



# UNDERSTANDING THE VALUE AND POWER OF THE LATEST LINKEDIN PLATFORM AS AN INTERNAL AUDIT PROFESSIONAL

LARRY KAUFMAN, EXPERIS FINANCE – MANAGING DIRECTOR, MIDWEST REGION

APRIL 9, 2018

# AGENDA



Setting Expectations



Larry Kaufman Background



Experis Finance Overview



LinkedIn Demonstration



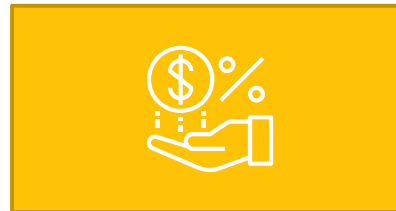
Q&A, Wrap-up

# OBJECTIVES / EXPECTATIONS

By the end of this course, you will be able to:



Link up with those that you know, that you didn't know that you knew



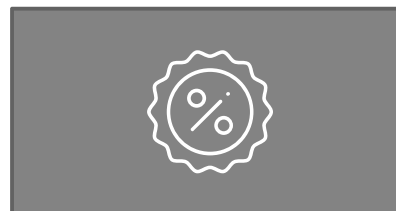
Highlight your leadership, internal Audit, IT Audit, accounting, financial, technical and industry expertise



Expand your network and meet with business partners, board members to trusted advisors



Understand LinkedIn basic and advanced features

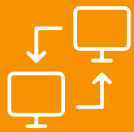


Promote the corporate brand of your Company



Secure peer to peer meetings with fellow internal audit professionals

## ANTICIPATED RESULTS



Maximize the Efficiency of 1:1 Business Networking Meetings



Leverage Industry and Alumni Groups within LinkedIn



Leverage your new SME, Larry Kaufman

# LARRY KAUFMAN (AKA "LINKEDIN LARRY")



Larry Kaufman

## Regional Managing Director Midwest Region, Experis Finance

- ✓ 29+ years of business development and leadership roles
- ✓ Executive recruitment
- ✓ 13+ years using LinkedIn as a business tool (member since 2004)
- ✓ 10 years as a Global LinkedIn Keynote Speaker

- ✓ Selected to exchange ideas/feedback for Sales Navigator via LinkedIn Product Development Team
- ✓ Presented Programs to FEI, FENG, FLA, CFO-LG, Vistage, TMA, AM&AA, ITA, M & A, P/E, Accounting Firms, Banks, Law Firms, Real Estate, Manufacturing & Distribution, Engineering, Construction, Electric Contractors, Flooring, Transportation, Board-Level Executives, HR Executives, Recruiters, CIO's, Outplacement, Corporate Sales Conferences and Onsite Customized Programs...

## LINKEDIN – JOINING THE “UNKNOWN”



- 29,000 +1<sup>st</sup> Degree Connections
- 29,000+ Followers
- Invite me to join your network. Expand your reach overnight through my network!
- My LinkedIn address: [kaufman\\_34@hotmail.com](mailto:kaufman_34@hotmail.com)

# 6 DEGREES VS THE POWER OF 2 DEGREES

## Kevin Bacon

Independent Entertainment Professional  
Greater New York City Area | Entertainment

Current: Various Studios  
Previous: Various Studios  
Education: Circle in the Square Theater School

