

HOW TO CREATE A POWERFUL PERSONAL BRAND ON LINKEDIN: TIPS AND TRICKS



New Personal Brand On LinkedIn Ideas For Teachers

Astrid Schmidtchen



New Personal Brand On LinkedIn Ideas For Teachers:

LinkedIn Mastery Barrett Williams, ChatGPT, 2024-11-21 Unlock the full potential of LinkedIn as your personal learning companion with LinkedIn Mastery This insightful eBook is your essential guide to transforming LinkedIn from a professional networking site into your personalized learning hub Whether you re a novice just stepping onto this vast platform or a seasoned professional eager to upskill this book will show you how to leverage all that LinkedIn has to offer for your educational journey Discover the evolution of LinkedIn as more than just a networking tool Learn how continuous learning is the gateway to career advancement and personal growth LinkedIn Mastery walks you through creating an impactful presence on LinkedIn that does more than impress it educates and connects you to a world of knowledge Start with foundational chapters that guide you through crafting an effective profile and building a personal brand that speaks volumes about your aspirations Dive into LinkedIn Learning courses with strategies to select the right ones and schedule them for maximum benefit Explore how to network with intention tapping into endless opportunities for knowledge exchange and collaboration As you progress uncover how to develop in demand skills by connecting with industry experts and participating in skill challenges Maximize your learning by engaging with groups and discussions and shine through writing articles and posts that attract valuable insights For those contemplating a career transition the book offers strategies to harness LinkedIn s potential for showcasing your evolving skill set Measure your progress with LinkedIn s analytics tools and gather feedback to refine your learning path With practical tips on avoiding common pitfalls and integrating LinkedIn with other resources this book equips you to build a comprehensive learning plan that prepares you for future demands LinkedIn Mastery is your roadmap to lifelong learning and career transformation positioning you for success in today s ever changing world

LinkedIn For Dummies Joel Elad, 2018-03-07 Make LinkedIn your number one professional branding tool LinkedIn is the premiere social network for professionals looking to discover new opportunities enhance personal branding connect with other professionals and make career advancements With LinkedIn For Dummies you ll have step by step instructions on how to take advantage of the latest tools and features to do all of this and more This book will teach you how to create an attractive profile that employers will notice as well as ways to expand your network by making connections around the globe You ll also learn how to best navigate the new user interface write recommendations take a course with LinkedIn Learning and conduct your job search Create an appealing detailed profile Establish your credibility and personal brand Connect with employers and find jobs Request and write recommendations Whether you re one of LinkedIn s 500 million global members or brand new to the site this authoritative resource helps you get the most out of the world s largest professional network

Social Media and Networking: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2015-07-31 In the digital era users from around the world are constantly connected over a global network where they have the ability to connect share and collaborate like never before To make the most of this new environment

researchers and software developers must understand users needs and expectations Social Media and Networking Concepts Methodologies Tools and Applications explores the burgeoning global community made possible by Web 2.0 technologies and a universal interconnected society With four volumes of chapters related to digital media online engagement and virtual environments this multi volume reference is an essential source for software developers web designers researchers students and IT specialists interested in the growing field of digital media and engagement This four volume reference includes various chapters covering topics related to Web 2.0 e governance social media activism internet privacy digital and virtual communities e business customer relationship management and more

Maximum Success with LinkedIn: Dominate Your Market, Build a Global Brand, and Create the Career of Your Dreams Dan Sherman, 2013-02-01 Leverage the power of the world's largest professional network for all your business purposes Maximum Success with LinkedIn revolutionizes the way busy professionals use LinkedIn It isn't just about professional networking and job seeking it's a step by step guide to answering any professional challenge by harnessing the potential of LinkedIn It explains how to use LinkedIn to Find customers partners investors or advisors Hire qualified employees Build a personal brand to draw customers and recruiters Attract opportunities for more work media exposure lucrative partnerships Increase your network with thousands of contacts with one simple technique Find and land the perfect job Develop business relationships The book includes access to online resources for regular updates Dan Sherman is a full time LinkedIn consultant trainer and speaker who works with companies and individuals to help them maximize the potential of the world's largest professional network He has more than twenty years of corporate marketing management experience at successful firms ranging from Silicon Valley Internet startups to Fortune 500 companies

