

Bio

Colleen McKenna, the Principal of Intero Advisory, isn't just an expert in LinkedIn for branding and sales - she's a guiding force. As an author, speaker, blogger, trainer, and coach, she has empowered professionals worldwide with practical and personalized training since 2011.

Colleen and her team have guided tens of thousands of professionals and over 800 companies as they establish an authentic and engaging online presence, build a more strategic network, and increase their visibility by leveraging the world's largest professional network.

She's the author of It's Business, Not Social™ - the methodology she architected to showcase how individuals and organizations can leverage LinkedIn effectively, stand out, and accomplish their desired outcomes. This innovative approach and its network benchmarking tool, Intero Insight, have positioned Intero Advisory as a leader among LinkedIn experts.

Colleen's mission? To spark ideas and propel action. She shares her wisdom through Intero's blog, in:form, and her book, It's Business, Not Social™. Her background in business development, sales, and management informs how she leads and thinks about sales and marketing in the second decade of the 21st century.

Reachable at colleen@interoadvisory.com or 410-458-6960, she's a reliable guide for companies looking to optimize their LinkedIn presence and overall digital strategy.

Brief Version

Colleen McKenna, Principal of Intero Advisory, is a LinkedIn branding, sales, and recruiting expert. Creator of the It's Business, Not Social™ methodology, she has trained or coached tens of thousands of professionals and more than 800 companies to stand out, achieve their business objectives, and leverage LinkedIn effectively.

Intero Advisory logo [Link](#) | Transparent Version [Link](#)

Website - interoadvisory.com

[Book - It's Business, Not Social™](#)

LinkedIn - [Colleen McKenna](#) | [Intero Advisory](#)

Headshot - [Casual](#) | [Business](#)

[Link to the original Google Doc](#)

It's Business, Not Social™ | Workshop/Presentation Topics

All sessions are interactive and may include live application time for reinforcement, depending on the timeframe. To ensure that attendees have an optimal experience, we recommend attendees:

- Bring a powered-up laptop for an in-person workshop - phones are not advised.
- Have a LinkedIn profile and log in before the session starts.

All workshops include a combination of Presence, People, and Participation, and the combination is based on the audience, timeframe, and intention of the audience. The deck and references will be provided to the organizing sponsor and attendees.

| Topics |
|---|
| Positioning + Presence Building a personal brand <ul style="list-style-type: none">• Show up to stand out• Effectiveness benchmark• LinkedIn Settings & Privacy• LinkedIn profile tips and best practices |
| People - 1st level connections Building a better network <ul style="list-style-type: none">• Building an effective network and following• Download individual networks• Exercise - network mapping• Searches• Connecting |
| Participation to Engagement Building visibility <ul style="list-style-type: none">• Create effective content to stay visible• Understand content best practices |

Takeaways

Attendees will leave a presentation/workshop with one or more of the following:

- A deeper understanding of how LinkedIn evaluates an individual's presence.
- The second-to-none value of building a better, more strategic network/community.
- How participation builds credibility, interest, and visibility