[Connect](#) [Send InMail](#) ▼

2<sup>nd</sup>

500+ connections

★ Relationship [Contact Info](#) Added 4 years ago



# LINKEDIN STATISTICS

Founded in 2002, launched in 2003

Microsoft & LinkedIn...\$26.2B

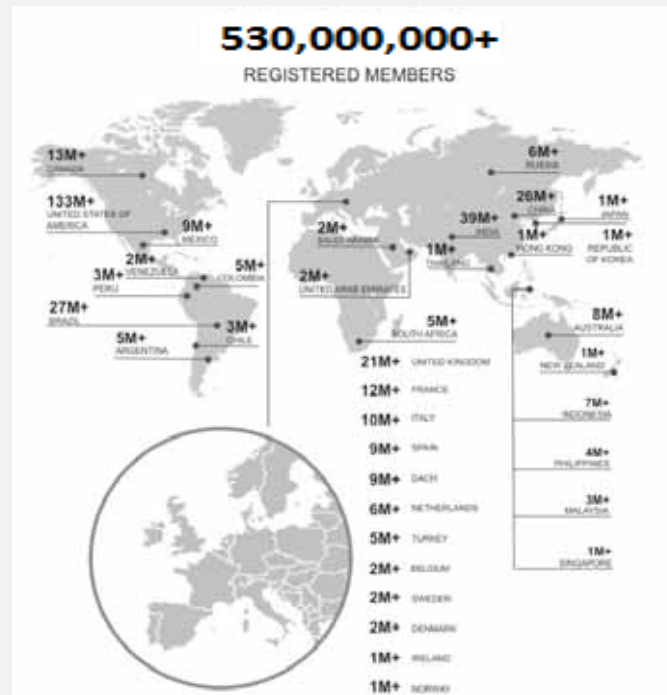
530 million+ members in over 200 countries and territories

Professionals are signing up to join LinkedIn at a rate of more than two new members per second.

There are more than 40 million students and recent college graduates on LinkedIn. C-level executives from all 500 of the Fortune 500

Revenue generation through memberships, advertising, survey services, corporate recruiting services, etc.

81% belong to a group



## LINKEDIN STATISTICS

- ❑ *LinkedIn's reported user goal is 3 billion.*
- ❑ *61 million LinkedIn users are senior level influencers and 40 million are in c making positions.*
- ❑ *3 million users share content weekly.*
- ❑ *More than 100,000 articles are published on this platform every week.*
- ❑ *65% of B2B companies have acquired a customer through LinkedIn.*
- ❑ *LinkedIn provides access to 9+ million companies across the globe for a user.*
- ❑ *80% of LinkedIn members consider professional networking important to their career success.*
- ❑ *Average number of connections per LinkedIn user is 400.*



# INCORPORATING LINKEDIN TODAY

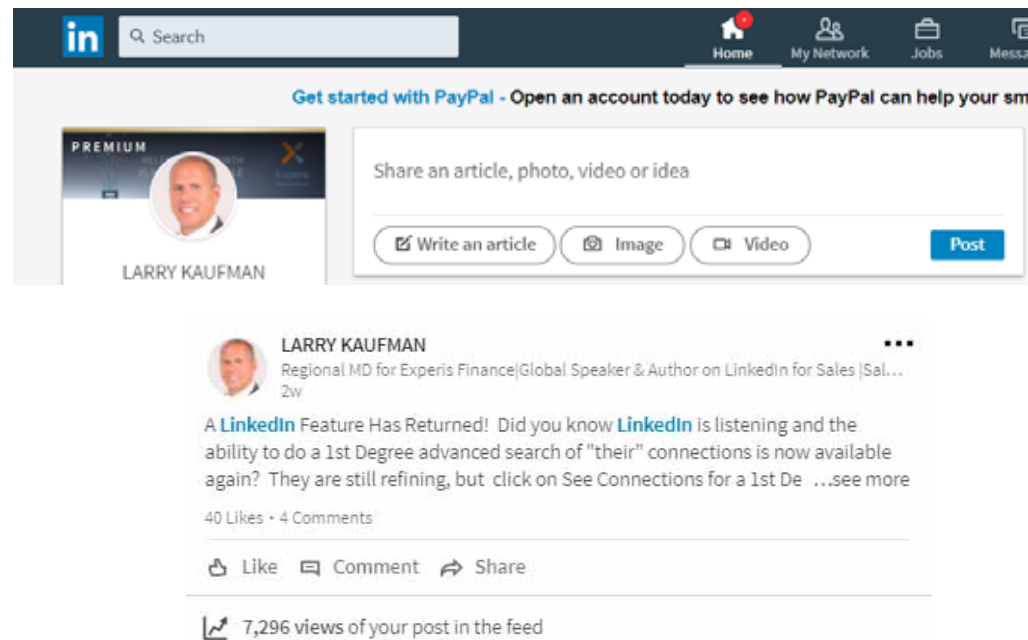
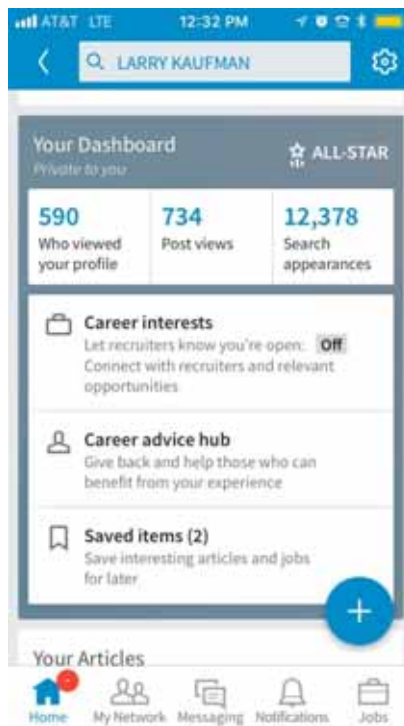
What if you could have access to the rolodex of your most trusted contacts 24X7?

