

A decorative graphic consisting of several overlapping teal-colored geometric shapes, including rectangles and trapezoids, arranged in a horizontal band across the top of the slide.

Resource

Vered Zimmerman

Resource

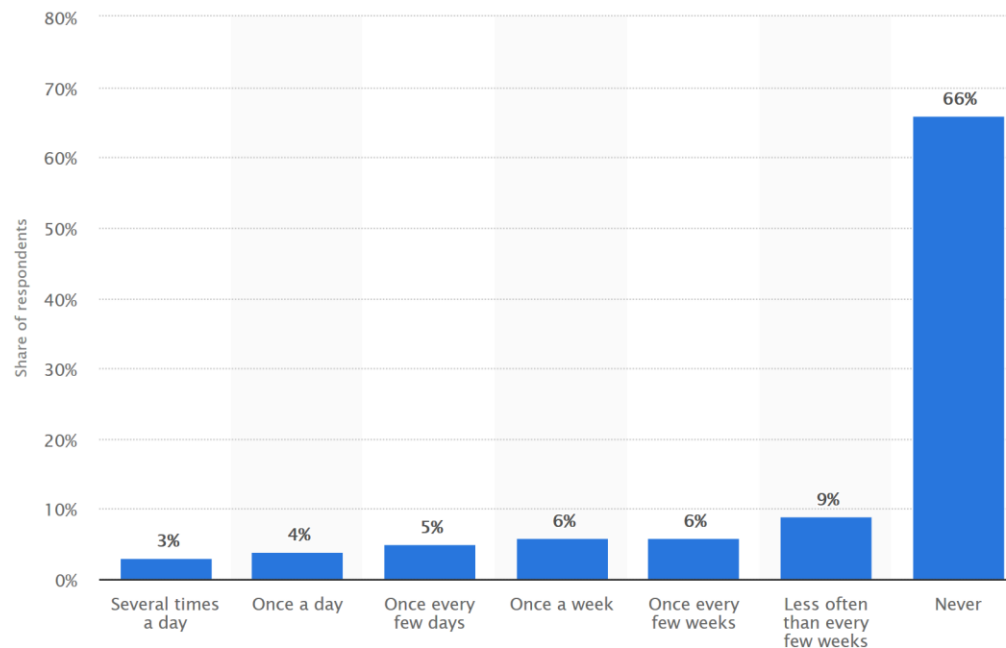
Content on LinkedIn

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Let's start with the WHY

**Distribution of LinkedIn users in the United Kingdom
in January 2018, by usage frequency**



Only two purposes

