

WHEN WORK CHANGES,  
WE HELP YOU PIVOT.

# LINKEDIN OPTIMISATION MASTERCLASS



Helping professionals build a profile that reflects their value, expands their network, and attracts new opportunities.

## PROGRAMME DETAILS

**LinkedIn is more than a CV online - it's your personal brand, your digital reputation, and your invitation to future employers.**

This session helps attendees understand how to optimise their LinkedIn presence with clarity, authenticity, and strategy. We combine expert career coaching with smart tools to help participants build a profile they're proud of- and that works for them.

Ideal for professionals facing career change, returning to the workforce, or looking to future-proof their visibility.

## LEARNING OUTCOMES

- ✔ Understand how recruiters and employers use LinkedIn
- ✔ Learn how to write a compelling headline and summary
- ✔ Know what to include (and what to cut) for maximum impact
- ✔ Identify keywords to attract relevant roles
- ✔ Use AI tools to draft content sections with ease
- ✔ Walk away with an actionable to-do list to optimise your profile

## WHAT'S INVOLVED?

- ✔ Group-based, coach-led workshop
- ✔ Live walkthroughs and profile teardown examples
- ✔ Use of AI tools to generate headline, summary, and skills suggestions
- ✔ Practical tips to boost visibility and engagement
- ✔ Delivered in a supportive, interactive environment

## KEY FEATURES

- **Format:** Virtual or in-person
- **Length:** 60 minutes
- **Group size:** Unlimited participants
- Resources and templates provided
- Certification upon Completion

*"I never realised how much my profile was underselling me. This session gave me the clarity and confidence to rewrite it completely."*

- LinkedIn Masterclass Attendee, 2025

For more information contact  
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