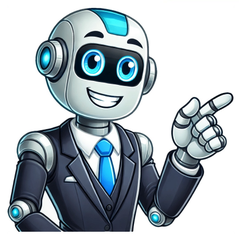
Continue



Weiter zum Hauptinhalt Deutsch (aus dem Englischen übersetzt) Bereitgestellt von KI und der LinkedIn Community Das Verständnis der subtilen Kunst der nonverbalen Kommunikation kann die Interaktion und Zusammenarbeit Ihres Teams erheblich verbessern. Während Worte mächtig sind, wird ein Großteil der menschlichen Kommunikation durch Körpersprache, Mimik und andere nonverbale Hinweise übertragen. Als Teammanager kann die Nutzung dieser Form der Kommunikation zu einem harmonischeren und produktiveren Arbeitsumfeld führen. Indem Sie auf die unausgesprochenen Signale achten, können Sie bessere Beziehungen fördern, das Vertrauen stärken und ein geschlosseneres Team schaffen. Fügen Sie Ihre Sichtweise hinzu Analista de Negócios | Seguros | Gestão Comercial e Vendas Capacitar a equipe para entender a linguagem corporal tanto para entender as pessoas quanto para se portar diante delas é muito importante. Contudo, é exigido atenção e cautela. Saber e querer analisar demasiadamente pode levar a interpretações errôneas e afetar as relações. Afinal, entender a leitura corporal não é somente para sabermos como os outros pensam e portam diante de nós. Saber ler também é para nos moldarmos e nos adaptarmos a situações e conseguirmos resolver impasses de ideias ou negociações. 2 Deputy General Manager - Sales at SunTec India Enhancing team dynamics through nonverbal communication involves using open body language, maintaining eye contact, and using gestures to convey positivity and agreement. Respect personal space and boundaries, and mirror nonverbal cues to build rapport and understanding. Regular practice enhances relationships and fosters a comfortable team environment. 1 Content Strategist Enhancing team dynamics and relationships through nonverbal communication involves being mindful of body language, facial expressions, and eye contact. Open body posture, such as uncrossed arms and facing others directly, fosters an environment of openness and collaboration. Smiling and maintaining appropriate eye contact show engagement and build trust among team members. Gestures, such as nodding, can affirm understanding and support. Additionally, being aware of personal space and respecting cultural differences in nonverbal communication can prevent misunderstandings. By consistently using positive nonverbal cues, you can strengthen connections and improve the overall cohesiveness of your team. A comunicação não verbal desempenha um papel crucial na dinâmica e nos relacionamentos dentro de uma equipa. A melhoria desses aspetos pode ser alcançada com algumas estratégias: - Postura Corporal e o posicionamento; - Envolvimento e Empenho; - Reconhecimento; - Empatia; - Autenticidade; - Clareza; - Moderação; - Respeito ao Espaço Pessoal; - Inclusão; - Tom de Voz; - Encorajamento; - Sinais não verbais de escuta; - Feedback não verbal; - Adaptação; Implementar essas estratégias pode fortalecer a coesão da equipa, melhorar o entendimento mútuo e criar um ambiente de trabalho mais harmonioso e produtivo. Uma comunicação não verbal eficaz contribui significativamente para a confiança, o respeito e a colaboração dentro da equipa. Gesichtsausdrücke sind ein direktes Fenster in die Emotionen einer Person und können oft mehr als nur Worte enthüllen. Ermutigen Sie Ihr Team, bei Interaktionen auf seine Gesichtsausdrücke zu achten. Ein echtes Lächeln zum Beispiel kann eine Beziehung aufbauen und Kooperation signalisieren. Indem Sie sich auf das Gesichtsfeedback anderer einstellen, können Sie ihre Reaktionen einschätzen und Ihre Herangehensweise entsprechend anpassen, um sicherzustellen, dass sich jeder gehört und geschätzt fühlt. Fügen Sie Ihre Sichtweise hinzu Fügen Sie Ihre Sichtweise hinzu Use an enthusiastic and encouraging tone when interacting with your team. Avoid monotone or overly critical language. For example, during a performance review, Aisha, a sales manager, acknowledges a team member's struggles with a new sales strategy. However, she avoids a critical tone. Instead, she uses an encouraging and supportive voice, asking open-ended questions to understand the challenges and offering suggestions for improvement. 2 Encouraging your team to be mindful of not only their words but also their tone can foster a more supportive and positive atmosphere. A friendly and positive tone helps in building rapport and reducing tension, whereas a harsh or indifferent tone can lead to misunderstandings and conflict. Additionally, being attentive to the tone used by team members can provide valuable insights into their emotions, enabling you to manage team dynamics more effectively and address any underlying issues promptly. Fügen Sie Ihre Sichtweise hinzu Pay attention not just to words but also to nonverbal cues like nodding and leaning in. This shows you're actively listening and engaged. Example: During a team meeting, David, a customer service manager, notices a team member hesitating while providing feedback about a new policy. David leans in slightly, maintains eye contact, and nods encouragingly. This nonverbal cue silently communicates that he's interested in hearing their full perspective. 2 Analista de Negócios | Seguros | Gestão Comercial e Vendas Algo útil para a escuta ativa é saber ouvir. Tive uma professora do ensino fundamental dizia na sala que aula que escutamos com os ouvidos e ouvimos com a cabeça. Na época eu nao entendia o que isso significava, até perceber que ouvir é mais do que escutar. Ouvir é entender o outro. Escutar ativamente é ouvir para entender e não para responder o que foi dito. 2 t's about not just hearing words but understanding the deeper message and emotions conveyed. Encouraging your team to pay attention to nonverbal cues, such as gestures and facial expressions, enhances their ability to connect empathetically with speakers. Nodding in agreement or reflecting the speaker's emotions fosters a supportive environment and encourages open dialogue. By promoting active listening, you empower team members to feel valued and respected, ultimately strengthening collaboration and trust within the team. Fügen Sie Ihre Sichtweise hinzu Create a comfortable and inclusive physical environment. Arrange seating to encourage interaction and avoid creating physical barriers. Example: For a team-building exercise, Elena, a project manager, arranges the furniture in a circle rather than rows. This open layout allows for easier interaction and participation from everyone on the team. She also ensures the room is well-lit and has comfortable seating to promote a positive and engaging atmosphere. 