



# GUIDE FOR LINKEDIN PROFILE FOR STUDENTS



## 1. Photo

For starters, add a photo. It helps you build credibility with others and show authenticity. It doesn't need to be perfect or professionally shot. Just choose something recent that shows the real you. And when you upload it, you can enhance it with the build-in filters and tools.

## 2. Headline

Make a personal headline that can act as an eye-catcher for your profile. Tell in a short and precise way what you are currently studying, working with, interested in or looking for.

## 3. Summary

The summary provides a snapshot of your profile. Use it to create an overview of your overall profile for the reader. Describe your abilities and emphasise your personal and professional strengths. You can also add the goal of your study and visions for your beginning career.

*Tip: be clear and concise and express yourself in short phrases. Avoid academic jargon and buzzwords. Be "yourself" – meaning authentic and sincere*

## 4. Experience

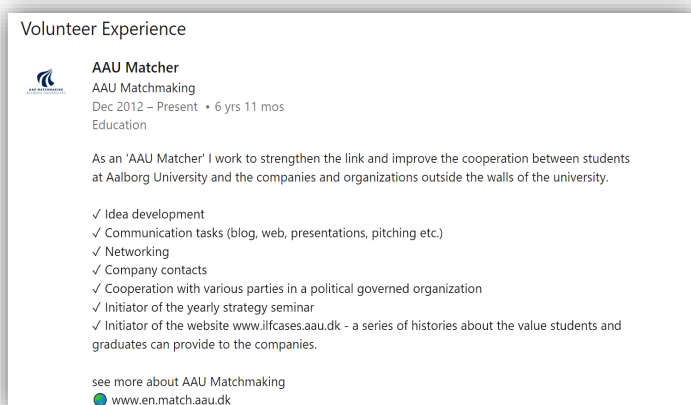
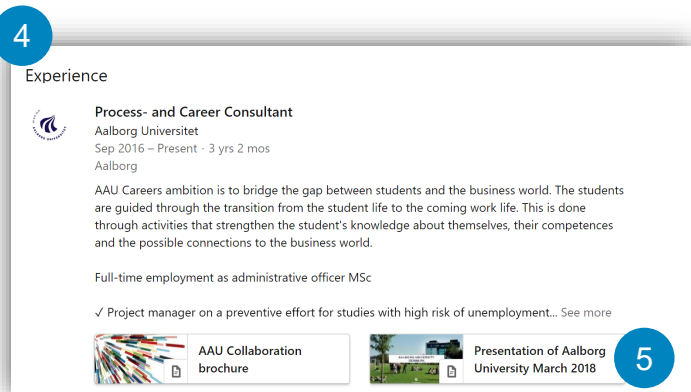
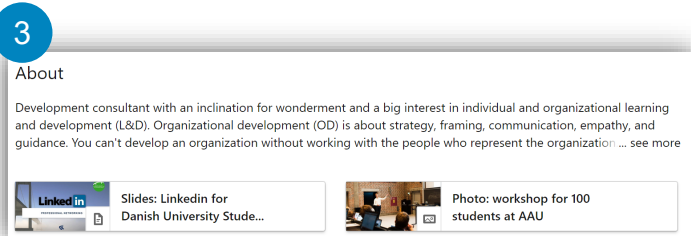
Describe your relevant working experience. It can be an advantage to add a short description of the company combined with your role and tasks in the organization. If you have worked on specific projects, you should mention these and the results they helped create. Keep it short and clear. Bullet points work great here.

If you don't have any relevant working experience, you can add an internship or a study project that you did with a company.

*Tip: You can add volunteer experience by adding the section 'Volunteer Experience' to your profile*

## 5. Pictures and videos

Adding media is a great way to engage other people. Posting photos, videos etc., can help you tell your professional story in eye-catching ways.





