

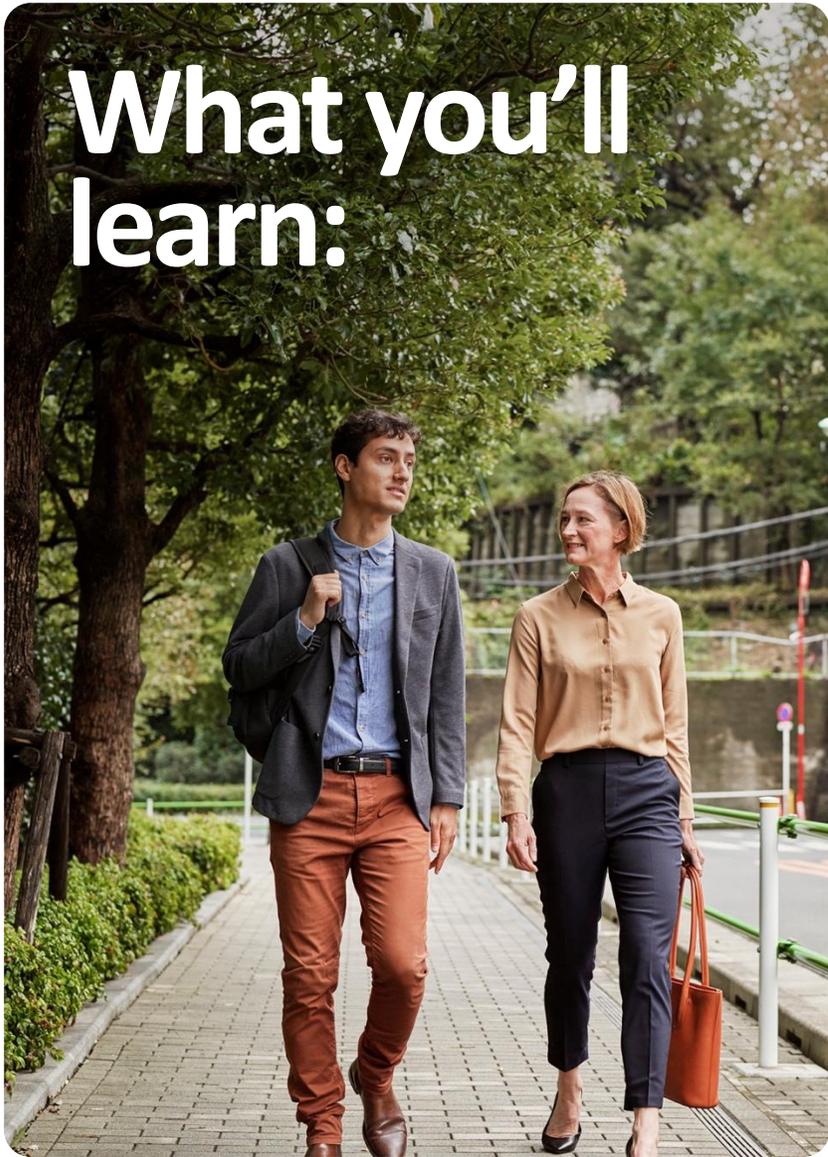
Crafting Your Career Path with LinkedIn & AI Tools



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LinkedIn

What you'll learn:



Optimize your LinkedIn Profile

Use LinkedIn to research Industries, roles, etc.