2 Analista de Negócios | Seguros | Gestão Comercial e Vendas Crie um ambiente inclusivo e colaborativo para comunicação para sua equipe promovendo o espaços onde eles fiquem confortáveis para a conexão uns com os outros sem que o desempenho seja prejudicado. Voce pode retirar barreiras ou divisórias altas que confinam a equipe individualmente, promova atividades como cafés e lanches com toda equipe ou setor, inclua membros de diferentes áreas em reuniões ou debates com o propósito de colaboração intersetorial e complementação de ideias, promova comemoração coletiva quando se atinge objetivos etc. Enfim, existem diversas maneiras de criar ou promover um ambiente saudável, interativo e positivo entre equipe. 2 By optimizing the workspace to balance personal comfort with areas that facilitate casual interactions, you can encourage spontaneous communication and collaboration. This environment not only supports teamwork but also helps team members feel more connected and engaged with each other. By paying attention to the physical space, you enhance overall communication dynamics and create a more cohesive and productive team atmosphere. Fügen Sie Ihre Sichtweise hinzu While praising a team member for exceeding their sales target, Michael, a regional sales director, maintains a flat affect and avoids eye contact. This inconsistency between his verbal praise and nonverbal cues can downplay the accomplishment and confuse the team member. Michael should strive to deliver his praise with a genuine smile, enthusiastic tone, and positive body language. 4 Encouraging your team to align their verbal messages with their nonverbal cues ensures clarity and reinforces trust. When team members are genuine and authentic in their interactions, it creates a deeper sense of connection and mutual understanding. This authenticity fosters a positive team environment where collaboration flourishes, conflicts are minimized, and collective goals are achieved more effectively. Emphasizing these aspects of communication helps to build a cohesive and resilient team that can navigate challenges with confidence. 4 Dies ist ein Ort, an dem Sie Beispiele, Geschichten oder Erkenntnisse austauschen können, die in keinen der vorherigen Abschnitte passen. Was möchten Sie noch hinzufügen? Fügen Sie Ihre Sichtweise hinzu It is vital to understand that getting a grip of non verbal communication can take some time. A lot of practice and iteration is needed to hone that skill. There are a lot of free resources, self-help books, TED Talks etc that can guide you comprehending hidden body language and gestures in a much better way. While non verbal communication is extremely important, it is also your duty that if you recognise that your member is going through a stressful time, you need to reach out to them if they need any support :) 1 Most brands treat LinkedIn as an afterthought, usually just as a digital résumé board where they occasionally post job openings. However, LinkedIn has over 1 billion members worldwide, and I bet a lot of them call the shots in their company.What if I told you that the platform you’ve been neglecting could be your most powerful channel for reaching decision-makers, establishing thought leadership, and growing your B2B connections? If you ignore LinkedIn, you’re leaving so many possible connections on the table.Captain Shane’s here to help you get your sea legs and sail the waters of LinkedIn. This is your guide to building brand awareness on LinkedIn that goes beyond the basics. I’ll share bits and pieces from my playbook as well as practical steps you can implement immediately, whether you’re starting from scratch or looking to level up your existing presence.Let’s take a look at what we’re learning today:Why LinkedIn deserves a central place in your digital marketing strategy.How to optimize your company page for maximum visibility.Content strategies that actually drive engagement (not just likes).Employee advocacy approaches that multiply your reach.Common mistakes to avoid and best practices to follow.Measurement frameworks to prove your LinkedIn ROI.First, let’s start by going over why you should take LinkedIn seriously.Why LinkedIn Should Be Your Priority Platform (Even in 2025)“LinkedIn is boring.” “LinkedIn is just for job seekers.” “Nobody engages with content on LinkedIn.”I hear these objections constantly, and honestly, they’re outdated myths that are costing businesses serious opportunities.The LinkedIn you might’ve known isn’t the LinkedIn today. It’s no longer just a digital Rolodex but a full-fledged content platform where business conversations happen daily. In fact, LinkedIn is responsible for 80% of all B2B social media leads.But here’s what makes LinkedIn truly unique: intent. Users come to LinkedIn with a professional mindset. They’re not mindlessly scrolling between cat videos and vacation photos. They’re actively looking for industry insights, professional connections, and solutions to business challenges.The Decision-Maker AdvantageBecause LinkedIn is where the decision-makers are. While your Instagram followers might admire your brand aesthetics, your LinkedIn followers are people who can actually sign contracts.This is the platform where C-suite executives, department heads, and budget owners gather to stay informed. Unlike other social networks where you’re interrupting personal time, on LinkedIn, you’re meeting professionals where they’re already thinking about work.The B2B Content SuperpowerHear me out: LinkedIn might actually be more creative and engaging than Instagram right now.Sounds crazy? Think about it