Digital Tools for Academic Branding and Self-Promotion Cabrera, Marga, Lloret, Nuria, 2016-10-31 Reputation can be a pivotal factor to potential success throughout one's academic career By utilizing available technological assets and tools professionals can effectively manage their personal brands Digital Tools for Academic Branding and Self Promotion is an authoritative reference source for the latest research on the interrelationship between digital branding and academic reputation Showcasing relevant digital platforms and techniques this book is a compendium of vital material for academics professionals practitioners and marketers interested in effective reputation management

The SAGE Handbook of Graduate Employability Tania Broadley, Yuzhuo Cai, Miriam Firth, Emma Hunt, John Neugebauer, 2022-11-23 This Handbook brings together the latest research on graduate employability into one authoritative volume Dedicated parts guide readers through topics key issues and debates relating to delivering facilitating achieving and evaluating graduate employability Chapters offer critical and reflective positions providing examples of a range of student and graduate destinations and cover a wide range of topics from employability development to discipline differences gender race and inclusion issues entrepreneurialism and beyond Showcasing positions and voices from diverse communities industries political spheres and cultural landscape this book will support the research of students researchers and

practitioners across a broad range of social science areas Part I Facilitating and Achieving Graduate Employability Part II Segmenting Graduate Employability Subject by Subject Considerations Part III Graduate Employability and Inclusion Part IV Country and Regional Differences Part V Policy Makers and Employers Perceptions on Graduate Employability Online Credibility and Digital Ethos: Evaluating Computer-Mediated Communication Folk, Moe, Apostel, Shawn, 2012-12-31 Digital technology plays a vital role in today's need for instant information access The simplicity of acquiring and publishing online information presents new challenges in establishing and evaluating online credibility Online Credibility and Digital Ethos Evaluating Computer Mediated Communication highlights important approaches to evaluating the credibility of digital sources and techniques used for various digital fields This book brings together research in computer mediated communication along with the affects digital culture and online credibility Slovo , **Brand New Year** Donald P. Roy, 2017-01-06 You are chief marketing officer for the world's most important brand It is a role you should embrace even if you reluctantly accept the position Why No one else has more at stake in your brand's success than you Adopting a personal branding mindset gives an edge over competitors that do not think the same way As a brand you are always open for business Your task is at the same time straightforward and formidable Manage the brand identity you wish to project More importantly it is a blueprint to professional and personal growth setting standards for the three dimensions of a personal brand who you are Meaning the value you offer Makeup interactions with others Message Brand New Year gives 52 ideas for strengthening your personal brand Take one idea each week over the next year and experiment with it The Brand Builder section at the end of each chapter is a call to action for that personal branding idea Try it for one week you have nothing to lose except brand traits that have been limiting your growth You may adopt some ideas not fare well with other ideas and even dismiss some ideas as not for you That is OK the aim is to try tactics that could aid in brand building *Solved* Donald P Roy Ph D, Donald Roy, 2018-10-04 You may have heard of LinkedIn described as Facebook for business That comparison misses the mark as to the value of LinkedIn to your personal brand Think of your professional identity as being a brand because it is Like a product brand you are always tweaking your personal brand to convey value offered On LinkedIn the centerpiece of your brand is the profile It is your self marketing brochure A strong profile supports other activities in which users engage Networking Building good relationships Creating Sharing knowledge to help others Seeking Exploring new growth opportunities Whether you are a relative newcomer to LinkedIn or wanting to enjoy greater impact from it LinkedIn *Solved* shares ideas and best practices for enhancing your personal brand Your personal brand is too important to adopt a set it and forget it approach to your LinkedIn presence Great brands are not built overnight Your personal brand is no exception Try the ideas presented in this book to increase confidence using LinkedIn and get more out of the time invested in it

