



Experis®
ManpowerGroup



fei financial executives
international
northeastern wisconsin chapter



“Introducing and Understanding the New LinkedIn Platform:
Source Talent, Research Acquisitions, Conduct Due Diligence,
Secure a New Career Opportunity and More”

Larry Kaufman

Wednesday, November 29, 2017

Agenda



Setting Expectations



Larry Kaufman Background



Experis Finance Overview



LinkedIn Demonstration



Q&A, Wrap-up

Expectations



Link up with those that you know, that you didn't know you knew



Understand LinkedIn basic and advanced features



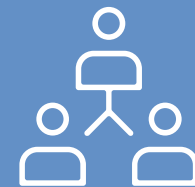
Highlight your leadership, accounting, financial, technical, industry expertise



Promote the corporate brand of your company



Secure peer to peer meetings with fellow financial executives.



Expand your network and meet with business partners, board members to trusted advisors

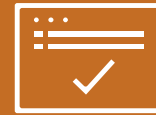
Anticipated Results



Maximize the Efficiency of
1:1 Business Networking
Meetings



Leverage Industry and
Alumni Groups within
LinkedIn



Leverage your new SME,
Larry Kaufman and Track
Results

Larry Kaufman: AKA “The Hit Man” / “LinkedIn Larry”



Larry Kaufman

Regional Managing Director, Midwest Region Experis Finance

- ✓ 28+ years of business development and leadership roles
- ✓ Executive recruitment
- ✓ 12+ years using LinkedIn as a business tool (member since 2004)
- ✓ 9 years as a Global LinkedIn Keynote Speaker
- ✓ Selected to exchange ideas/feedback for Sales Navigator via LinkedIn Product Development Team
- ✓ Presented Programs to FEI, FENG, FLA, CFO-LG, Vistage, TMA, AM&AA, ITA, M & A, P/E, Accounting Firms, Banks, Law Firms, Real Estate, Manufacturing & Distribution, Engineering, Construction, Electric Contractors, Flooring, Transportation, Board-Level Executives, HR Executives, Recruiters, CIO's, Outplacement, Corporate Sales Conferences and Onsite Customized Programs

Experis Finance Practice Capabilities and Solutions



RISK ADVISORY	FINANCE AND ACCOUNTING	TAX
<ol style="list-style-type: none"> 1. Internal and IT Audit Support 2. Risk and Compliance Services 3. Governance and Risk Management 4. Cost Recovery 	<ol style="list-style-type: none"> 1. FASB Standards 2. Operational Improvement 3. Analysis and Planning 	<ol style="list-style-type: none"> 1. Compliance 2. Risk Management 3. Planning and Reporting
<ul style="list-style-type: none"> • Internal Audit Co-Sourcing and Outsourcing • Internal Audit Transformation & Competency Development • IT Risk and Audit • Sarbanes-Oxley Implementation and Compliance • Financial Services Internal Audit & Regulatory Compliance • External Quality Assessments • Enterprise Risk Management (ERM) • Fraud Risk Assessment and Management • Third Party / Vendor Risk Management • Construction Audit Services • Contract Compliance and Cost Recovery • Information Security • Business Continuity Assessment • SOC Readiness & Report Testing 	<ul style="list-style-type: none"> • Revenue Recognition and Lease Accounting • Technical Accounting and Financial Reporting • Business Transformation Strategy and Support • Transactional Accounting • Project Management • Account Reconciliation • Policy and Procedure Development • M&A Support Services and Solutions 	<ul style="list-style-type: none"> • Co-Sourcing/Outsourcing <ul style="list-style-type: none"> - Federal Compliance - State & Local Compliance - International Compliance (Co-sourcing) - Tax Accounting and Quarterly Reporting • SALT COE <ul style="list-style-type: none"> - Sales & Use - Unclaimed Property - Credits & Incentives - Real and Personal Property • State Amended Returns resulting from IRS Audits • Risk Analysis and Internal Controls Testing

Project Solutions and Consulting

Deliverable driven consulting and advisory services

Professional Resourcing

Skilled consultants delivering client managed solutions

Direct Hire Placement

Professional search for permanent and contract to hire talent

ManpowerGroup Overview

The Leader in Global Workforce Solutions



ManpowerGroup

Workforce Experts

- Recruiting
- Assessing
- Training & Developing
- Managing



ManpowerGroup
Solutions

Outcome-Based
Outsourcing Solutions



Experis
ManpowerGroup

Professional resourcing and
project-based solutions



Manpower

Contingent and permanent
recruitment workforce solutions



Right
Management
ManpowerGroup

Talent and Career Management

80

COUNTRIES

2,900+

GLOBAL OFFICES

3.4M

PLACED EACH YEAR

11M

PEOPLE TRAINED

Recent Accolades



Named one of Fortune's World's Most Admired Companies for 13 consecutive years



Ranked the world's largest RPO provider for four consecutive years and a two-time Leader in the Vendor Evaluation and Assessment Tool in 2015



