

The ACCA logo is a red square with the letters 'ACCA' in white, bold, sans-serif font. It is positioned in the upper left corner of the page.


ACCA

The background of the entire page is a photograph of a modern building's interior. It features a complex network of white structural beams and large glass windows. Silhouettes of people are visible on different levels of the building, some standing and some walking. The lighting is dramatic, with strong highlights and deep shadows, creating a sense of depth and architectural scale.

# FINDERS KEEPERS? HOW TO BE THE PERSON THAT COMPANIES FIGHT TO KEEP

Think Ahead



A photograph of two women, one with blonde hair and glasses wearing a white shirt, and another with dark hair wearing a dark green shirt. They are both looking down at a smartphone held by the woman in the white shirt. They are standing in front of a lush green wall of plants. A red horizontal line is positioned above the text block.

**Around two years is still generally considered the minimum length to stay in one role so as not to appear too flighty to future employers, while maxing out the benefits of job experience in a particular role enough to step up onto the next rung.**

It's going to be one of the first places that recruiters and potential employers look, so is your 'shop window' looking as good as it can?

LinkedIn is the world's leading professional platform and one of the most powerful tools to connect you to new opportunities. Yet for many of us, it's often an infrequently tended space – a neglected corner of our digital ecosystem that is often ignored in favour of personal social media spaces such as Instagram, Twitter and Facebook. And while these – and even others such as Pinterest – will contribute to the overall perception of your online brand – if you're thinking about the next steps on your career, ensuring your LinkedIn profile is up to scratch is probably the most essential bit of digital housekeeping you should do, ahead even of updating your CV, reaching out to recruiters or having an informal conversation with contacts at companies you've been eyeing up. After all, with over 443 million profiles on LinkedIn, yours needs to stand out.

Emma Lucci, CEO, Stu Williamson Photography tells us that "first impressions count and now that we conduct so many of our first initial interactions online, an online personal brand image is just as important as that first meeting in person. Whether this is for business or pleasure a good professional business portrait is an essential tool and sets the tone of who you are and how you want to be perceived. It's not just a headshot and doesn't have to be boring. A professionally taken photograph makes all the difference, it's well lit, well posed and brings out your personality with that extra touch to make you stand out"

However, Covid-19 changed our landscape seismically, and with that, many business norms have also shifted or been entirely upended.

"LinkedIn is no longer just a job platform, it has become the most effective platform on the web where professionals can engage with each other," says LinkedIn account management lead Clara Pinillos. "Having a presence on LinkedIn can give you credibility, drive referrals and help you connect with people who can help you reach your next step. The LinkedIn profile looks prettier than ever, with lots of functionality to really showcase you as a professional, and who you are – importantly – as an individual. You can customise the backgrounds, upload media, post long-form posts – many exciting things that you can use to make your profile visually appealing. There's no excuse to stay in the basics any more!"

Kameron Hutchinson, Director, Allsopp & Allsopp, encourages us to think about our LinkedIn Profile differently. "I use my LinkedIn profile as my metaphorical 'shop window'. An opportunity for those who know me well and not at all to see my experience, my personality, my vibe and ultimately decide if they wish to do business with me. Rather like the department stores of the world, never forget the importance of dressing your window properly, it'll either welcome people in, or turn them away"





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**Kameron Hutchninson, Director,**  
Allsopp & Allsopp.



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**Emma Lucci, CEO,**  
Stu Williamson Photography.

Conor McHugh, Founder of Alchemy Search, adds: 'Also be open, honest and accountable. Every employee from top to bottom will make mistakes every now and again. This is inevitable, but for me the key is to admit mistakes, don't try to 'cover' them and try to ensure they don't happen again.'

Reputation is hard to earn and easy to burn – a cornerstone of reputation aside from the work you do, is people's perceived trust in you.





## LinkedIn's own Business-focused section offers an abundance of prudent tips for its users, a powerful resource of information, expert advice and insider tips

### 1. Prioritise your headshot

Did you know your profile is 14 times more likely to be viewed if you have a good, professional photograph in your profile? Make this a priority – despite everything, humans are overwhelmingly visual creatures and a photograph can be an incredibly powerful way to convey that all-important first impression.

### 2. Make an impact with a great headline.

An attention-grabbing headline should summarise you in one line. Don't be afraid to sell yourself – the goal is to stand out with powerful, positive words that reflect your key skills.

### 3. A powerful summary

Your summary should include keywords that reflect your next career move, key skills you wish to draw attention to and mention your leading accomplishments. Avoid buzzwords or jargon and think of this in a minimalistic, essential way: Is it relevant? Is it important? If it's too long and 'fluffy' you may need to harness your inner editor. Be to the point, concise and engaging. Attention spans are short – so your summary needs to pack a punch.

### 4. Look back to the past

When was the last time you looked at the first few job entries on your CV? Likely written many years ago by a version of you that has since grown, changed and evolved, these will need updating. Revise them using language that is more aligned with your current goals, and think about shortening those first entries to just a line or two if they're less relevant to where you are now. Focus on the achievements you wish to gain now and your more recent career milestones.

### 5. List your skills and get endorsed!

It might seem like extra 'padding' but all these aspects of LinkedIn help to build a more compelling and complete impression of who you are. From adding volunteering work, professional qualifications, to niche and high-level skills, there is ample space in your profile to help your audience get a better impression of who you are beyond simply your CV.



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