A rolodex to help others you know...  
You can/could be:

“CONNECTORS and TRUSTED ADVISORS”



# INCORPORATING LINKEDIN TODAY THOUGHT LEADERSHIP / UPDATES / ARTICLES



# STRATEGIC LINKEDIN NETWORKING



Family or Personal



Business Updates



Introduction to Contacts  
you Select to Meet



**Have you Created your  
own Introduction?**

## INTRODUCTION EXAMPLE

Dear XXXX,

I hope all is well. Please allow me to introduce my very good friend and business peer, Larry Kaufman. He is the Regional Managing Director for the Midwest Region for Experis Finance helping companies with their Accounting/Finance, Tax, Risk Advisory, Project Solutions & Consulting, Professional Resourcing and Direct Hiring needs. You may already know of him, since he has a stellar reputation in Chicago and in other markets across the country. Larry is a global published keynote speaker on LinkedIn, investor, advisor to a technology startup and on the board of a respected charity, Holiday Heroes. He is a connector with an unbelievable rolodex and a very giving person. Expect to hear from Larry to coordinate next steps.

## LINKEDIN CAN BENEFIT YOU AND YOUR RELATIONSHIPS

- ❑ **Recruiter/Career Position:** Help yourself, a client, peer, family member connect to a recruiter for their child or family member in any discipline.
- ❑ **Internship:** Utilize your network to help yourself, a client, peer, family member secure an internship for a child or family member.
- ❑ **Prospective Client Introduction:** Help a trusted advisor connect to a prospective client through your network in LinkedIn.
- ❑ **Benchmarking/Networking Introduction:** Help yourself or an Internal Audit Professional to connect with a fellow peer in a similar role for networking and benchmarking locally/globally.
- ❑ **Vendor/Service Provider:** Locate a vendor, service provider, etc. for yourself, a client, peer or family member in need of additional options/expertise to almost any vendor for any product or service.
- ❑ **Dispute Resolution:** Resolve issues or disputes with vendors for your own company or with vendors outside of the office environment.

# APPROACH TO LINKEDIN FOR NETWORKING

A - ALWAYS

B - BE

C - CONNECTING



# APPROACH TO LINKEDIN FOR NETWORKING



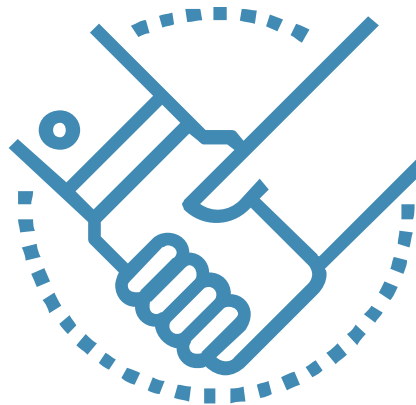
How can you leverage LinkedIn as an open networker or as a selective networker?



Data vs. Information



LinkedIn Demo



NTAC:4UC-11

## CONTACT INFORMATION

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Experis Finance

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847.226.5398

# QUESTIONS AND ANSWERS?

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# THANK YOU FOR YOUR TIME AND ATTENTION!

IIA CHAPTER CHICAGO | 58<sup>TH</sup> ANNUAL SEMINAR

