



8 Keys for Success

About Me

Mark A. Griffin MBA

25 years of HR experience

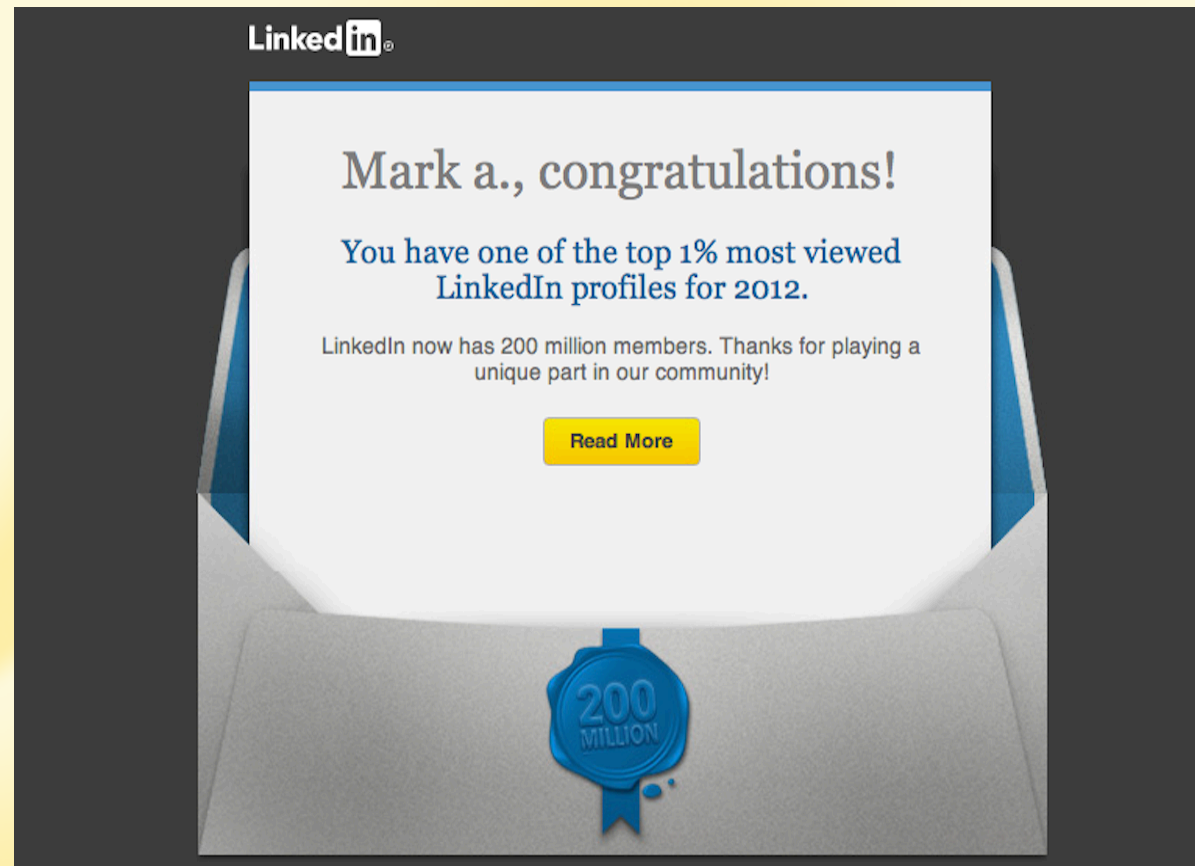


HR Experience At:

- Fortune companies
- Medium-sized family and employee-owned businesses



Never Under Estimate the use of Social Media



8 Keys for Success

- Create Your Voice
- Create An Awesome Profile
- Skills and Experiences
- Join Groups
- Comment and Become an Authority
- Link Your Accounts
- Connect With People
- Recommendations

Create Your Voice

Questions to ask yourself:

- Why do you exist?
- What do you want to accomplish?

This sounds simple, but most people don't have a plan of how they want to present themselves.

Create one for yourself....

