What does your picture communicate?

Exercise – Part I

- Access your LinkedIn profile

- If you didn't know you

    What kind of work does this person do?

    What level is he/she at in the organization?

Is this the first impression you want people to have of you?

Exercise – Part II

- Without looking at the person's title and job, do the same exercise on other headshots from randomly selected LinkedIn profiles

Profile Name	Kind of Work	Level

What insights do you get?