Build Your Teacher Brand in 30 Days Define Your Name, Niche, and Narrative with Confidence Ronan Aldridge, 2025-09-05 Every teacher has a unique story but how do you share yours in a way that builds recognition trust and

opportunities Whether you want to create an online presence start a side business or expand your professional influence developing a personal brand is the key This book provides a step by step 30 day framework designed specifically for educators to clarify and communicate their value with confidence Inside you ll discover how to choose a brand name that resonates define your niche in a crowded marketplace and craft a narrative that connects authentically with your audience Each day offers practical actions reflective prompts and teacher focused examples that make the process simple and achievable even on a busy schedule By the end of 30 days you ll have a professional cohesive brand that reflects your strengths and attracts the opportunities you re seeking Whether you re building a teaching blog launching educational resources or growing your presence on social media this playbook gives you the roadmap to stand out

What LinkedIn Beginners Really Need to Know Astrid Schmidtchen,2017-09-18 Welcome to the powerful world of LinkedIn Get in the driver s seat and take control of your profile and your content But before you launch it s wise to have a basic understanding learn what you should do and what to avoid In this compact guide you ll discover how to better control your image on the LinkedIn platform you ll learn from examples and find help through expert sources Written by a professional LinkedIn profile writer this resource provides a quick targeted solution for people new to the world of job searching and business networking Both a general introduction for people without a lot of LinkedIn confidence or a large body of professional experience it s also a quick refresher for anyone already on LinkedIn providing some new helpful nuggets that you can implement on your existing profile Who s this book for career starters career changers or people re entering the job market who have never used LinkedIn or social media for business before experienced specialists or skilled employees with no LinkedIn profile until now recent graduates or university students seeking an internship or practicum entrepreneurs creatives or freelancers who ve never considered using a LinkedIn profile before people with a basic profile that needs improvement members of LinkedIn with an empty profile no content no picture What you ll get A fast introductory resource written by a professional LinkedIn profile writer resume writer Examples and concrete lists of do s and don ts with short explanations LinkedIn components explained the headline job title summary task descriptions special achievements role of networking and recruiters Screenshots insider ideas and tips to help you get your message across using limited field space Learn to step into your readers shoes and what business audiences want to see Recommended sources for further information and inspiration for your job search and crafting a LinkedIn profile Bonus Linked Background Graphics A link to 14 customized graphics for your LinkedIn cover What readers have said Maggie L USA As a true techno phobe I was reluctant to dive into LinkedIn until I found this book Suzanne M USA I had never really ventured into the world of LinkedIn and never really considered how LinkedIn could be truly useful in promoting my activities and personal brand This was a great food for thought introduction

BRANDFLUENZERS : PERSONAL BRANDING MASTERY IN DIGITAL ERA Nirav Chahwala,2024-03-17 This book equips readers with the tools to craft a powerful personal brand in today s digital world It highlights the importance of personal

branding for career and business success emphasizing storytelling and self reflection to build a compelling brand narrative The book explores the digital landscape analyzing major platforms social media s impact and emerging trends It delves into the art of creating a visually appealing online presence and curating a cohesive identity across platforms Strategies for fostering meaningful relationships and building a loyal online community are explored along with content creation techniques aligned with branding goals Readers will learn how to tailor content and engagement for different social media platforms while maintaining a unified brand message The book showcases successful influencers journeys offering valuable lessons on authenticity resilience and adaptation It also guides readers on establishing themselves as industry experts through thought leadership and provides real world examples Understanding SEO and navigating platform algorithms are covered along with methods for measuring personal branding effectiveness through key performance indicators KPIs Finally the book