Our Voice

To be the expert authority regarding
Human Resources- from a Christian
perspective

Have A Social Media Strategy

That Voice you created-

Have it project through all social media
platforms

Increase Your SEO

Projecting your voice to different Social Media venues increases your:

Authority!



Create An Awesome Profile

What is in a “Modern Day” Resume?

- Summary
- Background
- Skills and Experience
- Education

Create An Awesome Profile

Mark A. Griffin's Summary

Business oriented Human Resources Executive with experience as a strategic member of leadership teams for Fortune 500 and entrepreneurial organizations. A visionary with the ability to serve as a catalyst for profitable and orderly workforce change. Driven towards simple solutions that bring value to the bottom line.

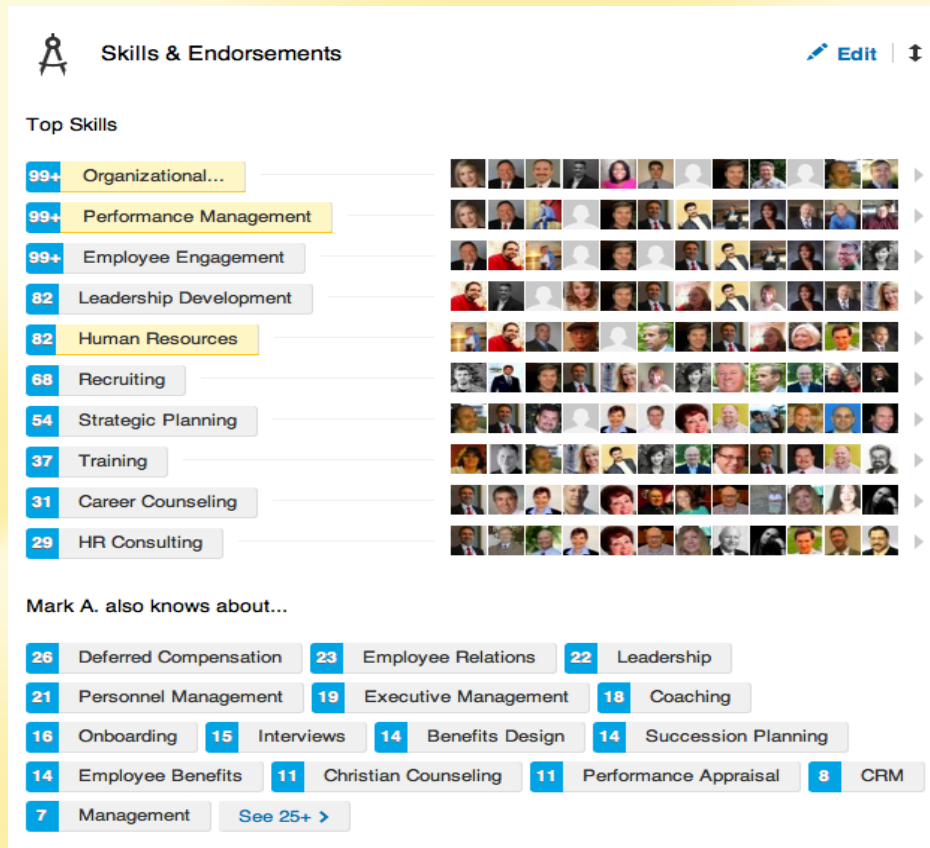
Specialties

- * Organizational Development with a focus on strategic planning.
- * Performance planning design and delivery.
- * Managing and driving cultural change.

Skills and Experiences

➤ Ensure you check off Skills!

You can't get endorsed without having them listed!



The screenshot shows the LinkedIn 'Skills & Endorsements' section for a user named Mark A. The interface includes an 'Edit' button and a list of 'Top Skills' with corresponding endorsement counts and a grid of endorsing profile pictures. Below this, a section titled 'Mark A. also knows about...' lists related skills with their endorsement counts.

