

Harness the power of LinkedIn

In our country the most conspicuous and trendy social networking site is undoubtedly Facebook. But ask Mr. Google who's the it girl of professional networking, and the response will be LinkedIn. LinkedIn is highly specialized and professional , which may be that what makes it so lackluster for most people of our country. It is hitherto not as sexy as Facebook is to people here and that is what we need to fathom and amend.

LinkedIn is a business-oriented social networking site founded by Reid Hoffman in 2002. This site is available in 20 languages and is used in almost 200 countries all over the world. It is the most used professional networking site in the world.

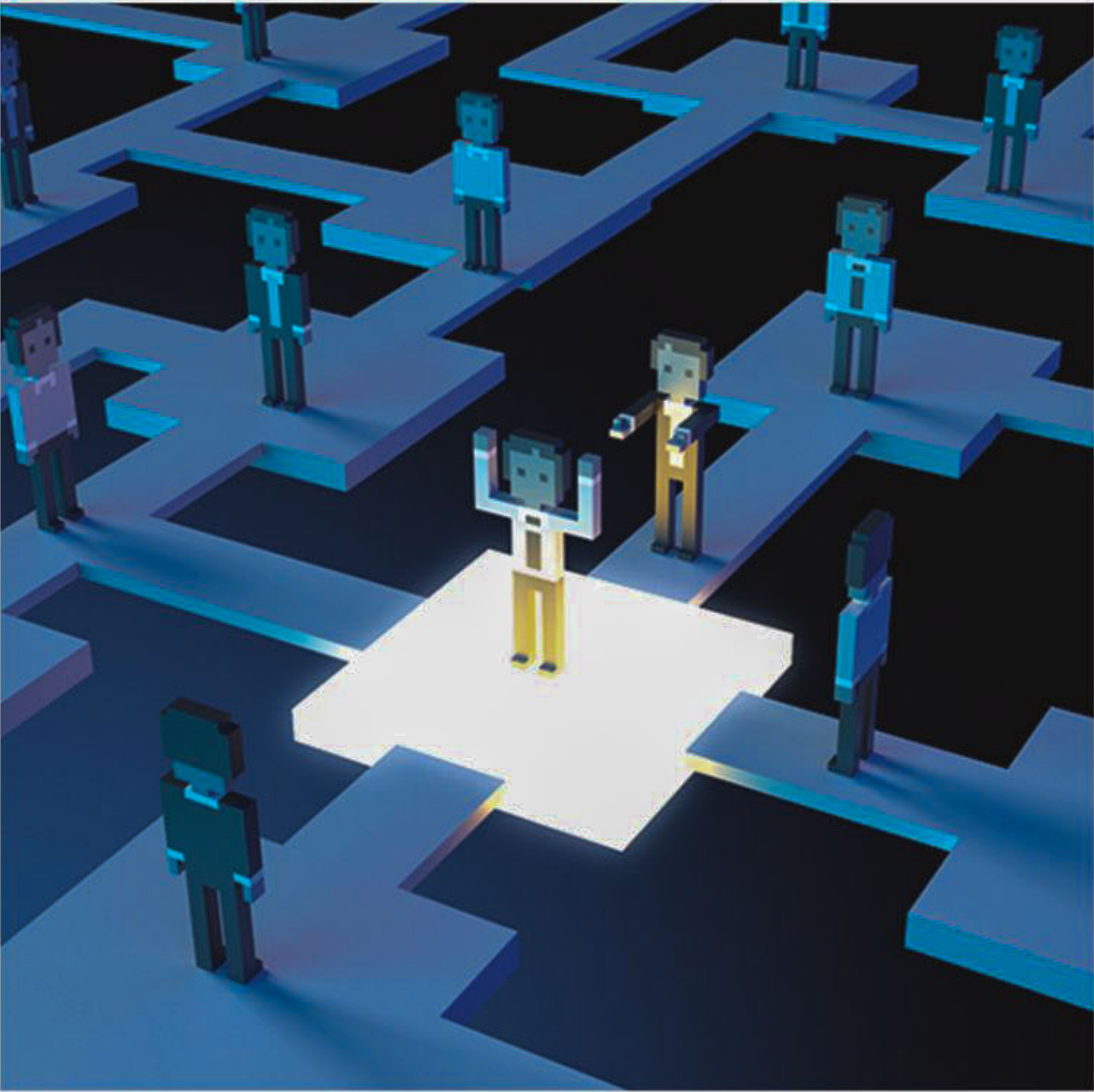
Ahmed Abdullah is working as an accountant at McKesson Corporation in USA. After completing his HSC from Faujdarhat Cadet College, he went to the States for his undergrad in accounting. I asked him how LinkedIn fit the bill for him. He replied, "LinkedIn is really underutilized in Bangladesh. It's a two-way street and you need to take initiative and connect with people. I created a detailed profile of mine and used keywords and buzzwords. I started connecting with my professors, classmates, managers and also alumni. This gave me a huge pool of second and third degree connections. One of the most important things I learned is that you have to create value for yourself, show how others will be benefitted from you, only then can you convince people to take a look at you. After connecting with LinkedIn I took an initiative to meet some of them at a personal level too. In my case I got two internship offers from two different people I met via LinkedIn first. I also connected with my grad school admission committee and that tremendously helped my admission process. You need to be proactive and target your audience if you want to get some benefit out of it."

