

Module Four:

Pitching Your Value

Worksheet:
❖ Map Your Experience

Map Your Experience

Working with your story, we now need to work out the content that will be used in each entry of the Experience section of your LinkedIn profile. At this stage we are not writing the entries, simply organising the content.

Entries will obviously match your career history with (near to) accurate dates. However, the description can cross timelines as you map out your story. For example, your experience is your credentials and the journey of how you got to where you did. Instead of just having facts, you can also include revelations and decisions that led you to where you are today. In one entry you may want to refer back to previous roles and/or comments you made in another entry.

The content you create here will be written up and transferred to your profile template in the next module.

Working with your CV and existing profile, create an entry for each position you have had: At this stage it is worth going right back to the beginning and including everything. Positions can be merged or omitted later.

Display Name:

Title:

Location:

Date Range:

Description:

For the description of each entry bring over items from the [Worksheet: Write Your Story](#) that you might include in the section. Take the time to shuffle the content around until you have a flow of content. Remember we aren't writing it up at this time.

Keep going deeper and ask:

- **What did I learn in this position?**
- **What have I taken forward from this experience that shapes what I do now?** (Include negative experiences that shaped you, although you won't publish them as such!)
- **What internal projects did you work on? Client projects etc.?**
- **What was the economic climate at the time? What unique challenges did this create?**
- **What industries did you experience?**

Next Module: Once you've finished mapping the content out you might choose to get ahead as we will be doing this in the next section.