

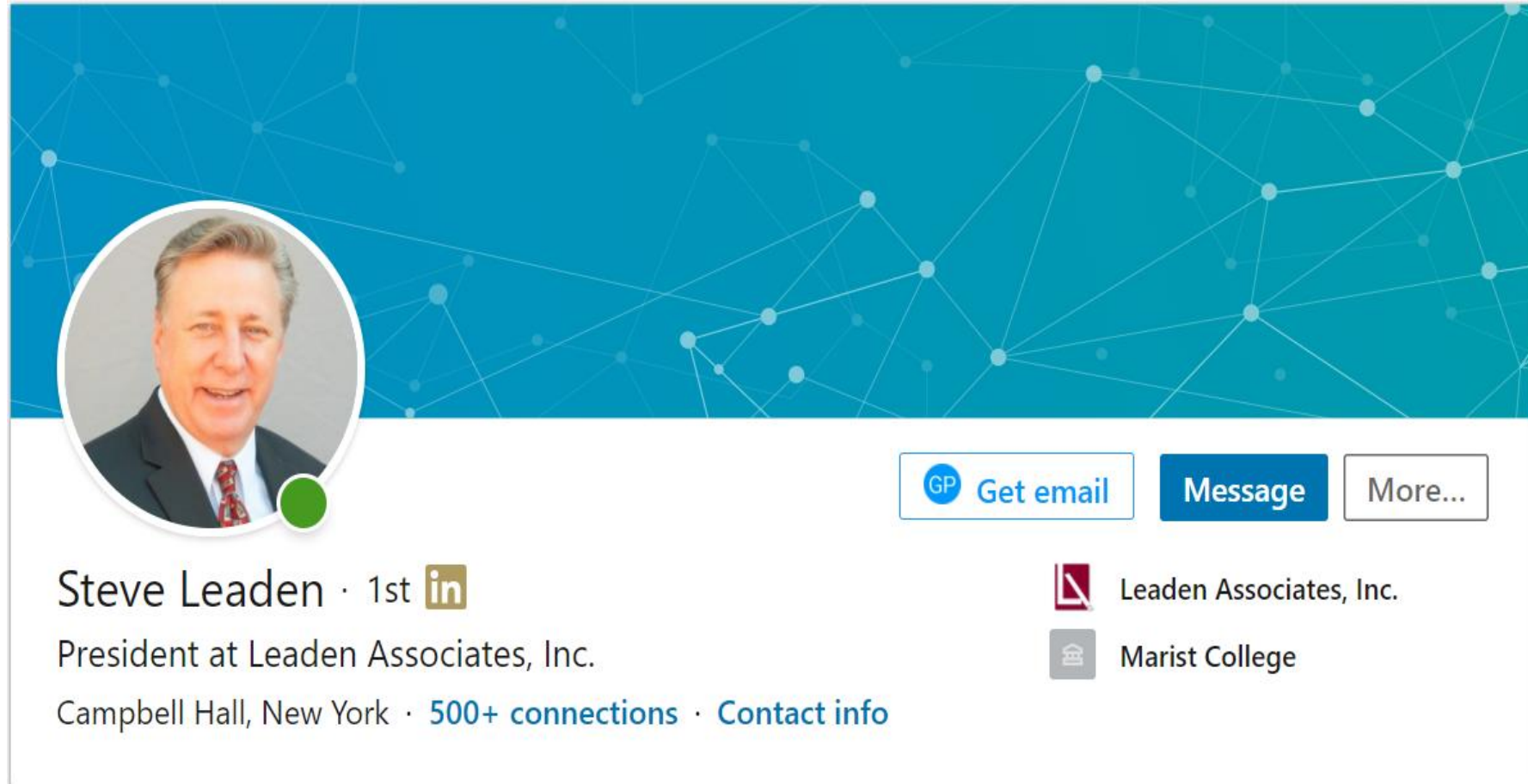
LinkedIn Makeover

Presented by
Melissa Swartz and Steve Leaden





Profile Photo



- Headshot
- Smiling
- Professional
- High resolution/quality
- Should allow people to recognize you when they see you



The image shows a LinkedIn profile for Steve Leaden. The profile picture is a circular headshot of a middle-aged man with light hair, wearing a dark suit, white shirt, and patterned tie. He is smiling slightly. The background of the profile banner is a teal color with a network diagram pattern of white dots and lines. Below the profile picture, the name "Steve Leaden" is displayed with a "1st" badge and the LinkedIn logo. His current position is "President at Leaden Associates, Inc." and his location is "Campbell Hall, New York". There are "500+ connections" and a "Contact info" link. To the right of the name, there are three buttons: "Get email" (with a GP icon), "Message", and "More...". Below the name, there are two company logos: "Leaden Associates, Inc." and "Marist College".