Optima HR Solutions is a Bangladeshi company which gives management and training solutions to corporate needs. When asked about some of benefits he received from using LinkedIn, Optima's CEO and Co-founder Murshed Haider said, "I got business deals for Optima through LinkedIn. A couple of guys from my office also got their jobs via LinkedIn and now they are working overseas."

Must-dos

LinkedIn has a lot to be explored. Spare some time to discover everything LinkedIn has to offer.

- If you are a businessman you can create your own company page in LinkedIn. You can also follow company pages of known brands and get updates from them.
- The LinkedIn Job Search is the primary reason people set up in LinkedIn. There is a tab 'Jobs' in the upper portion of your In-account. Click on it and you will see all the available jobs in LinkedIn. You can make advance searches providing your preferred location, and other details of jobs you want to see.
- As most of the people in Bangladesh have smartphones today and go on social networking sites on them, it is very handy to get the LinkedIn app. The app makes posting updates, commenting and engagement unbelievably easy.
- When you are done excavating this gold mine for free you can get an upgraded account by paying for it. LinkedIn has different packages for upgrading your account, which come with different facilities, like sending In-mails to people you are not connected with yet.



Now, the question is how can we become active LinkedIn users and make the most out of it. Well read on because here is your intro to LinkedIn.

First thing's first

Upload a standard photo of yourself and fill up the basic information accurately. Do not leave any field vacant, rather try to fill up all

the places because that would make your profile 100% complete, which means it is then a standard LinkedIn account. One of the specialties of LinkedIn is that your profile need not be boring with plain text. You can beautify your profile by adding multimedia files, images, links and also applications. This also makes your account

more precise, says more about you, makes you look more professional, and attracts recruiters and investors.

Connect

Then the next thing to do is to connect. I think this is the only thing most of the people in our country do in LinkedIn - they just press connect and think their work is

done. This is just the beginning.

Look for people who you know personally. Start connecting with them. You can import contacts from your email also. One of the amazing things about LinkedIn is that you cannot connect to someone you don't know personally or don't have a link with. People show up as 1st, 2nd and 3rd degree connections. The 1st degree connection is your direct connection, the 2nd ones are those who are not your connection but are connected to your network in LinkedIn.