first. As Instagram and TikTok have become saturated with similar-looking lifestyle content and increasingly restrictive algorithms, LinkedIn has been expanding its content formats and engagement opportunities. Long-form articles, newsletters, polls, documents, and videos all perform well on LinkedIn.Plus, LinkedIn’s algorithm still gives organic content a fighting chance. While Facebook organic reach has plummeted to low single digits, thoughtful LinkedIn content regularly reaches 10-15% of your followers, and sometimes spreads far beyond your network.The platform rewards substance over style, which means businesses with actual expertise (rather than just good aesthetics) can genuinely stand out.Building Your LinkedIn Foundation: Company Page OptimizationYour LinkedIn Company Page is the cornerstone of your brand presence. Yet most pages I review are seriously underutilized. Let’s fix that.Beyond the Basics: Strategic Profile ElementsAnyone can fill in the basic fields of their company page, but creating a strategic profile requires more thoughtful work. Here’s what makes a great company profile page:Compelling About SectionYour “About” section isn’t just a place to paste your mission statement. It should tell your brand story in a way that connects with your specific LinkedIn audience.Include:The problem you solve (not just what you do).Your unique approach or methodology.Clear differentiation from competitors.Relevant keywords for LinkedIn SEO.This way, visitors can tell what your company is all about with a single skim.Custom Button and URLCustomize your CTA button based on your primary goal. “Visit website” is the default, but if you’re focusing on lead generation, “Contact us” might convert better. If you’re recruiting, “View jobs” makes more sense.Visual Brand ConsistencyYour profile image (logo) and cover image should work together to create a strong visual impression. The cover image is particularly important, so don’t waste this real estate on a generic stock photo.Instead, use it strategically to:Highlight your value proposition.Showcase your team or culture.Feature a current campaign or initiative.Include a subtle call to action.One approach I’ve found effective is creating a cover image that extends your brand identity while including a tagline that focuses on the benefit to your audience rather than the features of your product.Create Showcases for Different AudiencesHere’s a feature many brands overlook: Showcase Pages. These are extensions of your company page that allow you to highlight specific business units, products, or initiatives.If you serve distinct audience segments, consider creating dedicated Showcase Pages for each. This allows you to tailor content specifically to each segment rather than trying to please everyone with every post on your main page.The Custom URL DebateAs much as it might look great, securing a custom URL for your LinkedIn page might not be worth the bureaucratic headache.LinkedIn makes customizing your company page URL surprisingly difficult, requiring specific criteria and sometimes manual review. While a clean, branded URL looks professional, the truth is that most traffic to your page will come through content and search, not direct URL typing.If you can get a clean URL easily, do it. If not, focus your energy on the elements that drive more measurable results.Content Strategy That Drives Real EngagementContent is where most LinkedIn strategies live or die. The platform is hungry for valuable insights, but it mercilessly ignores promotional fluff.The 80/20 Rule of LinkedIn ContentThe fundamental principle of effective LinkedIn content is the 80/20 rule: 80% of your content should provide value to your audience, while only 20% should directly promote your products or services.But there’s a nuance here that many miss: “Providing value” doesn’t mean you can’t be strategic about it. Every piece of content should align with your business objectives, even if it’s not explicitly promotional.For example, if you sell cybersecurity software, educational content about emerging threats subtly positions your company as a knowledgeable advisor while making your audience more receptive to security solutions.Content Types That Consistently PerformBased on my experience and observations, here are the content formats that consistently drive engagement:Industry Insights & Trend AnalysisShare your perspective on industry developments. What do recent changes mean for your audience? How should they adapt? This positions your brand as forward-thinking and informed.Data-Driven ContentOriginal research, surveys, and data visualizations perform exceptionally well because people love making decisions based on hard numbers. If you can share proprietary data from your company, that might give you an even greater edge for uniqueness.Problem-Solution FrameworksIdentify a common challenge your audience faces, then provide a clear framework for solving it. This proves your expertise while delivering immediate value.Behind-the-Scenes ContentHumanize your brand by showcasing your team, culture, and processes. This builds trust and differentiates you from competitors who maintain a faceless corporate presence.Contrarian TakesNow for a technique that requires courage but delivers outstanding results: challenge conventional wisdom in your industry.Taking a well-reasoned opposing position to popular social media trends can trigger meaningful discussion. The key is to be thoughtful, not controversial, for its own sake. Back up your position with logic and evidence.Long-Form Content Isn’t DeadDespite the internet’s obsession with short-form video, long-form content still performs remarkably well on LinkedIn. While attention spans are supposedly shrinking, professional audiences will actually engage with substantial content if it delivers value.Articles of 1,000+ words can generate significant engagement when they dive deep into complex topics. LinkedIn’s article format may not be as flashy as video, but it allows for a comprehensive exploration of ideas, perfect for B2B topics that can’t be adequately covered in a 