Steve Leaden · 1st 
President at Leaden Associates, Inc.
Campbell Hall, New York · [500+ connections](#) · [Contact info](#)

 [Get email](#) [Message](#) [More...](#)

 Leaden Associates, Inc.
 Marist College

PhotoFeeler

Test your profile photo to see which one makes the best first impression:

<https://www.photofeeler.com/>

STATUS
ACTIVE


VOTES
54

QUALITY
PRECISE

+ Add Votes

||

BUSINESS



Scores Data Notes (15) Image

ABOUT YOUR SCORES ?

Competent 9.4

TOP 10%

Likable 8.0

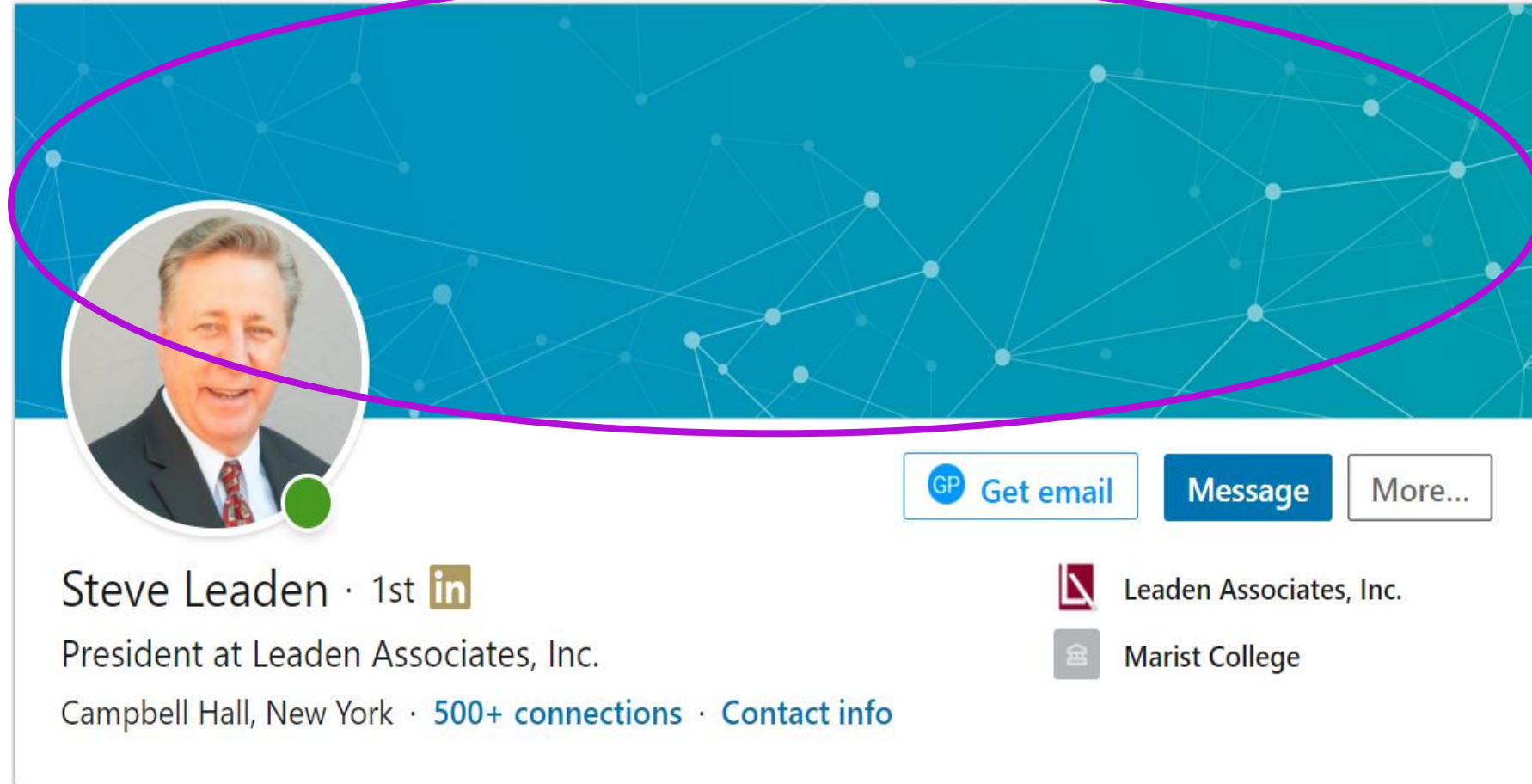
TOP 20%


Influential 9.0

TOP 10%


Banner Space (Background Image)



