

5 Goals LinkedIn Can Help Your Business Achieve

LinkedIn can help enhance your company's marketing communications in a social media environment. Here are five LinkedIn Goals that can help you to achieve business objectives.

1. Position business or company. A LinkedIn presence, either in terms of a company page or in employee profiles, proves that your firm exists. Furthermore, these references give life to your company for people interested in finding out about it including customers, employees and investors (of course, this also holds for competitors who may be trying to get a feel for how your firm is structured).

2. Offer credibility. By sharing knowledge on LinkedIn including profiles, status updates and shared content in terms of links, employees position your organisation in your category. In particular, answering enquiries on the Q&A section shows that members of your team are thought leaders and experts while building relationships. If you're looking to expand your firm's expertise, assign a few of your technical/industry experts, not necessarily senior executives, to answering relevant questions on LinkedIn regularly.

3. Expand business contacts. While most LinkedIn users think of broadening their reach, they generally think in terms of their next job. In doing so, they miss some of LinkedIn's power. LinkedIn allows your firm to broaden its network with prospects, customers, suppliers, distributors, consultants, funding sources and analysts by helping you to reach out to others in your network and through them to their contacts. If you want to connect with someone, think about how you can do something for them before you ask them for a favour. Also, don't underestimate the strength of other people's networks

because there are contacts you may not be able to see.

4. Expand your company network. Through LinkedIn groups, company executives can extend their business networks, meet new customers and position your firm as a thought leader. You can join a group as well as start one. The benefit of starting a group is that it links to your business. Moderating a group puts you at the centre of a group of executives in your business arena.

5. Source employees. Don't just leave this work to HR. LinkedIn helps find and vet new employees, and it's a great way to stay connected with former ones. Don't overlook the power of owning your firm's alumni organisation! Many consulting firms are known for this. Your former employees know your operation well and can become future clients, a source of referrals, employees or other business connections. Why not create a forum that enables both of you to keep up the relationship. As The Godfather advised, keep your employees close and your former employees closer.

Sabotaging Change

Very interesting observations on how we resist change by rationalising our reticence with false concerns... from Seth Godin

The warning signs of defending the status quo

When confronted with a new idea, do you:

- Consider the [cost](#) of switching before you consider the

benefits?

- Highlight the pain to a few instead of the benefits for the many?
- Exaggerate how good things are now in order to reduce your fear of change?
- Undercut the credibility, authority or experience of people behind the change?
- Grab onto the rare thing that could go wrong instead of amplifying the likely thing that will go right?
- Focus on short-term costs instead of long-term benefits, because the short-term is more vivid for you?
- Fight to retain benefits and status earned only through tenure and longevity?
- Embrace an instinct to accept consistent ongoing costs instead of swallowing a one-time expense?
- Slow implementation and decision making down instead of speeding it up?
- Embrace sunk costs?
- Imagine that your competition is going to be as afraid of change as you are? Even the competition that hasn't entered the [market](#) yet and has nothing to lose...
- Emphasize emergency preparation at the expense of a chronic and degenerative condition?
- Compare the best of what you have now with the possible worst of what a change might bring?

Calling it out when you see it might give your team the strength to make a leap.
