

Winning on LinkedIn Starts With Your Team

A Coaching Framework for Building Thought Leaders

60% of execs say strong thought leadership earns their trust—and their business.

Empower your top performers to lead and unlock new revenue opportunities on LinkedIn. With the right coaching, their expertise becomes influence—and influence drives business impact.

Turning experts into LinkedIn leaders: What can you do?

Help employees become trusted voices for your brand through a phased coaching approach. Each stage builds on the last, so participants can master each step before moving on.

50% of B2B buyers use LinkedIn when making purchasing decisions.



LAUNCH

Remove barriers to content creation—collaborate on content calendars, share trending posts and establish a consistent posting schedule.



ENGAGE

Help your experts identify key connections and co-develop a plan to thoughtfully engage with them on LinkedIn. Encourage comments, replies and follow-ups to spark conversation and networking.



EXPAND

Support your experts' efforts to grow their networks by tracking comments and reactions on posts, nurturing potential relationships into prospects by supporting outreach activities and adapting content to the challenges their audience wants to talk about, not specific brand products.



LEAD

Equip your leaders to shape industry conversations by raising the right questions, amplifying new voices, and sharing fresh thinking. As they elevate themselves and others, their influence will naturally follow.

Turn internal experts into external ambassadors

Building your expert employees into LinkedIn leaders is just one piece of the puzzle. Long-term success depends on amplifying their presence through your brand's social channels. Learn how to scale your influencer program for strategic business value [here](#).

Let's connect

For more than 30 years, Standing Partnership has been helping organizations solve complex marketing and corporate communications challenges, especially turning LinkedIn potential into profitable impact.

Ready to talk growth?