- Reinforce your brand
- Make you look more impressive than if you left the default blue in place.
- Easy to understand (if it takes more than 2-3 seconds to understand, it's too complicated).
- Use for branding or a call to action (optional)

A screenshot of a LinkedIn profile for Steve Leaden. The profile banner is a teal background with a white network graph pattern. A purple oval highlights the banner area. The profile picture shows a man in a suit and tie. The name 'Steve Leaden' is followed by '1st' and the LinkedIn logo. Below the name is the title 'President at Leaden Associates, Inc.' and the location 'Campbell Hall, New York'. To the right of the name are three buttons: 'Get email' (with a GP icon), 'Message', and 'More...'. Below the name are two company logos: 'Leaden Associates, Inc.' and 'Marist College'.

Steve Leaden · 1st 

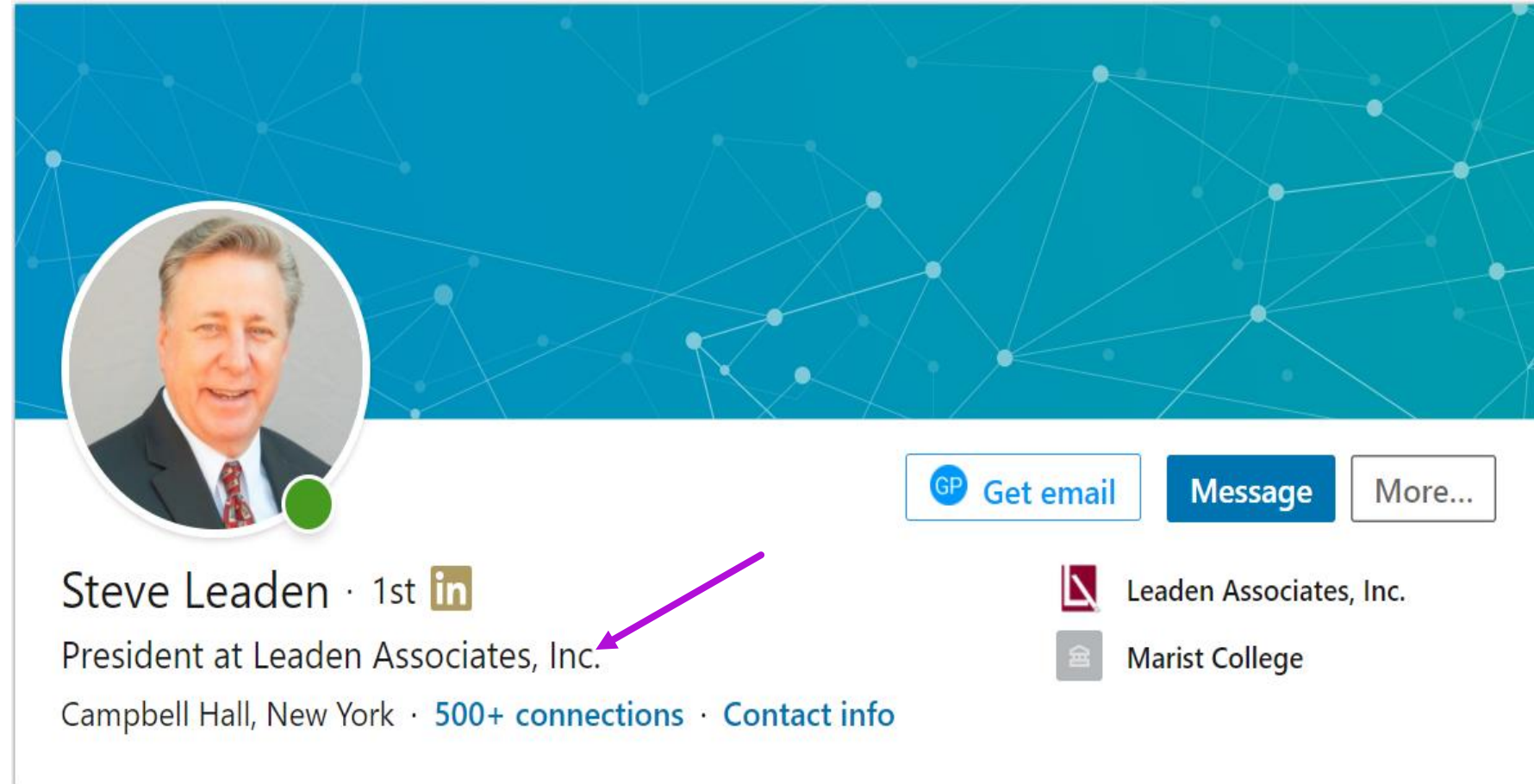
President at Leaden Associates, Inc.
Campbell Hall, New York · [500+ connections](#) · [Contact info](#)