Get seen

Another really great feature of LinkedIn is its groups. These groups are jam-packed with businessmen, investors, recruiters and professionals. The first thing to do is to exploit the groups that best delivers your needs and brings you your target community. Join them but don't sit idle. Post articles, interact with other people and make conversations. The thing we fail to do in this site is engage. You need to post your activity, talk with people and network. Work on your visibility and you will get to taste the cream of the crop.

Here are some of the hottest LinkedIn groups for you to join, each of them aimed at a specific target group: Job Angels, Executive Suite, The Talent Buzz, Career Change Central, Jobs Alert, Indeed.com, Star: Candidate for Hire, Project: Get Hired, LinkedIn HR, A Job Needed - A Job Posted, Internships and Interns, Management Consulting Jobs, Personal Branding Network, and Career Rocketeer. These are some of the top used LinkedIn groups.

In reality LinkedIn has so much more to offer than Facebook, and you will realize it once you've learnt how to use it. So work your place up the ladder and get social on this exciting global network of professionals.

HASIBUL ISLAM

Developing an entrepreneurial ecosystem

On 19 August, 2014 Professor Tarun Khanna, Director of the Harvard South Asia Institute and Jorge Lemann Professor of Harvard Business School, delivered a talk headlined "Developing an Entrepreneurial Ecosystem in Emerging Economies". The talk was given at BRAC Centre, Mohakhali, to an audience of renowned Bangladeshi entrepreneurs, academics and corporate managers. The program was also attended by BRAC officials and stakeholders allied to the promotion of entrepreneurship in Bangladesh. Dr. Khanna, who is touring Bangladesh as a guest of BRAC University, highlighted the critical role entrepreneurs play to advance a nation's economy and bring forth prosperity. Emerging economies, according to



him, can benefit greatly if favorable circumstances that nurture and bolster entrepreneurial ventures prevail. Entrepreneurial ecosystems, therefore, must be developed that are conducive to enterprise creation, their sustenance, and ultimately, their growth. Dr. Khanna asserts. According to him Bangladeshi entrepreneurship is of great potential and can impact the country in a big way if ecosystems for entrepreneurs come to existence.