Skills & Endorsements [Edit](#)

Top Skills

Count	Skill	Endorsers
99+	Organizational...	[Grid of 10 profile pictures]
99+	Performance Management	[Grid of 10 profile pictures]
99+	Employee Engagement	[Grid of 10 profile pictures]
82	Leadership Development	[Grid of 10 profile pictures]
82	Human Resources	[Grid of 10 profile pictures]
68	Recruiting	[Grid of 10 profile pictures]
54	Strategic Planning	[Grid of 10 profile pictures]
37	Training	[Grid of 10 profile pictures]
31	Career Counseling	[Grid of 10 profile pictures]
29	HR Consulting	[Grid of 10 profile pictures]

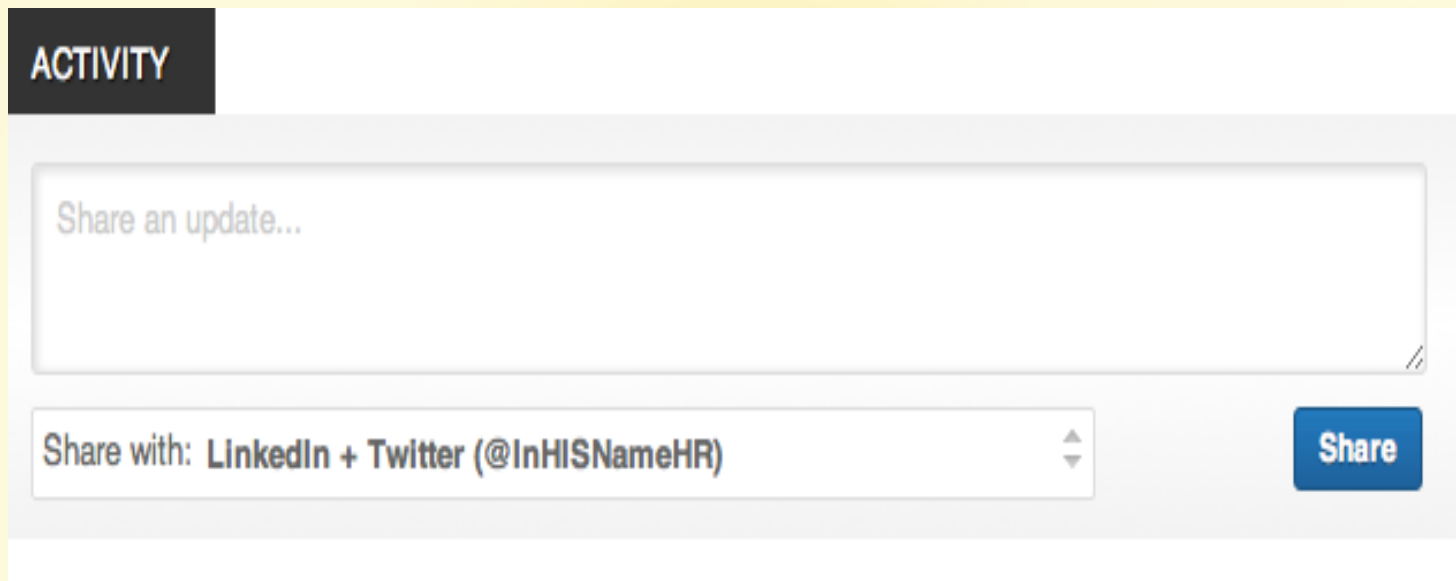
Mark A. also knows about...

Count	Skill	Count	Skill	Count	Skill		
26	Deferred Compensation	23	Employee Relations	22	Leadership		
21	Personnel Management	19	Executive Management	18	Coaching		
16	Onboarding	15	Interviews	14	Benefits Design	14	Succession Planning
14	Employee Benefits	11	Christian Counseling	11	Performance Appraisal	8	CRM
7	Management	See 25+ >					

Use The Update

- What happens?
- How often to use it?
- Why? **Remember your “Voice.”**

Use The Update



A screenshot of a social media update interface. At the top, there is a dark grey tab labeled 'ACTIVITY'. Below this is a large text input area with the placeholder text 'Share an update...'. At the bottom of the input area, there is a dropdown menu showing 'Share with: LinkedIn + Twitter (@InHisNameHR)' and a blue 'Share' button to the right.