 [Get email](#) [Message](#) [More...](#)


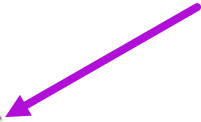
 Leaden Associates, Inc.
 Marist College

Your title (headline)



- What do you do?
- Who do you do it for?
- Be specific
- What makes you different or unique?
- What outcome will I get (what's in it for me)?
- If you have the space, include keywords for search
- If you must use your official job title, tack it onto the end



GP Get email Message More...

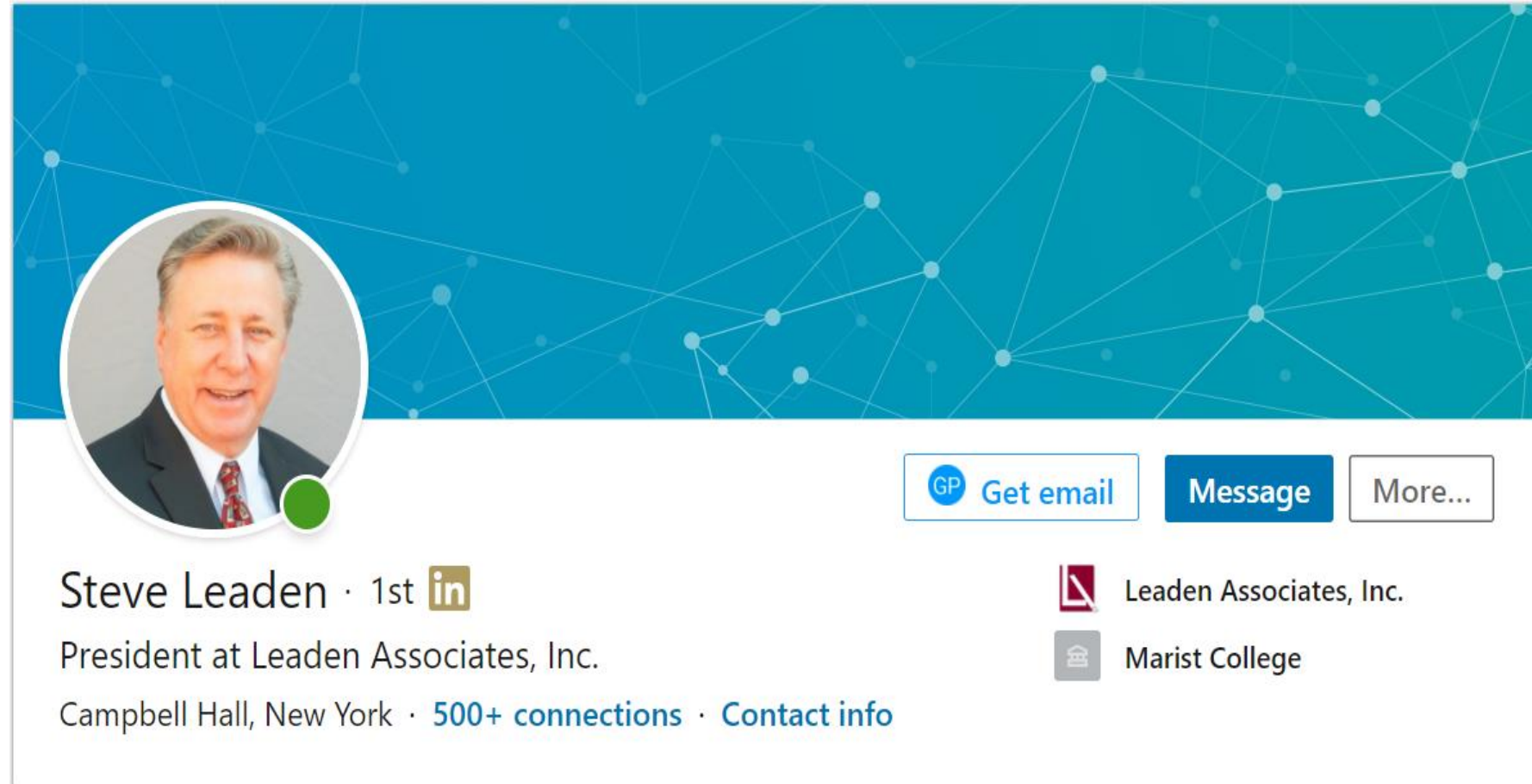
Steve Leaden · 1st 
President at Leaden Associates, Inc. 