30-second clip.The key is formatting: use headers, bullet points, and visual breaks to make your content scannable while rewarding those who read the full piece with detailed insights.Employee Advocacy: Your Secret MultiplierIf your LinkedIn strategy relies solely on your company page, you’re missing possibly the biggest opportunity on the platform.The Personal Reach AdvantageHere’s a statistic that should change how you think about LinkedIn: content shared by employees receives 8x more engagement than content shared by brand channels alone.Why? Because the LinkedIn algorithm heavily favors person-to-person interaction. A post from “Jane Smith, Marketing Director at XYZ Company” usually performs better than the same post from “XYZ Company.”The math is compelling. If your company has 100 employees with an average of 500 connections each, that’s a potential reach of 50,000 people, likely far more than your company page followers.Building an Employee Advocacy Program That WorksEmployee advocacy can be tricky because, in most cases, you need them to buy in first before they want to post about your company on their platforms. Here’s what separates successful programs from failures:Make Participation Optional but EasyForcing employees to share company content backfires spectacularly. Not only does it create resentment, but inauthentic, obligatory sharing is painfully obvious to audiences.Instead, create systems that make voluntary participation simple:Provide a regular internal digest of shareable content.Include pre-written post text they can use or modify.Create content around topics employees genuinely care about.Making things effortless and easy will increase the likelihood of them sharing your content in an authentic manner.Focus on Personal Branding BenefitsThe most effective employee advocacy programs position content sharing as a personal branding opportunity for employees, not just a favor to the marketing team.Help employees understand how sharing thoughtful industry content elevates their own professional reputation. When they see personal benefit, participation increases dramatically.Recognize and Reward ParticipationCreate lightweight recognition for active participants. This could be as simple as a monthly shoutout in the company newsletter or a small gift card for those who consistently engage.Train for LinkedIn EffectivenessMost employees aren’t LinkedIn power users. Provide basic training on how to optimize their profiles and engage effectively on the platform. Even a 30-minute workshop can dramatically improve results.Challenging the Conventional: Let Employees Go Off-Brand (Sometimes)The most successful employee advocacy programs I’ve seen actually encourage some deviation from strict brand messaging.While consistency matters, authenticity matters more. When employees share company content in their own voice, adding personal perspectives or relating it to their specific role, engagement typically increases.This approach makes some brand managers nervous, but the benefits far outweigh the risks. Authentic, human voices break through the corporate monotony that dominates LinkedIn feeds. So let your employees cut loose in their posts…though not too loose.LinkedIn Groups and Community BuildingLinkedIn Groups suffered years of neglect, leading many marketers to write them off entirely. But that’s changing, and savvy brands are rediscovering their potential for community building.Creating vs. Joining: The Strategic ChoiceShould you create your own LinkedIn Group or join existing ones? The answer depends on your resources and objectives. Let’s go over your options:Creating a Group: This gives you complete control but requires significant ongoing investment to moderate, seed conversations, and build membership.Joining Groups: This provides immediate access to existing communities but limits your control and brand visibility.For most brands, a hybrid approach works best:Join 3-5 established groups where your audience already gathers.Become a valuable contributor to these communities.Only after establishing credibility, consider creating your own group focused on a specific niche not well-served by existing groups.This way, you can attract group members who already know your brand when you set up your new group.The Engagement Formula That Actually WorksMany brands fail in LinkedIn Groups because they treat them as promotional channels. The successful ones follow what I call the 3:1:1 ratio:3 parts pure value (answering questions, sharing resources).1 part thought leadership (original insights that position your expertise)1 part subtle promotion (only when directly relevant to discussions).This approach builds trust first and sales second, exactly how professional relationships develop in the real world.LinkedIn Groups Might Beat Private CommunitiesWhile many brands are investing in proprietary community platforms, LinkedIn Groups offer unique advantages:Your audience is already there (no new login to remember).Professional context is built-in.LinkedIn’s notification system drives return visits.SEO benefits as group discussions often appear in search results.The downside is less control and fewer features, but the reduced friction for participation can result in higher engagement overall.Common Mistakes to Avoid on LinkedInEven experienced marketers can trip up on LinkedIn if they use the wrong approach. Let’s explore some common mistakes and pitfalls to avoid so you don’t fall into them yourself.Treating LinkedIn Like Other Social PlatformsOne of the most common errors is applying the same content strategy from Instagram or Facebook to LinkedIn. The professional context of LinkedIn demands a different approach.Posts that might thrive on other platforms, like casual behind-the-scenes content or trending memes, often fall flat on LinkedIn without proper framing. Similarly, the overly promotional approach that might work on direct marketing channels typically gets ignored here.Instead, recognize LinkedIn’s unique position as a professional network. Content should be business-relevant, thoughtful, and provide clear value to