

# LinkedIn Intensive

For business professionals, LinkedIn is the *new* resume, recruiter and reference letter all in one. **Simply knowing basic LinkedIn functionality is not enough.** MBAs today must learn how to make LinkedIn work as a personal branding platform to stand out from the competition and become indispensable to employers.

Designed under the leadership of personal branding guru William Arruda, this unique virtual workshop gives your students a comprehensive action program to:

- build a stellar LinkedIn profile
- identify contacts who can open doors of opportunity
- manage their career, years after leaving business school



Beyond presentations and exercises by **William Arruda**, the course includes lessons and perspectives from leading LinkedIn experts **Jason Alba**, **Ross Macpherson** and **Viveka Von Rosen**.

This special workshop is filled with expert secrets your students won't learn elsewhere - tricks and techniques for making LinkedIn showcase their brand and expand their professional network.

[View the Course Curriculum](#)

[View Course Overview Video](#)

## PROGRAM LOGISTICS

The course is separated into four modules so that students can participate in one module of the intensive and then put that module into real-world practice for themselves. Students will have full access to all content for 12 months.

## ADDITIONAL OPTIONS

**Individual or Group Coaching:** For overall support or to work with someone

who can build their LinkedIn profile and use strategies for building connections.

**Profile Critiques:** Expert MBA career coaches review profiles and make recommendations for improvement.

Learn how this program can fit with your MBA Career Services.

Contact **Roy Young** at **310-601-3755** or [roy@beyondb-school.com](mailto:roy@beyondb-school.com).