Campbell Hall, New York · 500+ connections · Contact info

 Leaden Associates, Inc.
 Marist College

Other Intro Section Info

- Are all relevant sections filled out?
- Fill in the Contact Info section so people can reach you
- Check your contact info in settings to make sure it's up to date.
- Advanced Tip: Use "Other" as type of website and fill in your own label



The image shows a LinkedIn profile for Steve Leaden. The profile picture is a circular headshot of a man with grey hair, wearing a dark suit, white shirt, and a patterned tie. To the right of the profile picture is a green status indicator. Below the profile picture, the name "Steve Leaden" is displayed, followed by "1st" and the LinkedIn logo. Underneath, it says "President at Leaden Associates, Inc." and "Campbell Hall, New York". To the right of the name and title, there are three buttons: "Get email" (with a blue envelope icon), "Message" (in a dark blue box), and "More...". Below the name and title, there are two organization icons: "Leaden Associates, Inc." (with a red and white logo) and "Marist College" (with a grey building icon). At the bottom of the profile section, it says "500+ connections" and "Contact info".

After changes

Comments:


Much better!

The white type on the banner is a little hard to read.

The headline section is much better. But it tells what Steve does (it's about Steve) and doesn't call out the benefits to be gained by the customer. Make it about what the customer gets out of it.


Ethical, objective,
independent Communications
and Information Technology
consulting and analysis

GP Get email Message More...

Steve Leaden · 1st 

Cloud-based VoIP, UC, Contact Centers, Converged Networks
Best-in-class design, procurement, implementation, ongoing
support

New York City Metropolitan Area · 500+ connections ·
[Contact info](#)

 Marist College

About Section

Make the first three lines count; that's all people see unless they click on "See More".

What content (i.e. words, phrases, ideas, stories) will trigger interest and get your ideal audience to expand your bio to read the rest of it?

About

Stephen Leaden is the founder and President of Leaden Associates, Inc., an Independent Communication and IT Consulting firm providing specialized support to enterprises in Unified Communications, VoIP, Contact Centers, converged networks, and Cloud-based architectures. Enterprises in the health care, education, manufacturin... see more

About Section

- Your first three lines must capture attention
- Call out your prospects and the pain points you solve early
- How will you help prospects reach their goals?
- What makes you different?
- End with a call to action (Tell people what to do next--Call you? Go to your website?)
- Conversational tone
- Write in the first person
- Use short paragraphs (1-2 lines each)
- Help people find you (use keywords for search)

About

Stephen Leaden is the founder and President of Leaden Associates, Inc., an Independent Communication and IT Consulting firm providing specialized support to enterprises in Unified Communications, VoIP, Contact Centers, converged networks, and Cloud-based architectures. Enterprises in the health care, education, manufacturing, financial services, publishing and government market segments have come to rely on Mr. Leaden and team for best-in-class designs and implementations and the expertise to minimize risk associated with medium-to-large scale enterprise implementations.

Mr. Leaden has been in the Telecommunications field for over 30 years, with 23 of those with his own firm. Mr. Leaden and team focus as an extension of IT staff to facilitate the design, procurement, and project implementation, and ongoing support for converged voice and data solutions. During their engagement, Mr. Leaden and team proactively add value via ROI strategies integrated into the projects he serves serve on.