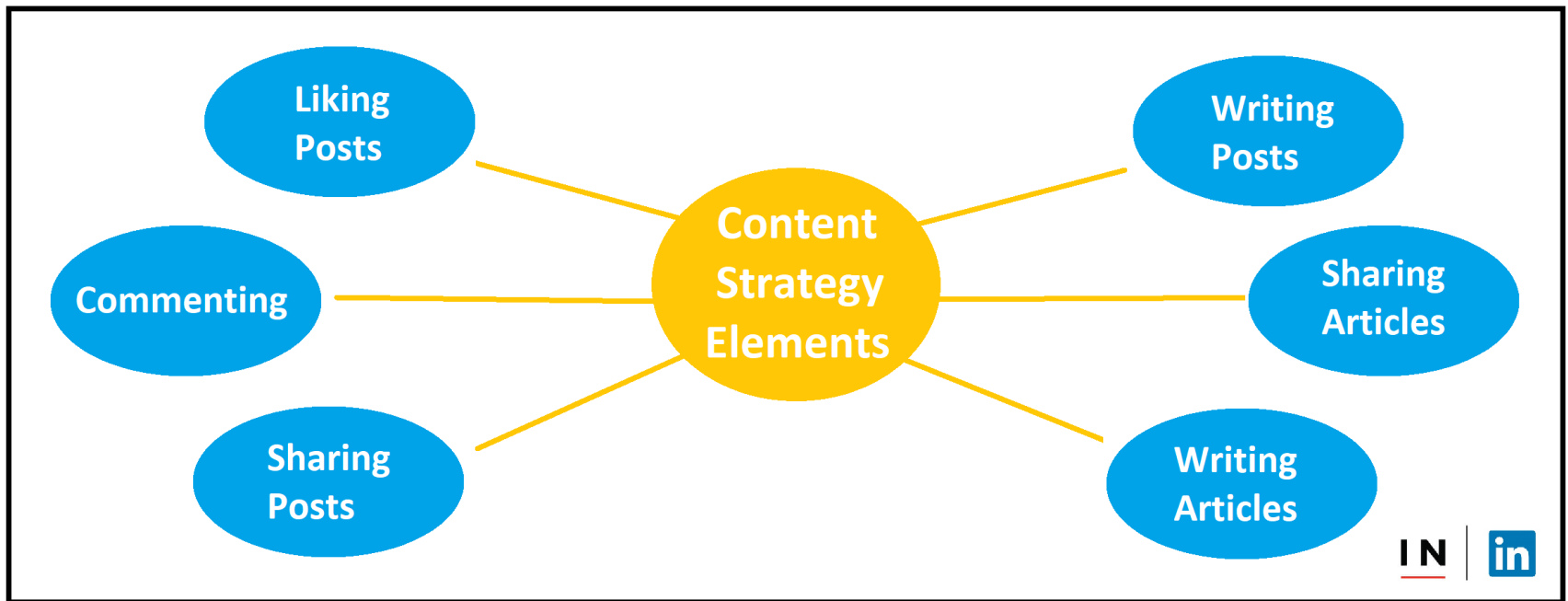
**Leaking
information**



**Fuelling
relationships**



What's content?



Who gets to be an expert?



#1 is a hoax

"I'm like one big mediocre soup"

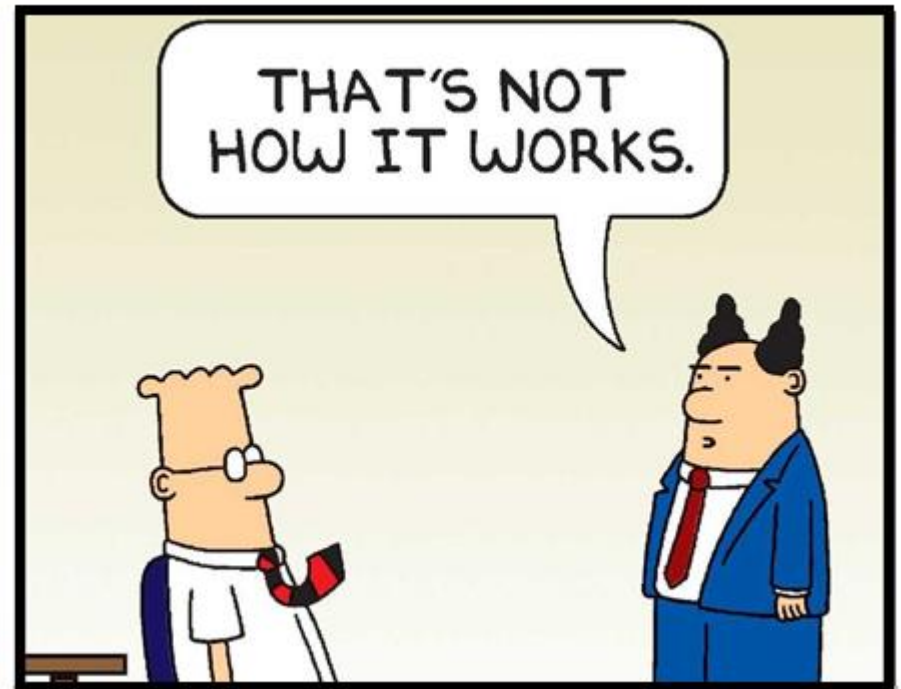
- Scott Adams

“

If you want something extraordinary, you have two paths:

1. Become the best at one specific thing.
2. Become very good (top 25%) at two or more things.

”



Thank you!



Lean In through LinkedIn



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