Named largest temporary/contract, vendor-neutral, hybrid managed services provider in 2015 for second consecutive year



Recognized in 2015 as a five-time leader and Choice provider of RPO solutions



Earned top placement on 2015 Everest Group MSP Landscape with PEAK Matrix Assessment



Ranked 144 on the 2015 FORTUNE 500



Ranked 1,249 on the 2015 Global 2000



One of the World's Most Ethical Companies for seven consecutive years - more than any organization in the industry



FTSE4Good

Named to FTSE4Good Index for eight consecutive years



Recognized in 2015 as one of the most sustainable companies in the professional services industry



Named to the DJSI - the gold standard for corporate sustainability leaders - for eight consecutive years



Earned the EcoVadis Gold CSR Rating for four consecutive years



Received a perfect score on the 2015 Corporate Equality Index



Recognized by 2020 Women on Boards campaign as a Winning "W" Company annually since 2011

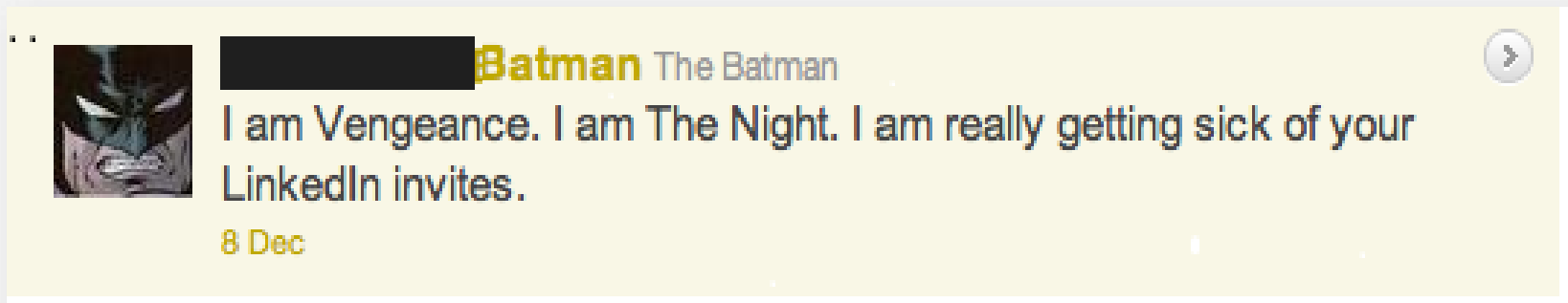


One of America's Top Corporations for Women's Business Enterprises in 2016 for eighth consecutive year



One of Corporate Responsibility magazine's 100 Best Corporate Citizens since 2014

LinkedIn – Joining the “Unknown”



- **29,000+ 1st Degree Connections**
- **29,000+ Followers**
- Invite me to join your network.
Expand your reach overnight through my network!
- My LinkedIn address: kaufman_34@hotmail.com

6 Degrees Versus The Power of 2 Degrees

Kevin Bacon

2nd

Independent Entertainment Professional

Greater New York City Area | Entertainment

Current Various Studios

Previous Various Studios

Education Circle in the Square Theater School

Connect

Send InMail



500+
connections

★ Relationship

📄 Contact Info

Added 4 years ago

LinkedIn Statistics

Founded in 2002, launched in 2003

Microsoft & LinkedIn...

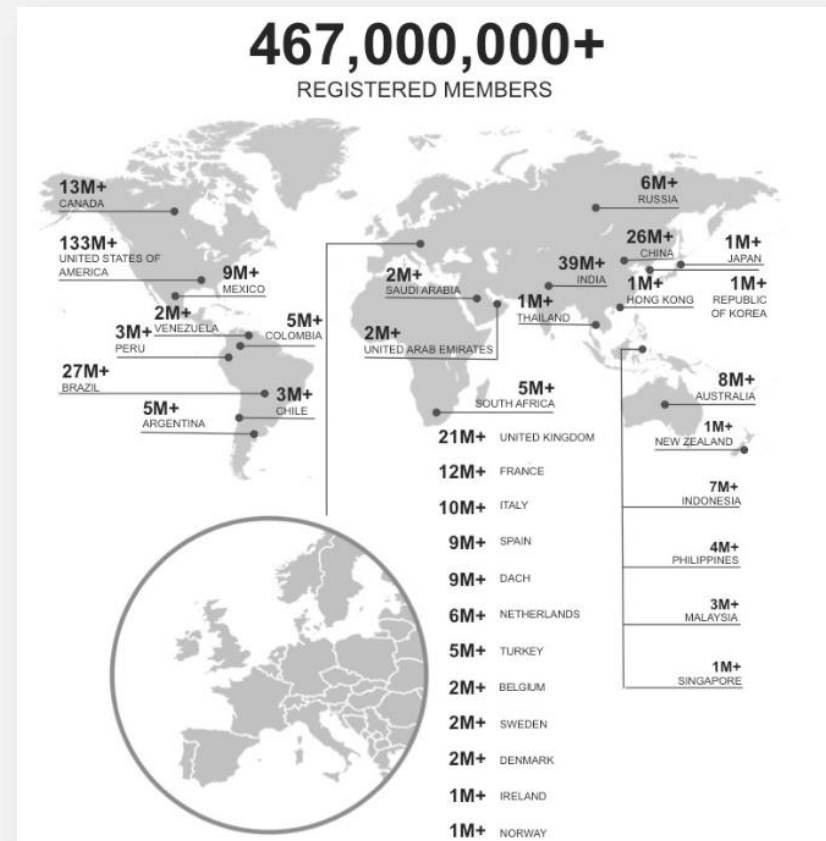
500 million+ members in over 200 countries and territories