Mr. Leaden has extensive project management background in voice and data communications. His career originated in voice communications and expanded later into data communications, networks, and cable plant. Mr. Leaden has also worked for several specific industry groups, including healthcare, education, manufacturing, government, and financial services.

After Changes

Much improved!

Written in first person

Bullet points are good and they call out the type of prospect who can benefit from Steve's services

BUT,

Need to show benefits prospects will gain.

There is a mention of minimizing risk. What else do they gain?

Make this much more obvious.

About

I am Steve Leaden, founder and President of Leaden Associates, Inc. Enterprise clients leverage our services when

- You have risk with end-of-support enterprise phone systems
- You desire to move to the cloud UC or Contact Center and need expert help
- You want to enhance their Customer Experience leveraging Contact Center, UC, and collaboration
- You have to cost justify your new investment with strong ROI strategies
- You need an independent expert to support their strategy and decision for E911

Clients in the health care, education, manufacturing, financial services, publishing and government market segments have come to rely on our team for best-in-class designs and implementations and the expertise to minimize risk associated with medium-to-large scale enterprise implementations.

Featured Section

- Be consistent with the image and messaging that your profile represents
- Provide valuable information to your viewer
- Demonstrate your expertise, experience or thought leadership.
- Help the right people find you (use keywords for search)

Featured

Leaden Associates, Inc.
Independent Communications and IT Consultants

Company Overview



Leaden Associates Company Overview

Our firm provides Needs Assessments/Discovery, Procurements, Project Management, and Strategic...

Leaden Associates, Inc.
Independent Communications and IT Consultants

Contact Center Optimization



Leaden Associates Contact Center Optimizations

Leaden Associates provides Contact Center expertise to large enterprises. Whether an enterprise is...

After Changes

So much better!

Pictures are much more engaging


Topics are relevant and provide value to prospective clients

BUT

Clicking on both articles takes viewer to LinkedIn article with a link to the Genesys website where the articles were originally published. Instead, send people to your own website!

Third item needs picture and to be more visually appealing. Topic should provide value to reader.


Featured



6 Steps to Avoid an End-of-Support Nightmare
Steve Leaden on LinkedIn

For most enterprise clients, the single largest reason for making a change to their...

2 • 1 Comment



Calculating the Exceptional ROI of Working From Home
Steve Leaden on LinkedIn

Running the Numbers: The At-Home Worker
Many articles and blogs have been publishe...

Leaden Associate
Our firm provides Assessments/Disc

Activity Section

- Write an article on a topic that is important to your audience
- Help people find you (use keywords for search both within LinkedIn and outside of it)

Example →

Activity

1,527 followers



Congratulations Joe - thank you for all your great contributions over the years!

Steve commented



Interesting offer from Chris Hummel, former Chief Commercial Officer, Unify.

Steve shared this

3 Reactions

[See all](#)



Congratulations Frank! A BIG move for Altivon and know the experience and...

Steve commented



This will be a GREAT conference with excellent content and first class...

Steve commented

Articles & activity

976 followers



How to Appeal to More Than One Audience Using Your...



Martin Huntbach
Published on LinkedIn

Here's something we get asked quite a lot – how can you use your website to appeal to multiple audiences? It's tough when you serve different audiences. How can your website cop! ...see more

6 Likes • 4 Comments

Like Comment Share

[See all articles](#)



Haha! Nope never heard of them but they must be good to bag an expert...

Martin replied to a comment



Such an awesome list Sara and thanks for the shout-out :-)) We are...

Martin commented



Massive shout-out to John Espirian who has his new book coming out...

Martin shared this

13 Reactions • 9 Comments

[See all activity](#)

Background Section

This section includes 4 parts:

- Work experience
- Education
- Licenses and Certifications
- Volunteer Experience

The two most important sections are Work Experience and Education.

Work Experience Section

- What did a previous job teach you and how do you use it today?
- What you were hired to do?
- What challenges did you face?
- How did you overcome those challenges?
- Concrete achievements

Experience



Leaden Associates, Inc.

30 yrs

President

Sep 1990 – Present · 30 yrs 1 mo
Campbell Hall, NY (NYC Metro)

Extensive background in design and project implemented VoIP PBX systems, sophisticated VoIP dialing plans, Unified Communications and Collaboration (IM/Chat, Presence, Adhoc Video, Adhoc Audio, Meet-me Video, Meet-me Audio, Web Collab, Corporate Directory, Softphones, Document Sharing), Unified Messaging, E911 and Emergency Response systems, Contact Centers, Call Accounting, Telecom Expense Management/TEM systems. Has designed and implemented integrated VoIP / QoS MPLS networks for voice, data, and video to a five 9s model, SIP and H.323 trunking, on-net voice calling, integrated audio conferencing, and on-net videoconferencing.