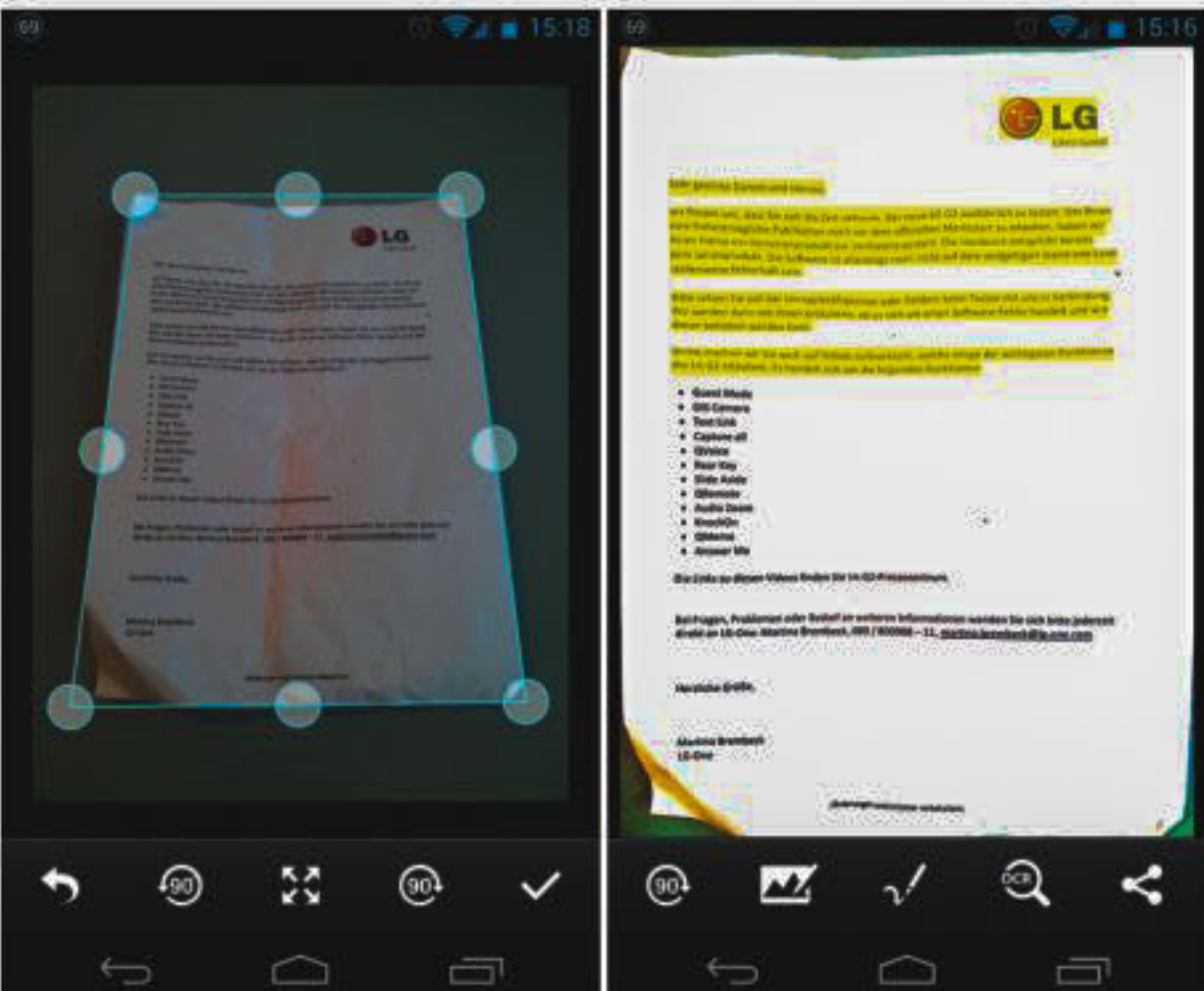
BRAC University Vice Chancellor Dr. Syed Saad Andaleeb was also present at the occasion and addressed the audience. The program was moderated by Professor Rezaur Razzak, Director of BRAC University's Centre for Entrepreneurship Development (CED).

Productivity unwired

5 apps that you need on your smartphone right now

CamScanner

CamScanner is a free app that scans documents onto your phone. Instead of taking a picture with your phone, CamScanner optimizes the photo to ensure text and graphics are clear and sharp with the highest resolution.