Professionals are signing up to join LinkedIn at a rate of more than two new members per second.

There are more than 40 million students and recent college graduates on LinkedIn. C-level executives from all 500 of the Fortune 500

Revenue generation through memberships, advertising, survey services, corporate recruiting services, etc.

81% belong to a group



LinkedIn Statistics

2016 Q3 revenue distribution by revenue stream

Total revenue \$960M

Marketing Solutions
18% - \$175M



Premium Subscriptions
17% - \$162M

Talent Solutions
65% - \$623M

Incorporating LinkedIn Today

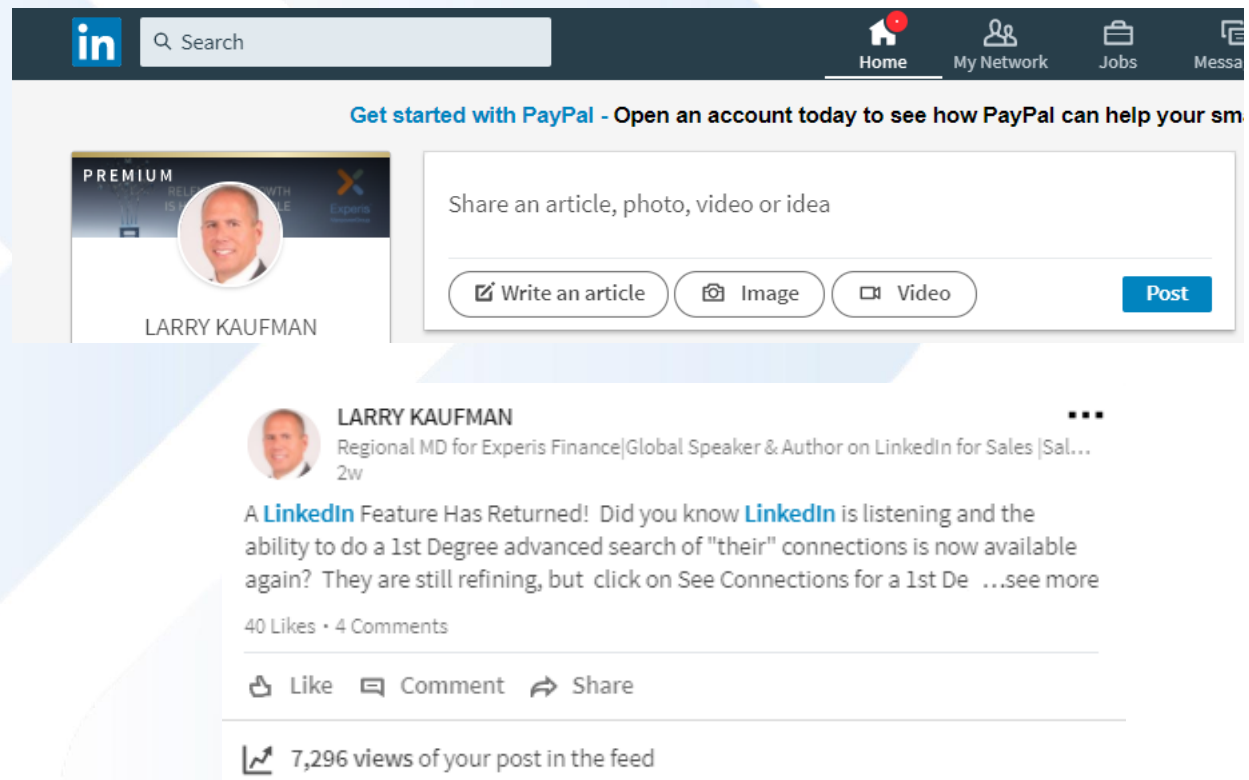
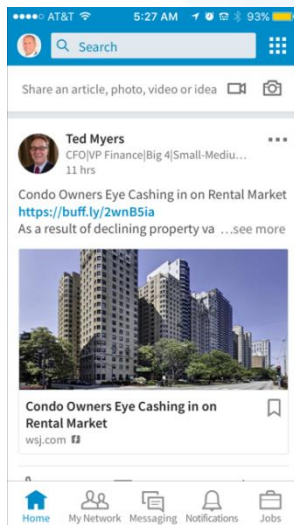
What if you could have access to the rolodex of your most trusted contacts 24X7?