[...see more](#)

President

1990 – Present · 30 yrs
Greater New York City Area

Background Section

- What did a previous job teach you and how do you use it today?
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Leadon Associates, Inc.

30 yrs

President

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Extensive background in design and project implemented VoIP PBX systems, sophisticated VoIP dialing plans, Unified Communications and Collaboration (IM/Chat, Presence, Adhoc Video, Adhoc Audio, Meet-me Video, Meet-me Audio, Web Collab, Corporate Directory, Softphones, Document Sharing), Unified Messaging, E911 and Emergency Response systems, Contact Centers, Call Accounting, Telecom Expense Management/TEM systems. Has designed and implemented integrated VoIP / QoS MPLS networks for voice, data, and video to a five 9s model, SIP and H.323 trunking, on-net voice calling, integrated audio conferencing, and on-net videoconferencing.

Extensive experience and knowledge in the Contact Center market, including Skills Based Routing, Call Routing to multiple sites, Average Speed of Answer, Abandoned Call Rate, Customer Survey options, Wallboards, IVR, CTI/Screen Pops, Speech Recognition, Call Recording, Predictive Dialing, Call Blending, Timed Callbacks, Custom Reporting, Workforce Management, Remote Worker capability, Unified Messaging, Unified Communications live Web chat, e-mail and Web queries.

Strong background in design of videoconferencing systems, including one-to-one and multi-party bridging, personal, room based, and executive area videoconferencing units.

Advisor and counselor key executive management, including CIOs, COOs, CFOs, and CEOs and executives for major Fortune 500 corporations. His ability to explain highly technical issues in terms easily understandable and to plan for Telecommunications and UC strategies as a corporate strategy has assisted upper management in critical decision-making processes.

Frequent speaker at national trade shows including Enterprise Connect, CTCA National Conference (Canada), SCTC Annual Conferences, UC Strategies Annual Summit, and user conferences. Writer for NoJitter.com, writer and contributor and expert for UC Strategies.com, contributor to IDG and The Voice Report.

[see less](#)

Background Section

- What did a previous job teach you and how do you use it today?
- What you were hired to do?
- What challenges did you face?
- How did you overcome those challenges?
- Concrete achievements



Project Manager

STI Communications

Sep 1984 – Sep 1990 · 6 yrs 1 mo

Rutherford, NJ

- Responsible for large-scale project management of major accounts in several industry groups including healthcare, education, publishing, banking, hospitality, and more.
 - Project management included requirements analysis, system procurement (RFP, recommendation) and system implementation.
- [...see more](#)



Senior Analyst

Nabisco Brands

Jun 1981 – Sep 1984 · 3 yrs 4 mos

Parsippany, NJ

- Project managed data communications network control center design and implementation. Responsibilities included specification/RFP, vendor selection, implementing network control processor, modem upgrades, dial back-up facilities, digital/analog patch paneling and test equipment, engineering dial-up facilities.
- [...see more](#)



Telecommunications Specialist

Ticketron/Control Data Corporation

Mar 1980 – Mar 1982 · 2 yrs 1 mo

Hackensack, NJ



Telecommunications Analyst

Vornado/Two Guys Dept Stores

Apr 1979 – Mar 1980 · 1 yr

Lodi, NJ

Education Section

- Describe what the school and degree mean to you
- Tell how you have used what you learned
- Describe challenges you experienced and how you overcame them
- Add links to videos, presentations, published papers or documents if relevant
- Provide lessons learned or what you would do differently if you could

Education



Marist College

Bachelor of Arts (BA), Business, Minor in Economics
1974 – 1976



Nassau Community College

Associate of Arts and Sciences (A.A.S.), Information Technology/Data Processing
1972 – 1974

Licenses and Certifications

If you have professional certifications or licenses, list them here to add to your credibility.

Volunteer Experience

Demonstrate that you're well-rounded.

Make an emotional connection to a prospective customer.