a professional audience.Inconsistent Posting or EngagementMany brands create a LinkedIn page, post sporadically for a few weeks, then abandon it when immediate results don’t materialize. This stop-start approach guarantees failure.The LinkedIn algorithm rewards consistent activity, both in posting and engagement. Disappearing for weeks or months signals to the algorithm (and your audience) that your brand isn’t reliably active, reducing your visibility when you do return.Set a realistic publishing schedule you can maintain in the long term. Even consistently posting just once a week is better than posting daily posts that suddenly stop.Ignoring Comments and ConversationsThis is a cardinal sin on any social platform, but it’s particularly damaging on LinkedIn. When someone takes the time to comment on your post and receives silence in return, they’re unlikely to engage again.Some brands are so focused on pushing out content that they neglect the “social” aspect of social media. Every comment is an opportunity to deepen relationships and demonstrate that there are real humans behind your brand.Make it a practice to respond to comments within 24 hours. Even a simple “Thanks for sharing your perspective, Jane!” is better than nothing.Over-Automation Without Human TouchAutomation tools can be valuable for scheduling and analytics, but some brands take it too far, scheduling weeks of content without any human monitoring or interaction.This approach often leads to tone-deaf moments when scheduled posts go out during major news events or crises when they’re inappropriate. It also results in missed opportunities to join trending conversations.Use automation to enhance your LinkedIn strategy, not replace the human element. Review scheduled content regularly and maintain an active human presence for engagement.The “Me, Me, Me” SyndromePerhaps the most widespread mistake is creating a LinkedIn presence that talks exclusively about your company, products, achievements, and news. This self-centered approach rarely builds lasting engagement.The most successful LinkedIn brands understand that their content should be primarily about their audience’s needs, challenges, and interests, not just company announcements.Even when sharing company news, frame it in terms of what it means for your customers or industry. Make your audience the hero of your content, not just your brand.Best Practices for LinkedIn SuccessNow that we’ve covered what not to do, let’s go over what to do to set your LinkedIn page for success.Optimize for Search and DiscoveryLinkedIn is increasingly becoming a search engine for professional information. Optimizing your content for search can significantly amplify your reach.Include relevant keywords in your company page, showcase pages, and post content. Use hashtags strategically, focusing on specific, relevant tags rather than overly broad ones.Also, consider creating cornerstone content around key topics your brand wants to be known for. LinkedIn’s article format is ideal for this, as these pieces can rank in both LinkedIn and Google searches.Develop a Distinctive Brand VoiceWith so many companies on LinkedIn, a generic corporate tone won’t help you stand out. Develop a consistent, recognizable voice that reflects your brand personality while remaining professional.This might mean being more conversational, using industry-specific terminology, incorporating data-driven insights, or even tasteful humor when appropriate.Whatever voice you choose, apply it consistently across your posts, articles, comments, and employee communications about the brand.Create Interactive ContentLinkedIn offers several interactive features that can boost engagement beyond standard posts: polls, documents, carousel posts, and more.Polls, in particular, are engagement magnets because they require minimal effort from users while providing valuable insights. Ask thoughtful, industry-relevant questions that prompt participation.Document and carousel posts allow you to share multiple images or slides, perfect for data visualizations, step-by-step guides, or before/after showcases.Build Strategic RelationshipsIdentify key influencers, partners, and even complementary brands in your industry. Engage meaningfully with their content by leaving thoughtful comments and sharing valuable perspectives.Over time, these relationships can lead to collaboration opportunities like co-created content, joint webinars, or cross-promotion that expands your reach to new audiences.Measure What MattersDevelop a comprehensive measurement framework that connects LinkedIn activities to business outcomes. Moving beyond vanity metrics is crucial.Define what success looks like for your specific business context. Is it brand awareness, lead generation, thought leadership, or recruiting?Track not just engagement metrics but also traffic to your website, content downloads, demo requests, or application submissions that originate from LinkedIn.By establishing clear goals and relevant metrics, you can refine your strategy based on what’s actually driving results rather than what simply looks good on a dashboard.Measurement Framework: Proving LinkedIn ROIWorking without measuring is a great way to not realize the impact of your efforts. Without proper measurement, even the best LinkedIn strategy risks being undervalued or prematurely abandoned. Let’s develop a framework that demonstrates true impact.Beyond Vanity Metrics: What Actually MattersLinkedIn makes it easy to track likes, comments, and shares, but these engagement metrics tell only part of the story. A more comprehensive measurement approach includes:Awareness Metrics:Follower growth rate.Content reach and impressions.Share of voice (compared to competitors).Engagement Metrics:Engagement rate per post.Comment quality and sentiment.Video view duration.Conversion Metrics:Click-through rates to site.Form fills or lead captures.Influenced pipeline and revenueYou don’t have to measure all of them because that’d probably overload you with information. The trick is connecting these metrics to business outcomes and measuring the