emphasizes the continuous nature of personal branding and the importance of ongoing refinement **Become Someone From No One** Bhavik Sarkhedi, Sahil Gandhi, 2025-10-29 **Become Someone From No One** is your blueprint to building a powerful personal brand from the ground up It unpacks the real world strategies that transform ordinary individuals into memorable names Through stories insights and actionable steps it reveals how to stand out in a noisy digital world From self discovery to storytelling it guides you in crafting an authentic influential identity You ll learn to leverage social media content and consistency to earn credibility and trust The book breaks complex branding ideas into simple repeatable habits anyone can master Whether you re a student creator or entrepreneur this is your roadmap to becoming someone In a world overflowing with talent this book shows you how to make your name stand for something unique and unforgettable It blends psychology strategy and storytelling into a practical system for building your personal brand with purpose Co authored by Bhavik Sarkhedi a celebrated entrepreneur bestselling author and one of India s leading personal branding voices the book draws from real life lessons and years of experience Bhavik who has penned multiple acclaimed titles and founded successful creative ventures brings an insider s perspective on how individuals evolve into influential brands Joining him is Sahil Gandhi widely known as the Brand Professor a visionary in the field of identity creation and human branding Sahil s expertise lies in simplifying branding into human behavior turning complex concepts into relatable result driven actions Together they demystify how personal branding is no longer a luxury it s a necessity in the modern digital era The book walks you through how to define who you are refine how you show up and design how the world perceives you From crafting your story to building an authentic digital presence every chapter provides clarity direction and measurable steps It challenges readers to think differently about influence reputation and impact With real world examples exercises and success frameworks it helps you move from self doubt to self definition The writing is conversational the advice is grounded and the transformation it promises is tangible It s not just about followers as it s about finding your voice and making it matter Readers will learn how to build trust create meaningful connections and position themselves as thought leaders in their domain This is not theory

and it's a tested path that has shaped entrepreneurs, creators and professionals into brands people remember. Bhavik and Sahil combine art, strategy and empathy to turn branding into a human journey, not a marketing one. Whether you're starting from scratch or reinventing yourself, this book equips you to own your narrative with confidence. Become Someone From No One is a transformation waiting to happen. **Go Viral on LinkedIn in 48 Hours - Viral Digital Marketing eBook on Google Play Books**

Srinidhi Ranganathan, 2025-10-20 Visit <https://linktr.ee/legendsrinidhi> to access more resources. BONUS: More Free Access to 100,000 Digital Marketing Courses https://www.youtube.com/playlist?list=PL7iVMYVUvArbOCLFtyv_sv74cM9FaNDYw

it was a tactical problem. The professionals weren't failing because they lacked skills; they were failing because they didn't understand that LinkedIn virality, like all platform virality, was engineered through specific psychological triggers, precise algorithmic knowledge and systematic execution frameworks. The genesis of this eBook springs directly from Srinidhi's visceral empathy for four specific audiences trapped in LinkedIn invisibility: business owners who desperately needed to generate qualified leads but were being outbid by corporations with unlimited advertising budgets; marketers building personal brands who felt stuck competing for visibility against established names; freelancers struggling to attract ideal clients because their valuable services were hidden by algorithmic silencing; and professionals seeking career opportunities who watched mediocre networkers advance while they remained overlooked despite superior credentials. He understood their frustration at a deeply personal level because he had personally engineered hundreds of LinkedIn transformations, helping professionals go from invisible to influential, from struggling to generate even a single lead to receiving dozens of qualified opportunity inquiries monthly, from forgotten networkers to recognized industry authorities. What motivated Srinidhi most urgently was his discovery that he had personally generated hundreds of thousands of LinkedIn impressions and built thousands of genuine, engaged followers using strategies that were completely systematized, reproducible and teachable, yet this knowledge remained locked away in his experience, inaccessible to the millions of professionals who needed it most. He had cracked the LinkedIn code through years of experimentation, deep algorithmic analysis and relentless refinement, uncovering the exact viral hook formulas that stop scrollers cold, the seven-step engagement frameworks that engineer comments and shares, the algorithm secrets that multiply reach exponentially, and the precise tactical sequences that transform profiles from invisible to unstoppable. This wasn't mystical knowledge or luck-dependent virality; it was systematic, replicable methodology grounded in how LinkedIn's algorithm actually functions and how human psychology actually responds to specific content structures. The author's decision to dedicate an entire eBook to LinkedIn 48-hour virality was catalyzed by a critical realization: while YouTube, Instagram and WhatsApp all represent powerful platforms, LinkedIn represents something uniquely valuable for a specific audience: professionals, entrepreneurs and service providers for whom LinkedIn presence directly translates into real professional opportunities, qualified business leads and legitimate career advancement. Unlike social media platforms designed around entertainment and vanity metrics,

