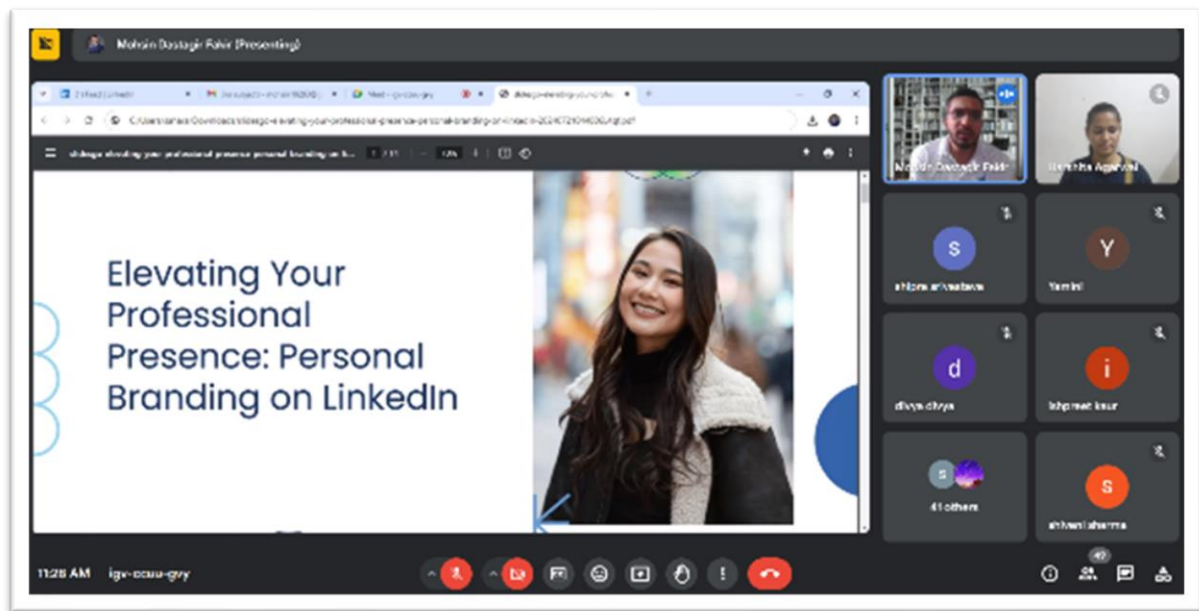


## Viksit Talk Series Report 2024: Webinar on “Personal Branding on LinkedIn”



**Organized By:** The Department of Management

**Date:** 21 July 2024

**Time:** 11:00 AM – 12:00 PM

**Head of the Department:** Dr. Meha Joshi

**Webinar Convener:** Dr. Yamini

**Speaker:** Mohsin Fakir, Soft Skills Trainer

**Attendance:** 55+ Participants

The Department of Management at Indira Gandhi Delhi Technical University for Women (IGDTUW) recently concluded a highly successful webinar titled "Personal Branding on LinkedIn" as part of their ongoing Viksit Talk Series. This informative session featured Mohsin Fakir, a renowned soft skills trainer with a proven track record of empowering individuals. Mr. Fakir's engaging presentation provided attendees with a wealth of valuable insights and practical strategies for maximizing the power of LinkedIn to cultivate a strong professional presence and propel their careers forward.

### **Key Takeaways:**

The webinar delved into the crucial art of crafting a compelling LinkedIn profile that transcends a simple resume. Mr. Fakir emphasized the importance of moving beyond a

list of qualifications and crafting a captivating narrative that showcases an individual's unique skillset, relevant experience, and noteworthy accomplishments. This approach allows professionals to establish a strong personal brand that sets them apart from the crowd and attracts the attention of potential employers or collaborators.

Beyond profile creation, the session also highlighted the power of building a robust professional network on LinkedIn. Mr. Fakir provided valuable guidance on fostering meaningful connections with professionals in one's field. He emphasized the importance of going beyond simply sending connection requests and actively engaging with relevant content to increase reach and visibility. This could involve participating in thought-provoking discussions, sharing industry-related articles, or even creating original content that showcases expertise.

The webinar further explored the importance of maintaining an active presence on LinkedIn. Mr. Fakir stressed that regularly updating one's profile and engaging with industry discussions demonstrates continued engagement and keeps professionals informed about the latest trends and innovations within their field. This active presence can be particularly impactful during a job search, as many recruiters now utilize LinkedIn as a primary platform to source top talent.

In recognition of this, the session provided valuable insights on optimizing LinkedIn profiles for job search success. Mr. Fakir discussed incorporating relevant keywords that align with potential employers' requirements. He also highlighted the importance of tailoring profiles to specific job applications, ensuring that showcased skills and experience directly address the advertised position. Additionally, the session encouraged active searching for opportunities on the platform, allowing professionals to find positions that align with their career aspirations.

To empower participants with practical implementation tools, Mr. Fakir led a live demonstration on optimizing LinkedIn profiles. This interactive session focused on key elements such as crafting a professional and approachable profile picture, developing a clear and concise tagline that captures one's essence, and composing an informative "About" section that effectively tells the individual's professional story. Mr. Fakir also emphasized the importance of detailed experience and education sections, allowing individuals to showcase their qualifications in a clear and organized manner. Additionally, he discussed leveraging features like recommendations and publications to bolster credibility and showcase expertise in the field. The session even touched upon engagement strategies, encouraging participants to actively participate in discussions with thoughtful comments that demonstrate their knowledge and avoid informal language often used on other social media platforms.

The webinar concluded with a dynamic Q&A segment where Mr. Fakir addressed a multitude of participant questions with insightful guidance on refining their LinkedIn profiles. Feedback from attendees was overwhelmingly positive, highlighting the webinar's valuable practical tips for professional branding, building strong networks, and advancing careers on LinkedIn. The Department of Management is committed to

supporting its participants and may be sharing additional resources on personal branding and LinkedIn optimization in the future.