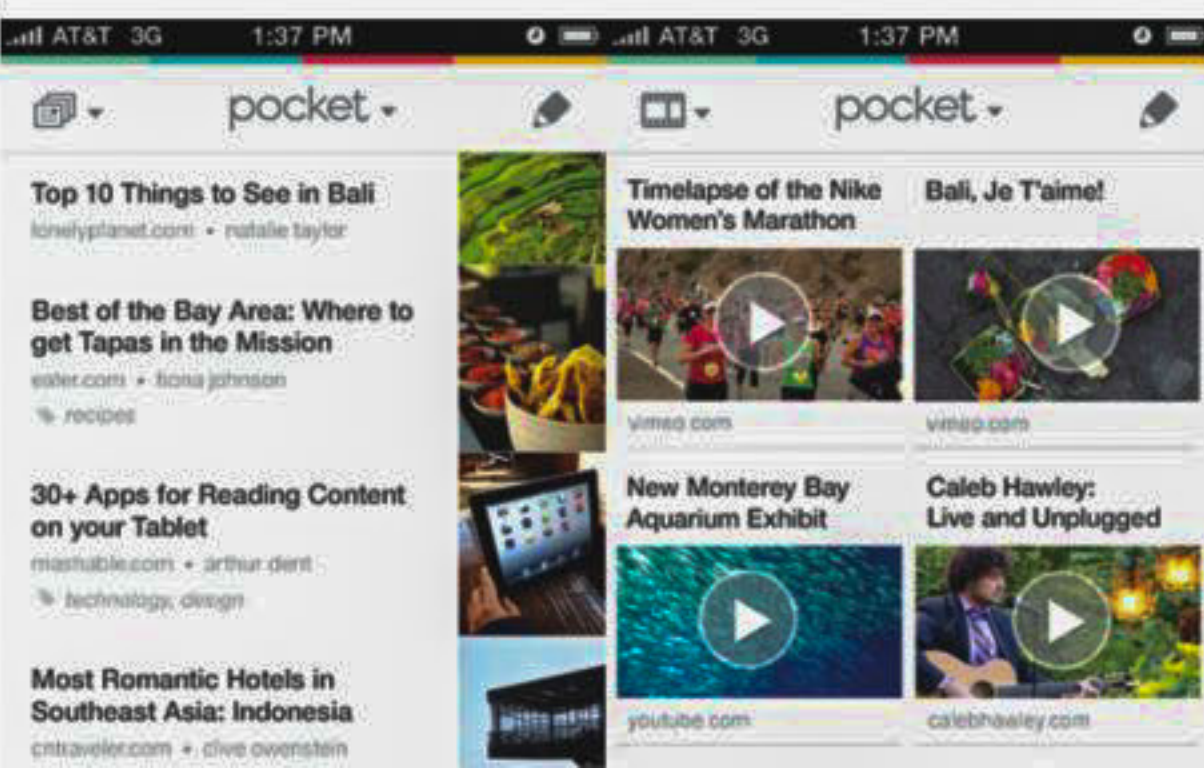


The app gives you the option to scan a single picture or graph, or scan a whole document. It's especially helpful for digitalizing receipts, notes, whiteboard scribbles, business cards and certificates, with its OCR scanner.

This app is a must-have for any student who forgot to bring a scanner to class. According to CNET, "CamScanner may just be the best deal for scanning documents on your iPhone." So if you have a smartphone, you owe it to yourself to download this app.

Pocket

The Internet is a distracting place. Cat videos, 9gag, and an endless scroll of Tumblr posts all conspire to steal your focus and distract us from whatever we've set out to do in the first place. One way to deal with this is by running a blocking app. Another way is to save all those distractions



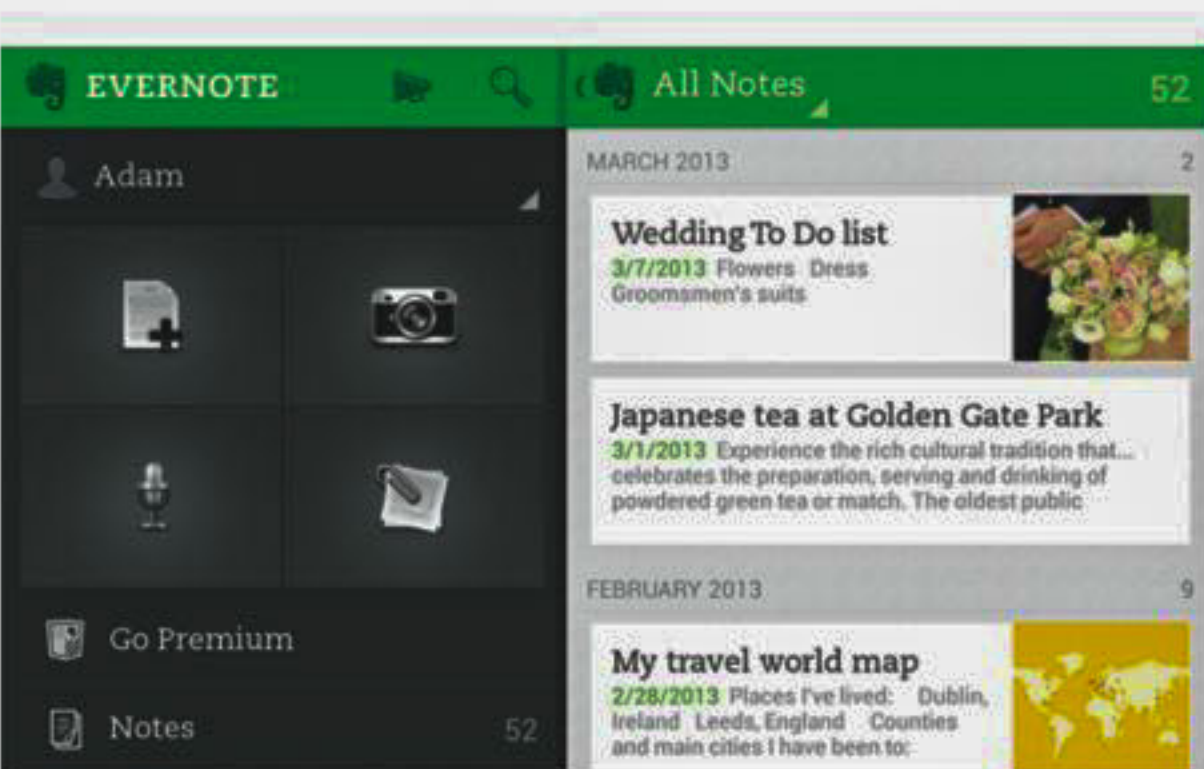
for when the time is right.

