

Dear Friends,

More information about this free presentation is included at the bottom of the page.

You are encouraged to bring a friend and arrive early to get good seating! For info about the sponsoring organization, email your inquiry to Jeff Morris at [northdallascfg@gmail.com](mailto:northdallascfg@gmail.com)

**This *FREE* meeting is sponsored by the “North Dallas / Plano Career Focus Group” and is open to all professionals!**

Friday Morning – **October 8, 2010**

Location: Christ United Methodist Church (North Building - Room N156)  
Sponsor: “Dallas / Plano Career Focus Group”

9:00 AM – 9:29 AM – Arrival and “Sign-In”  
9:30 AM – 10:29 AM – Announcements (*Landings*) and “Speed Networking”  
**10:30 AM – 11:24 AM – “Professional’s Guide to Higher LinkedIn Rankings”**  
11:25 AM – 11:30 AM – Informal Follow-up Networking

**Christ United Methodist Church**  
(S.W. Corner of Coit and Parker)  
**3101 Coit Road**  
**Plano, TX 75075-3725**

Map to event: <http://bit.ly/9u2UjL>

Campus map: <http://bit.ly/caH9OC>

We hope to see you there.

Best regards, David

*PS: This is an excellent program! You won't be bothered with commercials or promotions of any kind.*

**David J. Lanners**  
*MBA (Harvard), CFPIM, CIRM, CMQ/OE, CQA, CQE, PMP*  
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**Gratias ago ergo sum**  
"I thank therefore I am."

\*\* THE BEST COMPLIMENT I CAN RECEIVE IS A “THANK YOU” \*\*

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*Reservations are not required. However, we encourage you to arrive early for good seating.*

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## **“Professional’s Guide to Higher LinkedIn Rankings”**

*(Proven techniques for getting your profile to rank higher on LinkedIn searches)*

*If the following questions pique your interest, this presentation will give you practical career tools:*

***How do I find a job that matches my interests and skills using LinkedIn?***

***How do I choose keywords and design my profile so recruiters can find me?***

***Where do I place keywords and phrases in my profile for maximum impact?***

***What’s a practical approach to measuring my progress on LinkedIn rankings?***

***How do I get my name on the top or near the top of the LinkedIn rankings?***

***Which endorsements (recommendations) boost my LinkedIn rankings?***

Presented by:

**David J. Lanners**

***MBA (Harvard), CFPIM, CIRM, CMQ/OE, CQA, CQE, PMP***

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# “Professional’s Guide to Higher LinkedIn Rankings”

(Proven techniques for getting your profile to rank higher on LinkedIn searches)



**David J. Lanners, MBA (Harvard)**

*CFPIM, CIRM, CMQ/OE, CQA, CQE, PMP*

As a pro-bono advisor/consultant and advisor to unemployed/underemployed professionals, David Lanners specializes in helping individuals get higher rankings in LinkedIn searches. As an independent user who is not affiliated in any way with LinkedIn, Mr. Lanners was free to use his experience and skills to get his own profile to appear consistently among the top ten in any of more than three dozen key phrases. The techniques he developed can be used by anyone who writes at a 9<sup>th</sup>-grade level and can count from one to one-hundred. We will enjoy learning from real-life examples presented by a graduate of the Harvard Business School with early life experience-based qualifications from the school of hard knocks.

## **David will cover:**

- **Where to Place Keywords and Phrases for Maximum Impact**
- **A Practical Approach to Measuring Your Rankings Progress**
- **Which Endorsements Boost Your LinkedIn Profile’s Ranking**

Mr. Lanners has refined his skills through more than two decades of delivering executive consulting services and custom (tailored) seminars in operations management, new product development, engineering administration, and project management. Before his most recent assignment as a senior consultant with NEC, Mr. Lanners directed an international consulting firm and held technical, senior advisory and managerial positions with several major high-tech companies. Mr. Lanners has served on the Industry Advisory Council for the SMU School of Engineering and on the Program Advisory Council for LeTourneau University. His community service includes substantial contributions in numerous appointed and elected positions with D/FW area non-profit organizations.

Mr. Lanners received his project management professional certification from the Project Management Institute in 1993 and served three terms as president of the 2,500+ member Dallas Chapter where under his leadership more than 1,000 chapter members earned their PMP certification and the chapter tripled in size in less than three years. Mr. Lanners is certified as a quality auditor, quality engineer, and quality manager by the American Society for Quality. He is also certified at the fellow level in production & inventory management and certified in integrated resource management by the American Production & Inventory Control Society. Mr. Lanners was elected to Beta Gamma Sigma national business honor society and is a member of Mensa and Intertel. He received an **A.E.S.** degree from Normandale College, a **B.S.B.** degree from the University of Minnesota and an **M.B.A.** degree from Harvard.