



# MASTERCLASS

Unleash your Growth Mindset Strengths for LinkedIn Success

## Leverage LinkedIn with Your Entrepreneurial Mindset

When it comes to putting yourself out there online, how do you work with your mindset, expertise and skillset to create a LinkedIn presence that matches who you are?

Gain clarity and capture your brand essence and energy, which will give you a crystal clear foundation to build a powerful, professional presence that engages the right people and expands your business profile. Leverage your greatest entrepreneurial strengths and leave with an action plan for business success.

Join Entrepreneurial Mindset Master Trainer Vicki Main and LinkedIn expert Jo Saunders for the only LinkedIn Entrepreneurial Mindset workshop.

This masterclass includes your Entrepreneurial Mindset Profile® (EMP) assessment. Together we unpack the 14 scales of the entrepreneurial mindset, measure and review where your mindset is right now, and how you can leverage and harness it. We will then look at how you currently use LinkedIn, where the gaps are and how you can bridge them in order to build your brand, business and career to leverage your strengths and grown your opportunities.



## Masterclass Structure

- Entrepreneurial Mindset Profile® (EMP) Assessment (RRP \$115)
- Discover how to use and interpret your results
- Identify and leverage your entrepreneurial strengths in your organisation
- Explore what is holding you back, address your pain points and learn how turn them into opportunities
- Develop an action plan for business success
- Discover how to apply your mindset to your LinkedIn presence
- Optimise your LinkedIn strategy to work with your strengths

## LinkedIn Mindset Review and Coaching

Should you prefer a personal approach, or cannot attend the in-person event then book the assessment and coaching session, to look at how your profile can be harnessed to build your online presence.

- Take the Entrepreneurial Mindset Profile® (EMP) Assessment (RRP \$115)
- Unpack your results and develop an action plan for business success in a 1 hour Zoom session with Vicki Main
- Discover how you can work with your strengths on LinkedIn in a 1 hour Zoom session with Jo Saunders



Vicki Main



Jo Saunders

### VLM Training Hub Facilitators

#### **Vicki Main GAICD - Founder of VLM Training and Coaching Specialists**

Vicki is an award winning qualified Lecturer and created many inspirational learning and development programs across the UK and Australia. Vicki is also a Master Trainer of the Eckerd College Entrepreneurial Mindset Profile (EMP) strengths based tool and has supported over 2500+ entrepreneurs in Australia and coached several hundred people to achieve impactful results.

With over 20 years spent in corporate, educational, training and leadership roles in the UK and Australia, Vicki has depth of breadth and expertise in helping small business owners and organisations grow their business.

#### **Jo Saunders, Founder of Wildfire Social Marketing and LinkedInLocalPerth**

Jo is a sought after independent LinkedIn strategist, certified trainer and certified Entrepreneurial Mindset Profile® (EMP) Practitioner. Known as the LinkedIn Demystifier, she is driven by an intense curiosity in how LinkedIn can be leveraged to establish connection, enhance credibility and earn influence through the power of Connectfluence™. She is engaged to train, mentor and strategise with teams of entrepreneurial thinkers and talented experts who are focussed on solving their client's problems.

Jo is the winner of Best Use of LinkedIn 2021, Social Media Educator of the Year Award Finalist 2019 and was named #2 LinkedIn Expert in Asia Pacific for 2018, and is the co-author of 'Get Good or Get Off - A guide to getting it right on social media'.

#### **Date and time**

Wed 12<sup>th</sup> Oct 2022,  
12:30pm – 4:30pm AWST  
[Add to calendar](#)

#### **Location**

Stirling Business Centre  
45 Delawney St, Balcatta WA 6021, Australia

#### **Cost**

\$495 per person  
\*Early bird discount available