



## Classroom Activity: How to Write a LinkedIn Profile Summary (Transitioning Military)

You have 30 seconds to describe yourself. Can you do it?

The profile summary section requires brevity and critical thinking. As you leave the military, you must explain the work you did in the service and how it's relevant to the civilian world.

### Scenario:

You plan to apply for a full-time job, but before you send off the application, you want to update your LinkedIn profile, in particular the “profile summary” at the top of the page.

### Instructions:

- To refresh the LinkedIn profile summary, first read pages 165-167 of *Wait, How Do I Write This Email?*. That way, you'll gain the overall philosophy behind a well-written profile summary.
- Then, turn to pages 169-170 and follow the three steps for a “recent grad” profile. You will amend the “recent grad” approach so it's appropriate for someone who transitions out of the military.
  - **Step 1:** Explain your military title and the work you did in your most recent role.
    - Ex: I'm a former first lieutenant in the U.S. Army who advised my commander and subordinate units on capabilities, weather and terrain.
  - **Step 2:** Share your skills and expertise and be sure to include specific software, programs and certifications to be more detailed.
    - Ex: I spent the majority of my time with the [name of group or unit] and [another group or unit if you have more than one]. In those capacities, I oversaw operational planning and interagency coordination. I also created technical plans for warfighting exercises using software from Acme Logistics Corporation.

- **Step 3:** Remind the reader how you are ready to bring the skills gained in the military to the business world.
  - Ex: The military prepared me to manage teams, operate in stressful environments and learn new skills quickly. I am ready to bring my work ethic and ability to a cutting-edge company that values discipline and hard work.

Be ready to share your profile summary and how you chose to describe yourself.