



**SAMURAI  
BUSINESS  
GROUP LLC**

SALES AND BUSINESS DEVELOPMENT MASTERY

# SAMURAI EXECUTIVE LEARNING SERIES

PRESENTS:

## Executive's Guide to LinkedIn Seminar - March 11, 2008

Are you a member of LinkedIn but wonder what all the fuss is about?

Are you curious about how LinkedIn can help you build and manage relationships?

Web 2.0 has created a new digital world, but executives need to learn how to access it. New social networks like LinkedIn, on the surface, don't make it easy for time-pressed and ROI-focused executives. Samurai Executive Learning Series has partnered with Chris Rollyson, Web 2.0 expert, to bring you this powerful and practical learning opportunity. You will learn all the skills you need to tap LinkedIn to find new customers and business partners, serve existing clients and connect with people who can help you to meet your goals—knowledge you can apply to yourself and your company. And most importantly, you will have a tool to measure your results.

**Christopher Rollyson** Founder,  
The Executive's Guide  
to  
LinkedIn



Christopher S. Rollyson has been a pioneer in corporate innovation, strategy and transformation for 20 years. A principal consultant, marketing executive and executive coach at several Big Four and specialist technology consultancies, he specializes in advising executives of global enterprises and start-ups on leveraging emerging technologies to create unusual advantage.

[See a full bio.](#)

[www.executivesguide-linkedin.com](http://www.executivesguide-linkedin.com)

**Bob Lambert**  
Partner,  
Samurai  
Business Group LLC®



Bob Lambert is a dynamic, high-energy executive with a solid record of leading & building successful businesses. He has over 30 years experience in strategic business development, marketing & sales for Global 50, Fortune 500 companies and founded several successful entrepreneurial start-ups.

[www.samuraibizgrp.com](http://www.samuraibizgrp.com)

### You will learn how to:

- Customize the Executive's Guide Action Templates to build your strategy
- Use LinkedIn's privacy / access controls to attract people, and gracefully handle unwanted attention
- Use LinkedIn advanced features like: Recommendations, Questions and Groups
- Build your network with purpose and optimize between tight vs. loose ties

### Deliverables:

- You will have a written plan, complete with specific tactics and follow-ups
- Join the Executive's Guide to LinkedIn Group on LinkedIn to network with other alumni
- Trial access to the Executive's Guide to LinkedIn wiki, where you can network with and interact with other Executive's Guide alums and experts in a "walled garden"
- You will also receive a seminar manual

<b>Where:</b>	University of Chicago, Graduate School of Business Gleacher Center, 450 North City front Plaza, Chicago, IL 60611. <a href="http://www.gleachercenter.com">www.gleachercenter.com</a>
<b>Time:</b>	8:00am Registration, Breakfast and Networking 8:30 - 12:00 Program
<b>Enrollment Fee:</b>	Early bird rate \$149.00 - before Feb. 22 Regular rate \$199.00 - after Feb. 22

**ENROLL NOW!**

Seating is limited to 50

For more on registration: Heather at [h.hein@samuraibizgrp.com](mailto:h.hein@samuraibizgrp.com)

On the seminar: <http://executivesguide-linkedin.com/blog/?cat=5>

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