LinkedIn was designed for professional connection and opportunity generation Yet most professionals were using LinkedIn like a social media platform optimizing for likes and follower counts rather than optimizing for the specific behaviors that actually generate business opportunities genuine professional conversations trust building interactions and quality relationship development What inspired this project was Srinidhi s profound understanding that the problem with most LinkedIn advice was that it ignored the algorithm entirely Conventional wisdom claimed that authenticity consistency and genuine engagement would naturally lead to visibility and opportunity comfortable platitudes that made professionals feel like failures when visibility didn t materialize despite their best efforts Srinidhi recognized that LinkedIn s algorithm didn t reward authenticity as an abstract virtue it rewarded specific behavioral patterns it rewarded content that generated rapid initial engagement psychological hook formulas it rewarded content that inspired comments over simple likes engagement framework mechanics it rewarded content that created reciprocal network effects amplification mechanics By engineering content that deliberately triggered these specific algorithmic preferences while maintaining authentic human value creators could achieve viral reach without compromising integrity The eBook exists because Srinidhi wanted to prove conclusively that LinkedIn success didn t require massive pre existing followings expensive tools or fancy equipment it required understanding the specific mechanics of how the platform actually works and implementing systematic psychological frameworks that engineers engagement He had personally helped business owners with zero LinkedIn presence go from invisible to generating their highest value leads within weeks he had supported ambitious marketers in building personal brands that attracted thousands of genuinely engaged professionals he had guided freelancers in becoming recognized industry authorities attracting premium rate clients directly These weren t isolated successes or lucky anomalies they represented consistent outcomes from the systematic application of frameworks that were now captured in this comprehensive 12 chapter guidebook The author s motivation was particularly catalyzed by what he frames as the 40 eight hour action plan that transforms profiles from completely invisible to genuinely unstoppable Srinidhi recognized that most professionals suffered from what he calls posting into the void they had no systematic understanding of LinkedIn s temporal dynamics algorithmic windows optimal posting times or the precise sequencing of actions that compounds viral potential By systematizing the 48 hour protocol he could give readers a specific tactical roadmap not vague suggestions to post consistently or be authentic but precise hour by hour actions that triggered algorithmic amplification and human engagement in predictable measurable ways What deeply inspired this project was Srinidhi s vision of democratizing professional opportunity on LinkedIn Throughout his career he observed that success on the platform wasn t merit based it was algorithm knowledge based which meant talented professionals were losing opportunities not to more talented competitors but to those who understood platform mechanics He wanted to invert this paradigm to ensure that the best ideas the most authentic creators and the most genuinely valuable professionals could compete on equal footing with those who