Explore Career Pathways in LinkedIn Learning

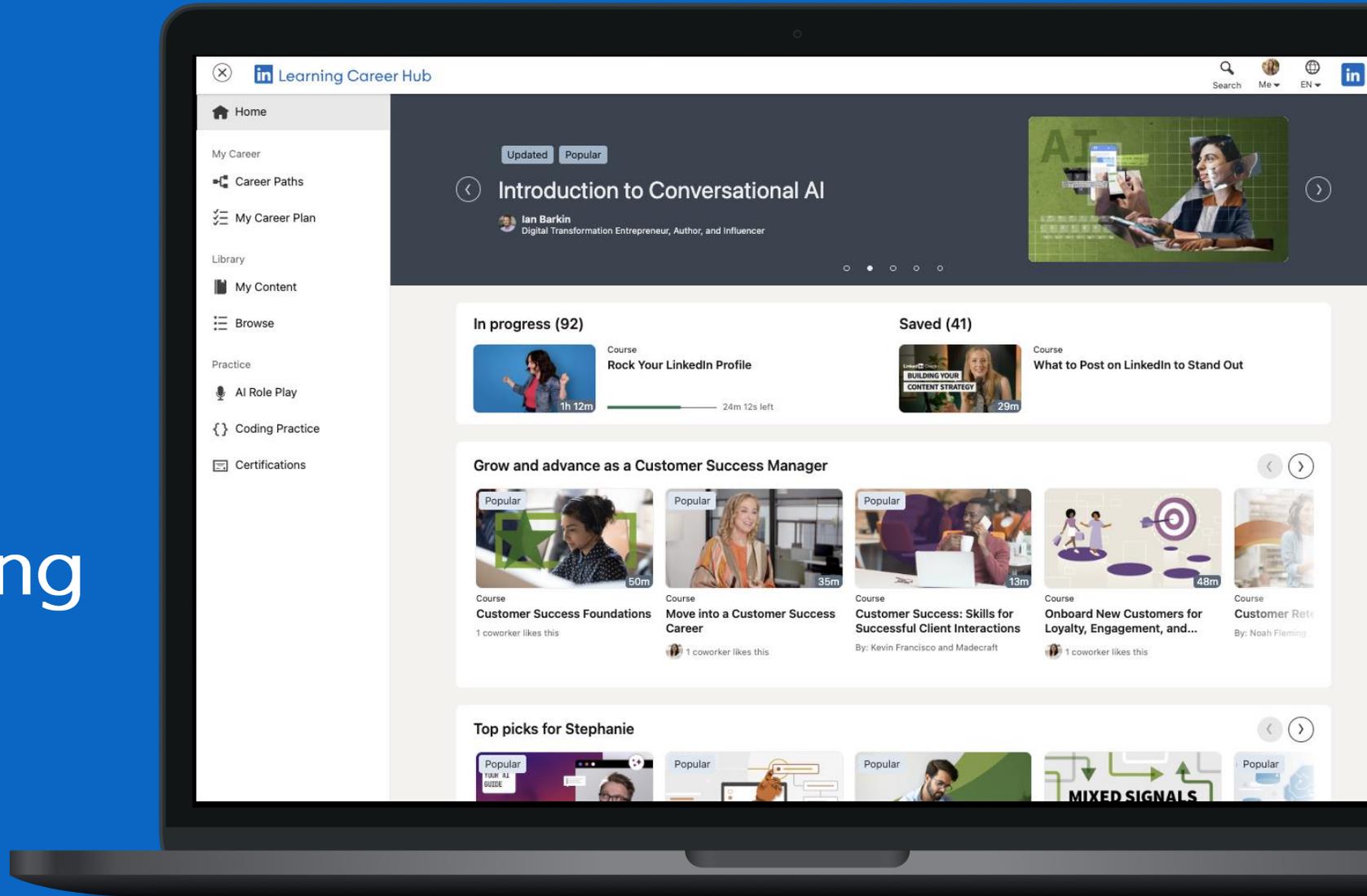
Leverage AI Tools to support job search and skill Development

Understanding your Career Direction

The importance of clarifying:

- *Strengths*
- *Interests*
- *Values*
- *Work preferences*

Walk-through of LinkedIn & LinkedIn Learning



Optimize Your LinkedIn Profile for Visibility & Impact

Profile Checklist:

- Professional Photo
- Compelling Headline
- Story-driven 'About' section
- Featured media or links
- Custom URL

Example: Instead of 'Sales Associate', say "Helping small businesses grow through data-driven marketing"



Wrap-Up & Resources

LinkedIn Customer Support: [Link here](#)

[Rock Your LinkedIn Profile Course](#)

[Learning LinkedIn Course](#)