ones that matter for your objectives.Setting Up Proper AttributionProper attribution is crucial for demonstrating LinkedIn’s contribution to your marketing funnel. This requires:UTM parameters on all LinkedIn links (organic and paid).Setting up LinkedIn’s Insight Tag on your website.Creating dedicated landing pages for LinkedIn campaigns.Developing multi-touch attribution models in your CRM.By connecting LinkedIn activities to specific leads and opportunities, you can draw a clear line from social engagement to revenue.Lead Quality Over QuantityMany marketing leaders still evaluate social media success based primarily on volume metrics. How many leads generated, how many followers gained, and so on.I’d argue this approach is fundamentally broken for LinkedIn, where quality dramatically outweighs quantity.Ten engaged followers who are perfect-fit decision-makers for your solution are worth more than 1,000 passive followers with no purchasing authority. Similarly, five high-quality leads who enter your sales pipeline are worth more than 500 unqualified form fills who waste your sales team’s time.This quality-first perspective requires a shift in how you report results. Instead of leading with volume metrics, start with impact metrics:Percentage of LinkedIn leads that convert to opportunities.Average deal size of LinkedIn-sourced customers.Customer lifetime value of LinkedIn-acquired accounts.When presented correctly, these metrics make a much more compelling case for continued LinkedIn investment than raw follower or impression counts.Key TakeawaysLinkedIn presents a unique opportunity for brands willing to invest in authentic, value-driven engagement. While other platforms grow increasingly crowded and consumer-focused, LinkedIn remains the premier destination for professional networking and B2B marketing.The brands that win on LinkedIn aren’t necessarily the ones with the biggest budgets or the flashiest content. They’re the ones who consistently provide value, build genuine connections, and approach the platform with strategic patience.Let’s recap what we learned today:LinkedIn’s unique position as a decision-maker platform makes it essential for B2B brand awareness.Optimizing your company page serves as the foundation for all other activities.Content strategies should balance value, thought leadership, and selective promotion.Employee advocacy creates exponential reach when implemented thoughtfully.Common mistakes to avoid and best practices to follow for maximum impact.Measurement frameworks should focus on quality metrics tied to business outcomes.Whether you’re just starting your LinkedIn journey or looking to take your existing presence to the next level, it’s never a bad idea to build your presence there to attract attention from professionals and decision-makers. Plus, all my tips will help you build awareness and forge those connections.Whether your LinkedIn page is abuzz with activity or a ghost town, it’s never a bad idea to take a look at your LinkedIn strategy and identify what can be improved. Take some time this week to review its performance and make small tweaks for the better. Passer au contenu principal Français (traduit de l’anglais) Généré par l’IA et la communauté LinkedIn La gestion d’une équipe après une mise à pied nécessite une redistribution minutieuse des tâches pour maintenir la productivité et le moral. C’est une période difficile, mais avec une approche réfléchie, vous pouvez vous assurer que votre équipe continue de fonctionner efficacement. Comprendre les forces et la charge de travail actuelle de chaque membre de l’équipe est crucial dans le processus de redistribution. Vous devrez réévaluer les priorités, communiquer de manière transparente et offrir un soutien si nécessaire. Il est important de favoriser un environnement de collaboration et d’adaptabilité à mesure que les rôles et les responsabilités évoluent. La redistribution des tâches ne consiste pas seulement à combler les lacunes ; C’est l’occasion d’optimiser le flux de travail de votre équipe et d’encourager la croissance professionnelle. Ajoutez votre point de vue Layoff is never I appreciate and never a organisation wants . But yes post lay off is learning from experience effective utilisation of resources including manpower . The important steps to redistribute tasks are below 1. I think seniors has to get in atleast few execution task with team rather leaving on team below 2. Merging of departments who can work with close alignment or working with sync has to be merged 3. Process forward or backward integration of any task person can be given same responsibility so his /her exposure can be widen with experience It’s all to create best or prepare for best team by realignment of tasks 15 Start with a team meeting to assess the impact and try to make the team understand the reasons clearly. Transparency is the key when it comes to team management. After evaluation, focus on the important tasks and responsibilities. If training is required align that, then assign the tasks to the existing team members. We have to make sure being the senior that none of our team member is overburdened to avoid the burnout situation. 7 Assistant General Manager Operations - First American India It's important to assess the teams capacity and strength of resources. This will help in equity on the task distribution so that externally the customer is unaffected on delivery timeliness and also utilizing the team strength to enhance performance. Transparency of communication is also key so that the team is aware of the business decision on layoffs and thereby the bonding grows from strength to strength. This will help in keeping the flock together and leading from the front taking on difficult conversations 6 Redistributing tasks within your team post-layoff requires a strategic and compassionate approach. By assessing the situation, prioritizing tasks, and matching skills to responsibilities, you can ensure a balanced workload. Providing support, maintaining clear communication, and monitoring progress will help the team adapt to the changes effectively. This approach will not only maintain productivity but also support team morale and resilience during the transition. 