A rolodex to help others you know...
You can/could be:

“CONNECTORS and TRUSTED ADVISORS“



Incorporating LinkedIn Today Thought Leadership/Updates/Articles...



Strategic LinkedIn Networking



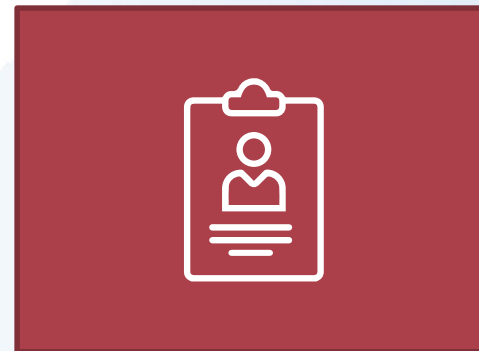
Family or Personal



Business Updates



Introduction to Contacts
you Select to Meet



**Have you Created your
own Introduction?**

Introduction Example

Dear XXXX,

I hope all is well. Please allow me to introduce my very good friend and business peer, Larry Kaufman. He is the Regional Managing Director for the Midwest Region for Experis Finance helping companies with their Accounting/Finance, Tax, Risk Advisory, Project Solutions & Consulting, Professional Resourcing and Direct Hiring needs. You may already know of him, since he has a stellar reputation in Chicago and in other markets across the country. Larry is a global published keynote speaker on LinkedIn, investor, advisor to a technology startup and on the board of a respected charity, Holiday Heroes. He is a connector with an unbelievable rolodex and a very giving person. Expect to hear from Larry to coordinate next steps.

LinkedIn can benefit you and your relationships...

- ❑ **Recruiter/Career Position:** Help yourself, a client, peer, family member connect to a recruiter for their child or family member in any discipline.
- ❑ **Internship:** Utilize your network to help yourself, a client, peer, family member secure an internship for a child or family member
- ❑ **Prospective Client Introduction:** Help a trusted advisor connect to a prospective client through your network in LinkedIn.
- ❑ **Benchmarking/Networking Introduction:** Help yourself or a CFO, Controller, etc. to connect with a fellow peer in a similar role for networking and benchmarking.
- ❑ **Vendor/Service Provider:** Locate a vendor, service provider, etc. for yourself, a client, peer or family member in need of additional options for a particular software solution to almost any vendor for any product or service.
- ❑ **Dispute Resolution** Resolve issues or disputes with vendors for your own company or with vendors outside of the office environment.
- ❑ **Acquisition Search/Due Diligence:** Connect with a prospective acquisition candidate for your company. Research the executives (current and past).
- ❑ **Succession Planning/Source Team Members:** No budget for to expand or replace or for recruiters, source team members yourself through LinkedIn.

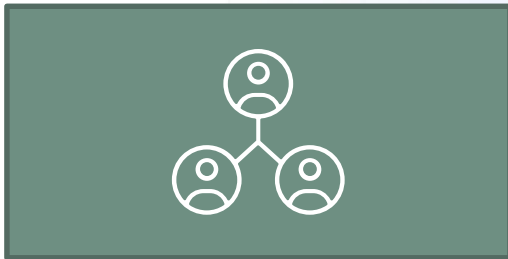
Approach to LinkedIn for Networking

A - **ALWAYS**

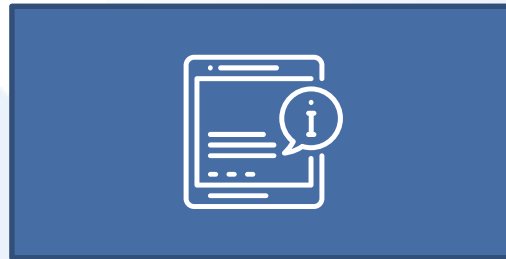
B - **BE**

C - **CONNECTING**

Approach to LinkedIn for Networking



How can you leverage LinkedIn as an open networker or as a selective networker?



Data vs. Information



LinkedIn Demo



Larry Kaufman

Regional Managing Director, Midwest Region

Experis Finance

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www.experis.us/Clients/Finance.htm

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