had insider algorithmic knowledge By writing this eBook he was systematically transferring his proprietary LinkedIn mastery into a framework that any professional could learn and implement The inspiration also flows from Srinidhi s frustration with broken marketing paradigms that LinkedIn professionals were trapped within He observed that most professionals operated from a scarcity mindset competing for attention in ways that actually repelled genuine engagement their posts were promotional and self focused rather than value delivering their engagement strategies felt transactional rather than authentically relational their personal brands screamed desperation rather than quiet authority Srinidhi s LinkedIn system inverts this paradigm by teaching readers how to build authentic professional presence generate genuine relationships attract qualified opportunities naturally and establish authority through value delivery rather than self promotion Furthermore Srinidhi was motivated by his belief that digital marketing as an industry had become fundamentally broken drowning in algorithmic manipulation saturated with superficial growth hacking tactics and increasingly hostile to genuine professional connection LinkedIn represented the platform where professionals could choose to do things differently where real human connection still mattered where authentic expertise could triumph over surface level tactics where genuine relationship building could generate sustainable competitive advantage His eBook represents his commitment to helping professionals navigate LinkedIn in ways that honored both algorithmic reality and human authenticity not choosing between winning the algorithm and maintaining integrity but learning to do both simultaneously What further inspired this work was Srinidhi s personal experience observing how LinkedIn opportunities cascaded exponentially once a professional cracked the visibility code He watched professionals move from complete invisibility to receiving dozens of qualified business inquiries weekly he observed freelancers transform from struggling to command premium rates to turning away clients because they were too busy he witnessed business owners go from desperately trying to sell to strategically choosing which opportunities to pursue These transformations weren t based on luck or talent alone they were based on systematically applying algorithmic knowledge to generate visibility trust building interactions and authority positioning that naturally attracted opportunities The author was particularly inspired by what he calls the unfair advantage that insider algorithmic knowledge provides He recognized that the top 1% of LinkedIn professionals possessed secret techniques precise timing strategies psychological hook formulas and viral frameworks that gave them exponentially higher visibility and opportunity generation than competitors Rather than keeping these insider secrets locked behind expensive consulting fees Srinidhi made the decision to democratize them to give every ambitious professional access to the exact same strategic frameworks that top performers used Ultimately what inspired Srinidhi Ranganathan to write Go Viral on LinkedIn in 48 Hours stems from his core conviction that professional success on LinkedIn should be determined by genuine expertise authentic value creation and strategic excellence not by accidental discovery of algorithmic mechanics or expensive consulting access After thirteen plus years of personally generating hundreds of thousands of LinkedIn impressions helping countless professionals transform

their careers and systematizing the frameworks that actually work in the real LinkedIn ecosystem he felt a moral obligation to share this knowledge widely The eBook represents his bold promise to every professional who has watched mediocre competitors dominate their feed who has struggled to generate even a single qualified lead despite possessing genuine expertise who has wondered if LinkedIn success was somehow beyond their reach there is another way That way is systematic algorithmic mastery combined with authentic human connection and the 48 hour action plan he provides is the exact roadmap for transforming LinkedIn presence from invisible to unstoppable from struggling to profitable from overlooked to recognized *Brand YOU* N.D Ngwana,2023-07-25 In *Brand YOU* Personal Branding for Professional Success you ll discover the power of personal branding and how it can propel your professional journey This comprehensive guide helps you understand and implement personal branding strategies to establish your unique professional identity and stand out in today s competitive marketplace *Brand YOU* takes you on a journey of self discovery helping you identify your unique strengths values and passions It provides a step by step guide to building your personal brand from defining your personal brand statement and developing your online presence to networking effectively and managing your reputation The book incorporates insights from the worlds of marketing psychology and career development offering a holistic approach to personal branding Each chapter includes practical exercises real world examples and case studies providing you with actionable steps to build and enhance your personal brand *Brand YOU* goes beyond traditional career advice It emphasizes the importance of authenticity consistency and personal growth in personal branding It also addresses common challenges in personal branding and provides solutions to overcome them Whether you re a seasoned professional looking to redefine your career a recent graduate entering the job market or an entrepreneur seeking to build a personal brand *Brand YOU* Personal Branding for Professional Success is your guide Unlock your potential and elevate your professional journey with *Brand YOU*

Brand New You! Yue-Wen LIM, Unlock the Power of Your Personal Brand to Stand Out and Succeed In a crowded job market where everyone seems to have the same skills and experience how do you stand out This book isn t just another career advice book it s your blueprint to creating a powerful personal brand that attracts the career opportunities that fits you Why This Book is Different The author is an experienced Career Coach with 35 years of real world experience across corporate roles entrepreneurship and coaching This book is really his experiences in navigating the multiple career transitions the techniques he honed over the years so it isn t theory it s proven strategies born from real life career transitions and transformations You ll discover How to build an Authentic Personal Brand Learn how to tell your unique story with confidence Actionable Strategies Practical exercises relatable anecdotes and step by step guidance to build your brand Real Life Examples Success stories of individuals who ve redefined their careers through personal branding Clear Roadmap From self assessment to building an online presence this book covers it all Who Is This Book For Whether you re a Job Seeker fighting age or experience biases Fresh Graduate trying to make your mark or Mid Career Professional looking to pivot or

