



## **8 Point Success Matrix** **for Self-Assessment of LinkedIn Profile**

<b>Levels</b>	<b>0 – Less Than Required</b>	<b>1 – Meets Requirements</b>	<b>2 – Exceeds Requirements</b>	<b>3 – Greatly Exceeds Requirements</b>	<b>Score</b>
<b>Complete Work History</b>	A few jobs are entered with brief information. Some jobs are skipped. Work History is not complete.	All jobs are listed but with brief information about each job. Just the basics. No data quantifying size of company, team, scope, impact, or success.	Complete work history listing detailed job information under each position. Expansion of resume. A few key accomplishments are listed.	Your job history forms a high trajectory path of a top achiever with a classic job progression in your field. Your profile reflects that you would be considered a “high impact player” in all jobs.	
<b>Accomplishments and Achievements</b>	Accomplishments and achievements are not listed. No metrics, no goals met, nor any success measures.	Adequate. A few examples of accomplishments sprinkled across a few jobs. The profile is mostly about prior duties and responsibilities.	Multiple accomplishments are listed for each job you've held. The accomplishments are quantifiable and verifiable. Hiring Managers would be excited about you.	Initiative and self-motivation are apparent in all positions. Extensive accomplishments. Numerous awards and recognition are listed for your achievements.	
<b>Off-Line Groups, Memberships, Organizations</b>	None or minimal off-line group involvement. No leadership roles in groups.	1-2 groups are listed that you've joined. Perhaps, in one of them you've volunteered for a committee or project leadership role.	Strong group membership in your industry/trade/function along with community or non-profit involvement. Senior leadership roles in a few of the groups.	Multiple group membership across a variety of groups. Senior leadership in all group activities. Strong accomplishments in the groups are listed under your leadership.	
<b>Recommendations</b>	A few or no recommendations. Also, you've not taken the initiative to give recommendations.	5-6 brief recommendations on your profile and 5-6 brief recommendations you've made on other profiles in your network.	7-12 extensive recommendations on your profile and 7-12 extensive recommendations you've made on other profiles in your network.	More than 12 extensive recommendations on your profile and more than 12 that you have made. Constant requests for recommendations from prior/current co-workers.	
<b>Ease of Connectivity</b>	No email. No phone number. No website or blog url. Hard to connect or link with you.	At least one form of contact at bottom of profile. Perhaps, a website, twitter or facebook url for additional linking/info.	Multiple forms of contact, including cell number and email at bottom of profile. Open Networker/Linking. You encourage connections.	You list your website, blog, twitter and facebook url. You provide multiple ways for people to contact you. You blatantly state your openness to connect with others.	
<b>LinkedIn Group Involvement</b>	Less than 3 groups that you've joined relevant to your function/industry and expertise.	3-6 groups that you've joined that are relevant. You occasionally post a question/comment in the groups.	7-12 groups and you are active in each group posting a question, comment, or news item in each group at least every other day.	Highly active in multiple groups. Posting daily. In fact, you might be considered a leader in the groups based on your frequent communication.	
<b>New Activity: Twitter, Blog, Status Update</b>	Rarely update your status. No linkage to your twitter account or blog.	Status updates once per week. You've linked your twitter account and blog. Active on both.	You update your status at least every other day. You are active in tweeting and blogging.	Daily status updates, frequent group communication, blogging every day and posting at least 10 or more tweets per day.	
<b>Other Tools: Reading Lists, Q&amp;A, Slideshare</b>	Not using any of the other tools that LinkedIn provides to enhance your profile.	You've answered a few questions, posed a few of your own, have input a reading list, put up at least one Slideshare Powerpoint.	Active in Q&A a few times per week, strong reading list, commenting on other lists, 2-3 Slideshare Powerpoints about your accomplishments.	Active in Q&A Daily, extensive reading list, daily commenting on other lists, more than 3 Slideshare Powerpoints about your accomplishments.	
<b>Total</b>	Any “0s” on the scorecard, you need a major makeover to become visible in job searches.	If you have 1 or 2 “1s” in this self-assessment, you could dramatically improve your visibility in job searches through additional coaching.	Your Profile will probably land in the top 25% of candidate searches by recruiters and hiring managers. Are you taking advantage of all LI tools?	You're a “rock-star” in leveraging all the resources LinkedIn provides to enhance your profile and visibility. You would be in the top 5% of LinkedIn Profiles and searches.	