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Education



**Aalborg Universitet**

Master's Degree, Applied Philosophy, 120 ETCS  
2014 – 2016  
Activities and Societies: AAU Matcher

The focus of the degree is to learn to understand and apply philosophical thinking and methods actively in the solution of real problems. Throughout the education my focus has primarily been on the application of philosophy in an organizational context getting inspiration from dialogical philosophy among others.

Focus:

- ✓ Organizational change
- ✓ The understanding of organizations, employees, and customers
- ✓ Strategy analysis in an organizational learning perspective
- ✓ Transfer of learning in organizations
- ✓ The philosophically inspired process consultant
- ✓ Philosophical dialogues (e.g. 'Protreptik')

Projects:

- Saying one thing - but doing another. A philosophical study of organizational consciousness.
- The philosophical consultant. A philosophical look a consultation in organizations
- The hermeneutics of transfer. A philosophical look at the transfer as a phenomenon in organizations

Project cooperations:

- TDC
- Favrskov Municipality
- UCN Act2Learn Ledelse og HR

### 6. Education

Describe your studies but only add studies that are relevant for the reader to understand your profile. Consider if public school and high school are relevant to include.

Explain briefly what the study is about and afterwards what your focus areas and specialization has been. Keep in mind that the reader does not necessarily know what your profession is about. Avoid if possible academic jargon, very technical terms, explanations and phrases.

You can consider mentioning relevant projects or project cooperations in headlines to make it clear how you specialised and toned your professional profile.

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Skills & Endorsements



**Organizational Development** · 22

Endorsed by 9 of André's colleagues at Aalborg University



**Public Speaking** · 20

Endorsed by 11 of André's colleagues at Aalborg University



**Coaching** · 33

Endorsed by Birgitte Ladefoged and 2 others who are highly skilled at this



Endorsed by 15 of André's colleagues at Aalborg University

### 7. Skills & Endorsements

Add skills you want to be known for – and that your connections can endorse you for. Every new endorsement adds credibility to your profile. Make sure to include both general skills and specific skills for your profession. LinkedIn automatically sorts your skills into the five categories: 'industry knowledge', 'tools & technologies', 'interpersonal skills', 'languages' and 'other skills'

*Tip: you can also take a skill quiz and in this way show that you have a deep knowledge about a subject.*

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1 Project

**Saying one thing - but doing another. A philosophical study of organizational consciousness. [Master thesis]**

Jan 2016 – Jun 2016

Context and task:

Prior to the thesis, TDC had just rolled out a new strategy for the organization. A key element to the new strategy was the concept of customer centricity. My role was to examine the possible gap between what was communicated in the strategy and what was going on in reality in the organization.

Method:

Through empirical study's in TDC, I show that TDC as an organization suffers from the problem of saying one thing, but doing something else.

This is then explored through the works of Argyris and his concept of 'organizational traps'. From Argyris I learn that the way the organization talks and thinks about its customers could be what is creating traps and false consciousness. To provide a different way of approaching the customers Lévinas's theory of ethics and Otherness is included as an alternative to the current systems thinking about customers in TDC. To provide a way for these two theories to be translated into the context of TDC, I use the model of translating organizational ideas between systems from Røvik, which is modified to better fit this thesis.

Results:

The thesis provides a number of suggestions on how the concepts above could be applied to the context of TDC. This brings me to the concepts of decentralized centralization; and with Lévinas, the concept of how you should let the customer leave traces of his being in the organization; and lastly the concept of defensive and inquiring listening

Keywords: applied philosophy, methodology, organizational change, idea translation, organizational metaphysics.

### 8. Projects

In the section called 'project' you can add relevant semester projects or your bachelor- or master thesis and briefly explain the focus, content and outcome of the projects. Remember that the reader can be anyone, which is why you should keep the description short and concise and with focus on how the project could be relevant to the reader. You can base the description on the abstract of your project.

**Tip:**

*You can add more sections to your profile that are not already included from the beginning. For instance, you can add the sections 'Project', 'Volunteer Experience', or 'Courses' – which gives you the option to better show your experience during your studies.*