climb higher Brand New You equips you with the mindset and tools to redefine your career narrative What You ll Gain Confidence to showcase your strengths authentically Clarity on your unique value proposition Connection with opportunities that align with your true potential Get Your Copy today and Start Your Transformation *The Branding Code: Crafting Your Powerful Personal Brand And Skyrocketing Your Career* Lana Huff, In today s competitive professional world establishing a distinctive personal brand is crucial to success Written by a team of seasoned experts in branding and career development this book offers a step by step approach to defining and refining your personal brand Through a combination of practical strategies real life examples and exercises you will gain a deeper understanding of your unique skills strengths and values The Branding Code unravels the importance of authenticity in enhancing your professional identity It helps you uncover your personal story leveraging it to make a lasting impact in your industry You ll learn how to effectively communicate your brand message and consistently present yourself professionally both online and offline This book sheds light on the power of networking and developing strong relationships guiding you to build a solid network of like minded professionals who can support and enhance your career growth The Branding Code goes beyond just creating a personal brand it teaches you how to successfully market yourself and exceed expectations in the workplace It provides valuable insights into crafting an impeccable resume acing interviews and maximizing your chances of landing the rights opportunities With the help of The Branding Code you ll be able to harness your personal brand to propel your career to new heights Whether you re a recent graduate a mid career professional or an aspiring entrepreneur this book will equip you with the tools and strategies needed to advance in your chosen field Embrace the power of your personal brand and witness the transformation in your professional trajectory **Lead the Future - Shape your Brand** Oxana Zeitler,2020-02-13 *Business English through Coaching and Conversation* David Ostrowski,2020-10-29 Teaching English Online Business English through Coaching and Conversation Full Ebook 195 pages Are you an existing Online English Teacher with a desire to incorporate Business English into your teaching arsenal Or perhaps you re planning to pursue Online Teaching as either a full time profession or side hustle Whichever box you fall into this Ebook could be for you As an experienced Online English Teacher with a background in HR and over 20 years of work experience I largely specialise in Business English teaching via the popular language learning platform Italki in addition to offering private lessons on my website The vast majority of my students are B1 C2 level ADULT PROFESSIONALS based in Russia and across Europe Many work in particular fields such as IT Banking and HR Students such as these may be working for an international company are relocating to an English speaking country or may simply want to focus on their interview technique The issue is however is that much of the Business English material available to teachers has a tendency to focus on overly formal language outdated situations and generalised vocabulary which may not be relevant to individual students Also professionals may be able to describe the technical intricacies of their job role but struggle when it comes to discussing behaviours 2020 has also seen a change in Business English Boardroom

meetings have turned into Zoom calls Job Interviews take place over Skype and the use of informal language on modern communication platforms has become far more prominent This Ebook is split into three simple parts WHY HOW AND WHAT The Why section is aimed at teachers who may have little to no experience in teaching Business English What types of student need to improve their Business English through coaching and conversation For what reasons In what situations do students need to improve their Business English The How section describes useful teaching techniques I have used such as an adapted PPP lesson plan methods of building writing capability a behavioural interview focus and much more Classroom lessons and textbooks for advanced students are not necessarily useful Advanced students want to have a conversation build their confidence and learn new relevant vocabulary Keeping this in mind the What section consists of over 60 behavioural skills based issues based and industry specific conversational lesson plans Each lesson plan contains useful prompts for the teacher relevant phrasal verbs idioms and collocations for the student to use during a lesson in addition to pre work technical prompts for both the student and teacher in the industry specific topics These lesson plans will last you forever You can also find examples of behavioural interview questions which are typically asked in modern times particularly around failure and reflection leadership skills and more instead of the typical What are your strengths and weaknesses questions Overall Business English students need support with confidence This can only be achieved through 1 2 1 coaching and conversation If you are an existing experienced teacher who would simply like to have some useful lesson plans to hand you can purchase the lesson plans only version from this site Happy Teaching

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