4 Optimally redistributing tasks within our team post-layoff is key to maintaining our momentum and morale. We'll leverage our team's diverse skills and capacities, ensuring everyone plays to their strengths. Assigning tasks thoughtfully and transparently, we'll foster a culture of collaboration and support. As we navigate this transition, we'll celebrate each team member's contributions, recognizing their flexibility and dedication. Together, we'll not only overcome challenges but emerge stronger, more resilient, and united in our shared goals. 4 Ajoutez votre point de vue 1>Escalation should be done. 2>Review project timelines 3>Motivate team 4>Map competitiveness 5>Provide training 6>Prioritize on urgency & importance 9 By reviewing project timelines, client needs, and overall objectives, you can effectively differentiate between urgent tasks and those that can be postponed. Emphasize the importance of focusing on high-impact activities that directly contribute to the team's success. Flexibility in adjusting deadlines is also key, as it allows your team to manage the new workload distribution without compromising quality. This approach ensures that critical tasks are completed on time while maintaining a sustainable and efficient workflow. 4 Réponses de Miguel Lopez de Uralde Martinez et plus encore : Agree Post-layoff, redistributing tasks within a team requires a careful prioritization of work to ensure critical business functions continue seamlessly. Begin by identifying the most crucial projects and deliverables that directly impact the company's goals and customer satisfaction. Assign these high-priority tasks to team members with the relevant expertise and capacity to manage them effectively. To streamline operations, break down larger projects into manageable segments and delegate them accordingly. Additionally, encourage a flexible mindset, where team members can step in to support each other, fostering a resilient and adaptive work environment. 4 One thing a practice on daily basis... List down your daily tasks. Then rank them what needs first attention. And also give a space to fire fighting tasks if it comes in between. Then knock down the task one by one and also remove from your list for giving you peace of mind and joy of achievement. This practice to team also makes you achieve your desired organisational goal. 4 Assess the current workload and tasks: Understand the tasks that need to be done and the skills required to complete them. Identify key responsibilities: Determine which tasks are critical for the team's success and prioritize them accordingly. Evaluate team members' strengths: Match team members' skills and expertise with the tasks that need to be assigned. Communicate openly: Clearly communicate the changes in task distribution with the team to ensure everyone is on the same page. Set clear goals and deadlines: Establish clear goals and deadlines for each task to ensure accountability and track progress. Provide support and training: Offer support and training to team members who may need assistance with new tasks or responsibilities 3 Ajoutez votre point de vue Transparency about the reasons behind task redistribution helps team members understand the changes and their implications. Encouraging team members to share their concerns and suggestions can uncover hidden talents and interests that may align well with the new team needs. This collaborative dialogue fosters trust and ensures that everyone feels involved and committed to the changes. By actively listening and responding to your team's feedback, you create a supportive environment that can adapt more effectively to the transition. 7 Start by discussing the details of the tasks and ask for opinion as to how can it be done well.. there will be few active participants, some who would have no idea and the others who do but are not as confident to speak up.. While it is important to give tasks to the active participants; what is more important is to have an open dialogue with the other 2 categories.. Lot of managers lose sight of such employees as its easier to assume that they are not interested.. In my experience, I did give the critical tasks to the active participants.. but I definitely also had those discussions with the one who usually preferred to stay quiet and started by giving them small tasks, encouraging them and building up their personality..! 5 Dr. Marcello de Souza a répondu : Great! It is essential to start by discussing task details, but we must go further by creating an inclusive environment that values all voices. By engaging less active and less confident participants, we can uncover hidden talents and promote broader development. My approach includes not only assigning tasks based on active participation, but also cultivating open dialogue to encourage personal and professional growth for all team members. This not only increases the effectiveness of task distribution, but also strengthens the cohesion and commitment of the team as a whole. Schedule regular check-ins and one-on-one meetings with each team member to discuss their new roles. Establish continuous feedback loops where team members can share their experiences. Develop a comprehensive skills inventory that documents the abilities, experience, and interests of each team member. Host virtual town hall meetings to discuss the transition, address common concerns, and provide updates. Implement cross-training programs to prepare team members for diverse roles. Involve team members in decision-making processes related to task redistribution. 2 Considero mas apropiado que la comunicación sobre la redistribución de tareas, las acciones orientadas a reemplazar al colaborador que se despidió, eso para mi demuestra mas empatía con los que se quedan. 