Once you update your activity you can share it with all your groups.

Join Groups

- Connect to potential clients.
- Connect to potential referrers.

Allows you to give back....



On Startups - The Co...
Hidden ▶



PA SHRM State Cou...
Visible ▶



Pastors Network
Hidden ▶



Pennsylvania Associ...
Hidden ▶



PeopleMation Comm...
Visible ▶



Personal Brand Man...
Visible ▶



Power of Learning
Hidden ▶



SHRM (Society for H...
Visible ▶



SPHR Network
Hidden ▶



Saddleback Career ...
Visible ▶



Saddleback@Work B...
Hidden ▶



Share Our Faith!
Visible ▶

Comment and Become an Authority

- Spend time in your groups.
- Comment when appropriate and help others.
- Stay away from political pit falls.
- Don't over promote ones self.

Comment and Become an Authority



Follow Lisa

How are you networking and developing relationships to cultivate qualified referrals?



Converting Community and Customers into Reliable Referrals Small Business Trends smallbiztrends.com

Finding new customers for any business, big or small, is the lifeblood of its success and sustainability. Without new business and making new sales there is no way a business can endure. As important as that is and has always...

posted 3 months ago

Mark A. Griffin

X

Great read, thanks for sharing. Have you tried any of the methods?

☒ Send me an email for each new comment.

Add Comment

See more »



Unlike Comment Unfollow More ▾

Link Your Accounts

- Makes it easier for people to get to your sites.
- Receive many inbounds from LinkedIn.
- Builds Authority, that shows you are current.

Link Your Accounts



Mark A. Griffin

Human Resource and Organizational Development
Consultant

Lancaster, Pennsylvania Area | Human Resources

Current In HIS Name HR LLC, LCBC

Previous Valco Companies Inc., Conestoga Wood Specialties,
Armstrong World Industries

Education Bloomsburg University of Pennsylvania

Edit



500+
connections

Email MGriffin@InHISNameHR.com

Phone 717 572 2183 (mobile)

Address Lancaster PA



Twitter

[InHISNameHR](#)



Websites

[Company Website](#)

[Blog](#)

[Facebook Page](#)

English ▾



www.linkedin.com/in/markagriffin/



Contact Info

Connect With People

- Create Target Audience.
- Invite people.
- Ask for referrals.
- Don't invite to connect with people who are not connected to you in some way.

Connect With People

People to connect with:

- After meeting at a Mixer
- Co-workers from prior companies
- Friends
- Church connections
- College connections
- The list is endless....

Connect With People



Marco Rubio

Candidate for U.S. Senate at Marco Rubio for U.S. Senate

Miami/Fort Lauderdale Area | Political Organization

Previous Education Florida House of Representatives, City of West Miami
University of Miami School of Law

Connect ▼

40 connections

www.linkedin.com/in/marcorubio

Contact Info

 **Invite Marco to connect on LinkedIn**

How do you know Marco?

- ☐ Colleague
- ☐ Classmate
- ☐ We've done business together
- ☐ Friend
- ☐ Other
- ☐ I don't know Marco

