![Graphical user interface, website

Description automatically generated]()

**LinkedIn: Bonus Materials**

[**The Executive's Guide to LinkedIn: Create Impact With Your Executive Voice**](https://nam06.safelinks.protection.outlook.com/?url=http%3A%2F%2Flnkd.in%2Fexecutiveguide&data=02%7C01%7Csvkearns%40linkedin.com%7Cd3e7d0719e9c45c4034008d864ad9072%7C72f988bf86f141af91ab2d7cd011db47%7C1%7C0%7C637370043897364480&sdata=Nd5ionf5CWpp8sGtfAVcW6CFpe%2FNPw%2FDkH%2FQxAiPGRY%3D&reserved=0)**:**Organized to demonstrate the full value and benefits of LinkedIn and how executives can leverage the platform to connect and engage with employees, clients, partners and peers.

[**5 Ways to Amplify Your Impact on LinkedIn:**](https://nam06.safelinks.protection.outlook.com/?url=http%3A%2F%2Flnkd.in%2F5ways&data=02%7C01%7Csvkearns%40linkedin.com%7Cd3e7d0719e9c45c4034008d864ad9072%7C72f988bf86f141af91ab2d7cd011db47%7C1%7C0%7C637370043897364480&sdata=00EqzW5GqRq6xhU7bjmlCrct6vw4MUMrVOHwt%2FdJzUI%3D&reserved=0)A practical companion to the Executive's Guide. Provides a deeper dive on the topic of utilizing LinkedIn to advance an executive's thought leadership through sharing company and third-party content. Inspiring examples of executives who are "doing it well" help bring the concepts to life.