This is how Pocket works: you have one account, which various applications can plug into to save content for later. There are browser bookmarklets and extensions, but there are also lots of mobile apps like Flipboard and Pulse that feature built-in saving to Pocket. Saving an article to read later takes just a moment, and Pocket even improves the reading experience by stripping out irrelevant formatting and making the article look nicer.

Pocket isn't a revolutionary service, but it's very useful, especially if you find yourself drawn to read articles and watch videos when you're really not supposed to.

Evernote

For writers, students, and people who rely heavily on notes in their work or daily lives, Evernote is a powerful productivity tool with intelligent features. Evernote makes taking notes very easy. Launch the app, tap the plus button to create a new note and type away. Beyond the standard text notes, you can also attach photos, recordings, tags, and locations to notes. Notes are then stored in notebooks, which are collections of similar



notes. Each time you save a new or updated note, it is automatically synced to your Evernote account. Ditto notes created on your desktop or tablet or anywhere else you can run Evernote.

IFTTT

IFTTT stands for "if this, then that." It's a free app that lets you automate simple tasks in your digital life, such as "if there is an upcoming event on my Calendar, then send me an SMS with the event venue and time," or "If someone tags a photo of me on Facebook, then save a copy of that photo to Dropbox." The site shows you how to build a command using icons, and then customize them by clicking a button or two, or typing what you want. Once they're in place, you can kick back and relax because IFTTT follows through on what it promises to do. To write commands, you have to enable the apps and



services that you want IFTTT to be able to reach, such as your Facebook, Google, Twitter, Instagram, email, SMS, Dropbox, Youtube, etc. It can also pull data from weather apps and dozens of other services.

Also see: " The 101 BestIFTTTRecipes" by PCMag.

ClearFocus



ClearFocus is a time-management app, which helps you safeguard yourself against situations that make life a bit more difficult, for example, if you are trying to finish an assignment with a smartphone right beside you. It's during these times when checking the email, or 'quickly' browsing social media updates, and Googling whatever comes to mind can be the most impossible things to avoid.

Set a work time period and the number of working sessions before a break, and hit start. The big circle on your phone screen starts to count down. The app gives you the option of disabling your Internet connection until the timer stops, so avoid distractions spawning from the Internet. You can also disable notification sounds and vibrations as well as calls. Based on the Pomodoro Technique, ClearFocus lets you concentrate more easily and get things done. No more distractions, focus on what's important.