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Mark A. Griffin

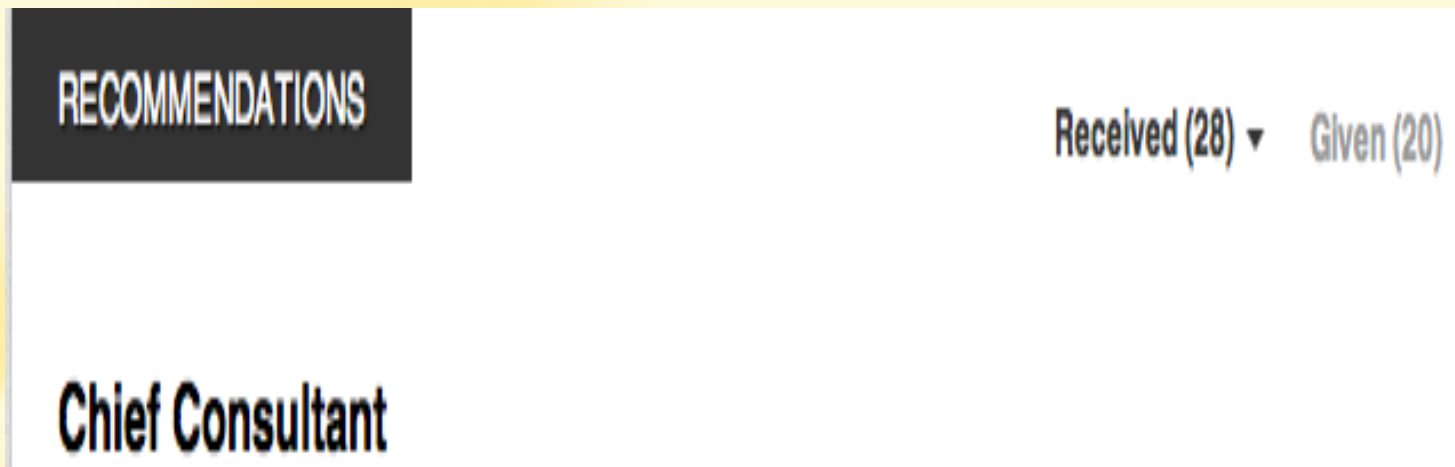
Important: Only invite people you know well and who know you. [Find out why.](#)

Send Invitation or [Cancel](#)

Recommendations

LinkedIn Allows you to:

- Give recommendations
- Receive recommendations



Recommendations

HR District Manager

Qualex



Paul Hoernschemeyer

Saving jobs, one builder at a time

“ Mark took over as District HR Manager in our Novi, MI lab not long after we defeated the IUOE (Operating Engineers) in a supervised vote, clearly a sensitive time that required insight into the situation on the floor as well as an unrelenting eye to process, detail, and legal ramifications. He also covered our Canada Division at the same time, and thus had a foot in each country. With responsibility from Vancouver, BC to Dartmouth, Nova Scotia, and a post-union vote in Michigan, Mark had a wide ranging, highly demanding job. And I'd have Mark back in a heartbeat. **less**

November 24, 2009, Paul managed Mark A. indirectly at Qualex

Recommendations

Expand the use of the recommendations into other marketing efforts.

Call Mark: 717-572-2183

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Testimonials

"Mark is the ultimate HR professional. His knowledge, expertise, and advice were beyond expectations. Mark was very instrumental in providing guidance with regards to policy violations and the necessary steps of discipline. He was always willing to step in and provide a different perspective, which always led to better decision making. Mark was one of my most valuable resources at Qualex."

— Peter Gigliotti
District Logistics Manager, Qualex

"Mark is a poised and experienced manager with a well developed leadership toolkit and the ability to relate effectively with employees at all levels. He brings his high integrity approach to all aspects of his work and is a difference maker. I wholeheartedly recommend him."

— Matt Angello
Senior Vice President of Human Resources, Armstrong World Industries

"As outside labor and employment law counsel for Conestoga Wood Specialties Corp., I had the pleasure of working with Mark for several years during his time as HR Manager for Conestoga East Earl, PA plant. Mark demonstrated an innovative, results-oriented approach to his duties and responsibilities. He is an experienced HR professional who balances the needs of the business with the interests of the employees. Mark also is deeply committed to civic and charitable work in the Lancaster community"

— Gary Melchionni
Attorney, Stevens & Lee

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In Closing

- Have a plan and a purpose.
- Don't go at it haphazard.
- You are never too "Old" to navigate new technology, or new means of social integration.

In Closing

- If you don't embrace it and learn it, you won't prosper at the same level as your competition.
- Don't be afraid of it!
- People have found our services that would have never known about us.

Thank You!

May you realize all your goals as you humbly walk through the changes in the way in which the world does business.