1 As the old saying goes, the leader who listens to no one will soon be surrounded by a team who has nothing to say. A true leader should promote a culture where everyone is equally encouraged to share their ideas , discuss problems and solutions irrespective of the experience level and age with equal value and heed is a win win for the team. 1 Ajoutez votre point de vue Attribuer les tâches est une chose. Les attribuer en adoptant le bon style de management en est une autre. Chaque collaborateur n'a pas le même niveau de compétence ni le même niveau de motivation. Le manager devra donc faire preuve d'adaptation au moment où il affectera les missions. Il devra savoir naviguer entre les différents modes de management à sa disposition : directif, convaincant, associant, délégatif... Le manager 2024-2025 sera plutôt caméléon dynamique que statue de pierre figée ;) 4 After you make list of tasks, now the vital and crucial needs to be addressed by yourself. And balance tasks to be assigned as per team players strengths. Sometimes the weakest player can also perform the toughest one, depending on leadership and most importantly communication. 2 Assign tasks based on team members' skills, capacity, and current workload. Ensure fairness and avoid overburdening to prevent burnout. Provide clear expectations and necessary resources to support success in new responsibilities. 2 Se distribuyen las tareas prioritarias según las posibilidades individuales de cada miembro del equipo, no hay que sobre cargar al que mejor lo hace. se habla con todas las partes de las nuevas asignaciones, informándoles que es necesario su compromiso para sacar adelante el proyecto y se comprometan con el mismo. Ejemplo real, he visto como sobrecargando al mejor, se viene abajo y se compromete el proyecto colectivo. 1 It is important to know the capabilities. Develop a skill matrix that visually represents the skills and expertise of each team member. Introduce a task rotation system where team members periodically switch roles and responsibilities. Develop a structured onboarding program for team members taking on new responsibilities. Schedule regular check-ins to discuss progress, address challenges, and provide feedback. Maintain an open-door policy where team members feel comfortable discussing their workload and seeking assistance. Promote work-life balance by encouraging flexible work hours. Offer incentives for meeting or exceeding performance expectations. 1 Ajoutez votre point de vue keep a close eye on the progress, is it business as usual or is the flow affected? is the redistribution of tasks effective or needs another thought? allowing you to fine tune as you go to reach better outcomes. 2 Dr. Marcello de Souza a répondu : Keeping a close eye on progress is crucial to ensuring that the redistribution of tasks is effective and sustainable in the long term. In addition to monitoring the workflow, it is essential to analyze the impact on the team's goals and objectives. My approach goes further by emphasizing the importance of adjusting strategies as needed, using continuous feedback to optimize performance. This not only promotes an adaptable environment, but also strengthens the team's ability to face challenges with agility and efficiency. Most importantly work life balance. If one is in balanced condition and will perform well, if found unbalanced give them a chance to be stable and surprisingly it's done. 2 Durant cette étape, il sera important d'identifier les points sur lesquels des progrès ont été réalisés afin de pouvoir apporter des commentaires reconnaissants et positifs sur le travail réalisé auprès du collaborateur concerné. C'est un moment crucial dans le processus de retournement favorable. La collaboration pourra réellement reprendre de manière constructive et efficace. 1 O Projeto começou, o Lider precisa estar constantemente presente. Não há como monitorar apenas com relatórios, a presença do Líder além de dar confiança aos membros do Time, traz insights que são apenas percebidos desta forma. Claro, é importante não confundir Lider com Chefe. 1 Juliano Sabella a répondu : 100% de acordo. Andar lado a lado com o time é fundamental! Capitán de Fragata en ARMADA ARGENTINA Como en el punto 2, la supervisiòn y evaluaciòn de la ejecuciòn de la tarea debe ser permanente. Para ello, se deben establecer paràmetros de mediciòn tanto de la performance (como hacemos la tarea) como de la efectividad (en que grado cumplimos los objetivos), para poder decidir cambios o avances a la siguiente fase. 1 Ajoutez votre point de vue El reconocimiento del esfuerzo adicional es clave, ojalá en bonos o en primas extras, pizzas y bebidas por trabajo de horas extra esta mandado a recoger. ser transparente con el equipo involucra una conducta coherente orientada aun bienestar real, me muevo por la consigna; siempre de de lo que usted recibiría con gusto. 3 Provide additional training and mentoring where necessary, and recognize the extra effort your team is putting in during this challenging time. Ensuring that team members know they are supported helps maintain morale and fosters a resilient, adaptable team culture. 3 Amidst task redistribution post-layoff, providing support is crucial. Whether through training, mentoring, or being accessible, acknowledging your team's efforts during this tough period boosts morale. Ensure they feel supported, fostering resilience and adaptability in your team's culture. 2 Comment puis-je vous aider ? Voici la question clé que le manager devra savoir poser régulièrement : lors des briefings, des réunions, des entretiens, des échanges informels. Il sera primordial de savoir prendre la posture du manager "ressource". 1 Luiz Fernando de Carvalho - MBA IT Project Manager Para oferecer suporte eficaz à equipe após a demissão de um membro, é crucial manter uma comunicação aberta e transparente sobre as mudanças e seus impactos. Isso inclui fornecer orientações claras sobre novas responsabilidades e oferecer um ambiente onde os membros da equipe se sintam à vontade para expressar preocupações e fazer perguntas. Além disso, redistribuir equitativamente as tarefas entre os membros remanescentes ajuda a evitar sobrecargas, enquanto o suporte contínuo em desenvolvimento e treinamento permite que a equipe fortaleça suas habilidades e se adap