

**95%** OF LINKEDIN  
USERS GET IT  
VERY WRONG ...  
LET ME HELP YOU



**b2b**  
Success  
Systems

# COMPLIMENTARY LINKEDIN LEARNING AND ORIENTATION SESSION

## for Teams & Organisations

delivered by Miles Duncan, CEO & Founder, b2b Success Systems

### You are an ambitious leader who loves their business and team, but...

You need to develop the skillset of your team, so that they work more effectively.

You need to give the team new resources, so that they generate new opportunities.

Your organisation is very inconsistent on LinkedIn and you're keen to learn how to sort this quickly.

Remote working and digital transformation are the norm, and your team need to catch up quickly.

You want to support your team; helping them to manage their time effectively and deliver targets.

You're keen to get more for less.

### About the complimentary LinkedIn learning and orientation session

The LinkedIn Learning and Orientation Session has been specifically designed to give teams the ability to review and evaluate first-hand the rich resources (and rewards) of having an effective LinkedIn presence and activities.

It demonstrates in one hour how LinkedIn is a critical and integral part of an organisation's business development, marketing, and employer brand processes and activities.

The programme is designed and delivered by Miles Duncan. Miles is a highly experienced LinkedIn trainer for organisations and their teams. Based in the UK he has clients across the globe and travels extensively to train them. He's on a mission to help teams understand how LinkedIn can be a highly effective resource that can deliver results quickly and cost effectively, regardless of size.

### Who is it for?

This is for organisations and teams who know they could use LinkedIn more effectively to get results but don't know where to start. In particular, but not limited to:

- Sales and Business Development
- Client-facing and Account Management
- HR and Recruitment
- Learning & Development
- Leadership & C-suite
- Non-facing employees... that's right, your employees are a massive, under-utilised asset and are advocates.

### What's it all about?

It is one hour long, and packed with value and learning. It is available on Zoom or MS Teams, depending on your preference. There is NO limit on numbers.

#### Running order:

- LinkedIn introduction
- The 4 key phases to success on LinkedIn:  
Clarity • Alignment • Activities • Consistency

#### LinkedIn initiatives you can do right now:

- Get your profile aligned, congruent & optimised (SEO)
- Key researching, prospecting and connectivity techniques
- Building your visibility and communication
- Two secrets to success on LinkedIn
- Turn off a setting that is harming your opportunities

“ I have been running these sessions for 15 years. It's always a great feeling to see the value teams take from the session and put into practice immediately ”

Miles Duncan

“ **Miles’ b2b Success Systems has been invaluable in helping the TGS multidisciplinary network present a globally unified, high-quality image across 70 countries with 4500 staff. It’s a huge challenge and Miles’ training makes it systematic and even enjoyable.** ”

**Andrew Menzies, TGS Global VP International Development**

## What it’s not

- It’s NOT a sales pitch.
- There is absolutely no selling in this simple, straightforward session.
- There is absolutely NO obligation to work with or proceed with any training programme after the session.
- It’s NOT sessions on LinkedIn Success Systems, clients and success - this session focuses on YOUR needs and success.

## What you can expect from the hour

- Increase your team’s knowledge and skills for growing your business on LinkedIn
- Improve your team’s confidence on LinkedIn and its activities
- Learn a LinkedIn winning mindset that will lead to greater success on the LinkedIn platform
- Implement key learnings straight after the session
- See the many opportunities on LinkedIn in a brand new light
- Positively alter your perspective of LinkedIn

**In addition to the complimentary learning and orientation session, you will also benefit from:**

- An invitation to subscribe to my monthly newsletter on LinkedIn – packed with learnings and top tips
- “*Is your profile an asset or a liability?*” – an automated online diagnostic tool providing insights into your profile’s strengths and weaknesses

## Setting up a session for your team

If you are interested in a session for your team, please contact me and we’ll talk it through. This helps me to understand your specific needs and wants. I’d be delighted to customise the session even closer to your expectations.

## Pick a date to suit you

The sessions run on Zoom or MS Teams depending on your preference. There are no set slots. Miles and his team are more than happy to agree a time with you depending on your availability and time zone.

There is no limit on size. Your session can be recorded.

To support this session there is an online supporting asset (*after the presentation*):

### **IS YOUR PROFILE AN ASSET OR A LIABILITY?**

A simple quick and effect self audit to highlight areas that need improving.

<https://linkedinuccesssystems.typeform.com/to/eBYXDyl4>

## Contact details:

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“ **Anyone considering one of b2b Success Systems’ complimentary sessions for your organisation should jump at the chance. We have 55,000 people on LinkedIn ... it’s a massive global opportunity from sales to employer brand.** ”

**Martin Duthie, Training Manager and Digital Technologist, Baker Hughes**