For a potential emotional connection, include things like:

- Why you volunteer for that cause or charity
- What you have learned
- Challenges you experienced and how you overcame them

Skills and Endorsements Section

Select your top 3 skills, based on:

- Number of endorsements (reinforces your expertise)
- Relevance to your business goals and the services you provide
- How closely they reflect what you want to be known for

Skills & Endorsements



VoIP · 99+



Endorsed by **Roberta J. Fox - Senior Next Generation Communications Tech Expert** and 1 other mutual connection



Unified Communications · 99+



Endorsed by **Linda Hanke** and 14 others who are highly skilled at this



Endorsed by **Bernard Gutnick** and 36 other mutual connections



Telecommunications · 91



Endorsed by **Jon Arnold** and 20 others who are highly skilled at this



Endorsed by **Dave Michels** and 29 other mutual connections

[Show more](#)

Recommendations Section

- Do you have at least 3 Recommendations?

“Most people have zero recommendations. If they’ve really got it together, they may have two or three.

It’s rare to see a profile with more than five solid recommendations.”


-Josh Steimle, author of *60 Days to LinkedIn Mastery*

Use the “Additional Information” section to create requests for Recommendations

Recommendations


Ask for a recommendation [Recommend Steve](#)

Received (0) Given (2)



Jay Hancock
Director of Sales Operations at Maintel
December 7, 2010, Steve was a client of Jay's

Jay is a talented individual who is diligent, professional, knowledgeable, and timely at professional delivery of VoIP and UC systems, including complex voice and data converged technologies. I worked very closely with Jay and team on a complex financial services install with minimal time fra... [See more](#)



Roger Zan, MCSE, MCDST, A Plus
Presently open to new IT opportunities both fulltime and contract. Willing to relocate to Florida.
December 18, 2007, Roger worked with Steve in the same group

Roger has worked tirelessly and professionally with me as we helped facilitate client openings in Canada and NY. He worked meticulously and was timely in getting all client-server systems up and running prior to opening for the client on Monday morning. I would recommend Roger as a competent individual w... [See more](#)

Accomplishments Section

You can add this section to your profile. There are subsections for:

Publications

Patents

Courses

Projects

Honors and Awards

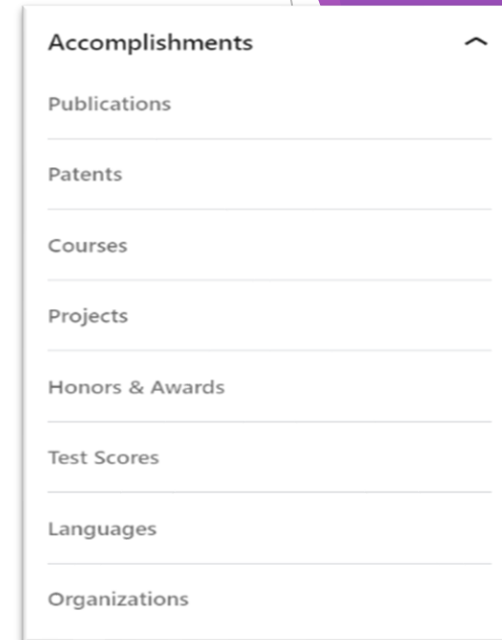
Test Scores

Languages

Organizations

Only some are likely be relevant for your profile.

- Projects could be used to provide case study information.
- Honors and Awards can build your credibility.
- Adding a profile in another language can help you be found by those who speak that language. You do not have to be fluent in that language.
- Organizations can be used to highlight your membership in professional organizations that are relevant to your credibility and contribute to your image. You can list positions held and a description of the organization itself and/or your involvement.



Interests Section

Automatically populated by LinkedIn.

Shows your membership in groups and highly visible people you follow.

Can provide insight into your interests and possibly your political or religious views.

Interests



Business Mastery with Tony Robbins

7,007 members



Jack Welch 

Executive Chairman, The Jack Welch Man...
7,270,181 followers



Cloud Communications Alliance

62 members



Healthcare Technology Alliance

16,239 members



Cisco

3,566,227 followers



AT&T

1,253,452 followers

Action Items

- ❑ Review your profile and make sure that it tells a potential customer what they will gain from working with you
- ❑ Check your photo and update if needed
- ❑ Create or update your banner
- ❑ Update your title/ headline language to reflect benefits you provide Example: “I help (_who_) do (_what benefit_)”.
- ❑ Check your contact information and update if needed
- ❑ Check out these profiles for ideas:

<https://www.linkedin.com/in/joshbturner/>

<https://www.linkedin.com/in/joshuasteimle/>