

**Example #2:** Certified Executive Coach | CEO Board Chair |Clarity Navigator |Organizational Development Facilitator | Growth Catalyst

**Convene Description Examples:**

* Connecting (or Engaging) Mid-Market Christian CEOs & Biz Owners
* Intersecting Faith & Biz
* Helping CEO’s deal with the “tough stuff”
* Facilitator of Significant Lives

**Other Expertise Ideas:**

* # yrs of experience in x
* What are you passionate about? – Building Leaders? Helping make Tough Decisions?
* Increasing Profitability at businesses
* Growing Businesses
* Leadership Success, etc.

**Summary:**

**Purpose:**

Tell your story. Make it personable and try not to describe your experience in too much detail (viewers can reference the experience section for details). Do not recap your experience or write a letter to sell your expertise. You’re looking to draw them into your journey and help them feel confident in who you are and what you can offer them.

**Format:**

* Typically, done best in 1st person
* Nice short paragraphs - 4 lines per paragraph
* What has brought you to where you are today? 3-4 sentences
* What examples do you have of success in your past roles?
* Where are you going and what skills do you bring to the table to help get you there?
* What can you do to serve your target market?
* Key Skills or Impactful Offerings (4-5 bullet points) ►
* Attachments – Chair Brochure, Quality Articles/Blogs, Intro Video: <https://www.convenenow.com/time-to-convene>

**Example for Summary:**

Jim Woodward: <https://www.linkedin.com/in/jimwoodwardleadershipcoach>

**CURRENT:**

**REVISED:**

**Experience:**

**Title:** Peer Advisory Group Chair – <<Chair Location>>

**Company:** Link to Convene’s Company Page

**Description:**

Convene’s mission is to connect, equip and inspire Christian CEOs and business owners to grow exceptional businesses and become higher-impact leaders to honor God. Through a community of peer-to-peer advisory teams, executive coaching and world-class consulting, we work with Christian CEOs and business owners to impact the Life of a Leader, leading to an ultimate Kingdom legacy.

CEOs, Presidents, and Business Owners join Convene to:

► Leverage Business Experience for Organizational Excellence, Maximize Profits & Best Practices

► Connect To a High-Capacity Peer Group In a Risk-Free, Non-Judgmental & Confidential Environment

► Receive Executive Coaching and Leader Development with a God-Honoring Perspective

► Be Equipped and Inspired Towards Greater Integration of Faith, Business, & Purpose

Duplicate this layout for each other role you have had previously. For current positions highlight what your role encompasses. For previous positions highlight your accomplishments or key areas of leadership.

► Include bullet points for key accomplishments or responsibilities within previous roles

**Skills & Expertise:**

* Typically you always want to choose to display your endorsements
* Can have up to 50 items listed under skills (options displayed as you start to type)
  + Make sure to add all 50
  + Pin your top 3 skills to the top

**Education, Certifications, Honors & Awards, & Organizations:**

* Do you have everything listed here?

**Interests:**

* Give them a glimpse into your church involvement, mentoring, hobbies.
* What are you passionate about on a personal and business level?

**Advice for Contacting:**

Are you a Christian CEO or Business Owner that wants to grow your company and find answers to challenges you are facing? Contact me – I would love to talk with you further about how Convene might be a fit for you.

Phone: <<Chair Phone #>>

Email: <<Chair Email>>@convenenow.com

**Contact Info:**

* Link your email (will only display one so link the primary one you want them to use)
* Link your Phone # (can pick phone, office, etc.)
* Link to your websites – Can link up to 3 websites (use “Other” option to describe)
  + Convene: <http://www.convenenow.com/>
  + Chair Page:

**Banner Image:**

* Update banner image
* [Access banner image here](https://convenenow-my.sharepoint.com/:i:/p/kimberly_weaver/EUagB2r-utlIiry48ixhzsUBwKaK-5zQqMdahwnVZ6T3Zg?e=WXIFdv)

**Profile URL:**

* Personalize your profile URL to be your first and last name or whatever variation is available

**Privacy & Visibility Settings:**

* Who can see your connections – Change to “Only You”
* Viewers of this profile also viewed – Change to “No”
* Public profile view should be on – Public

**Tips for staying active in LinkedIn:**

* Build up to 500+ connections
* Use LinkedIn for 15 minutes a day
* Like and comment on 1 to 3 post per day
* Share and repost valuable content
* Get 3 to 5 profile views a day
* Save leads you want to do business with
* Follow companies you want to do business with
* Join LinkedIn groups and network with people within that group