

Leveraging LinkedIn

Dr. Frederick T. Wehrle



Next
Opportunity at
Work **2020**

Envision Your Future



• Dr. Frederick T. Wehrle



• fwehrle@berkeley.edu



• Assistant Dean for Academic Design and Innovation at UC Berkeley Extension

Find all of the below

• Director of Accreditation and International Relations – Grupo Planeta, France

Find Partners

• Academic Director – Groupe IGS, France

Find Lecturers

• Associate Professor

Find Speakers

• Doctorate in Management Sciences, Paris 1 Pantheon-Sorbonne, France

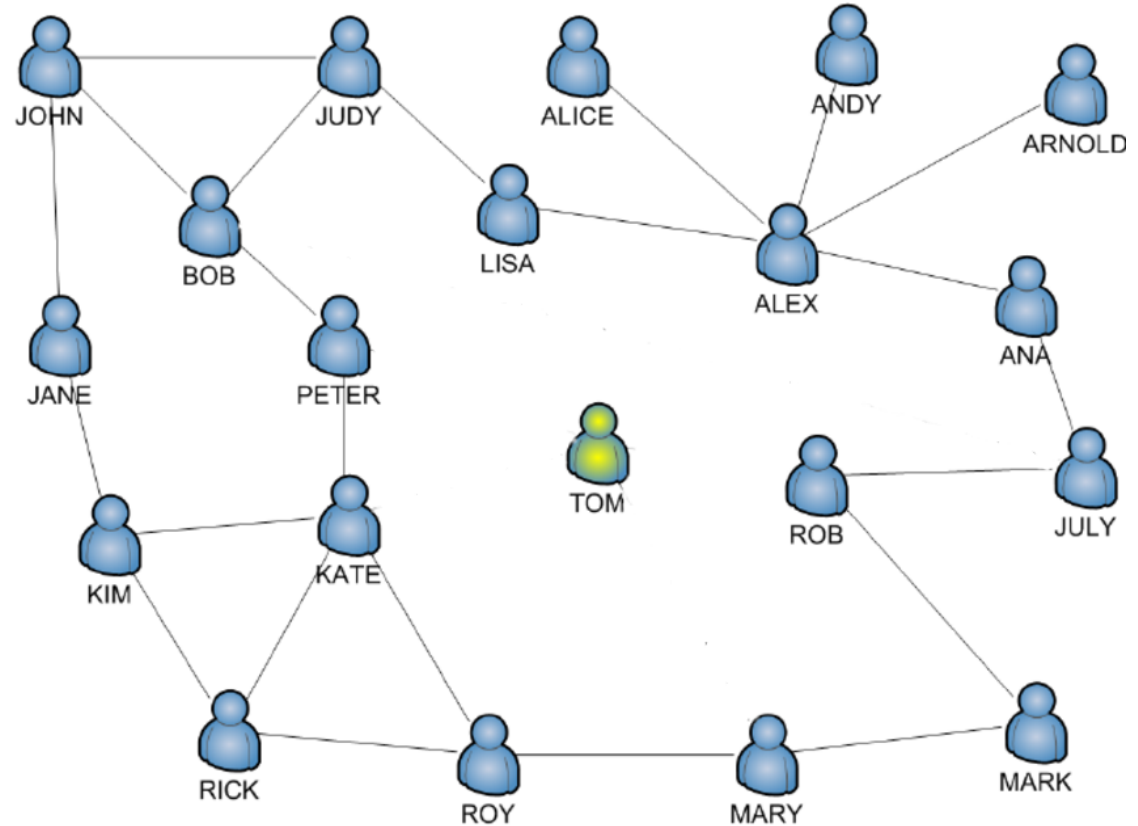
• Master in Biology, University of Freiburg, Germany

What is LinkedIn?

What is LinkedIn?

John = Dean of College A

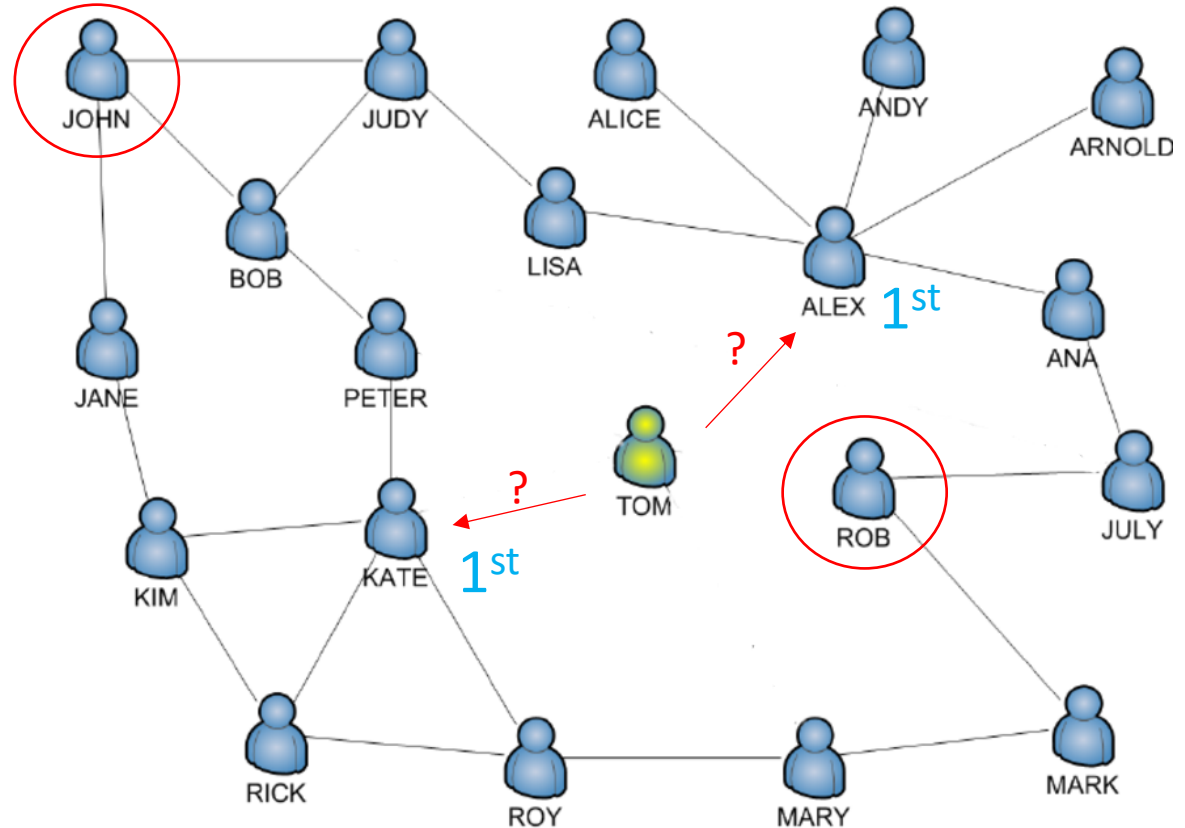
Rob = Associate Dean of
Department B



What is LinkedIn?

John = Dean of College A

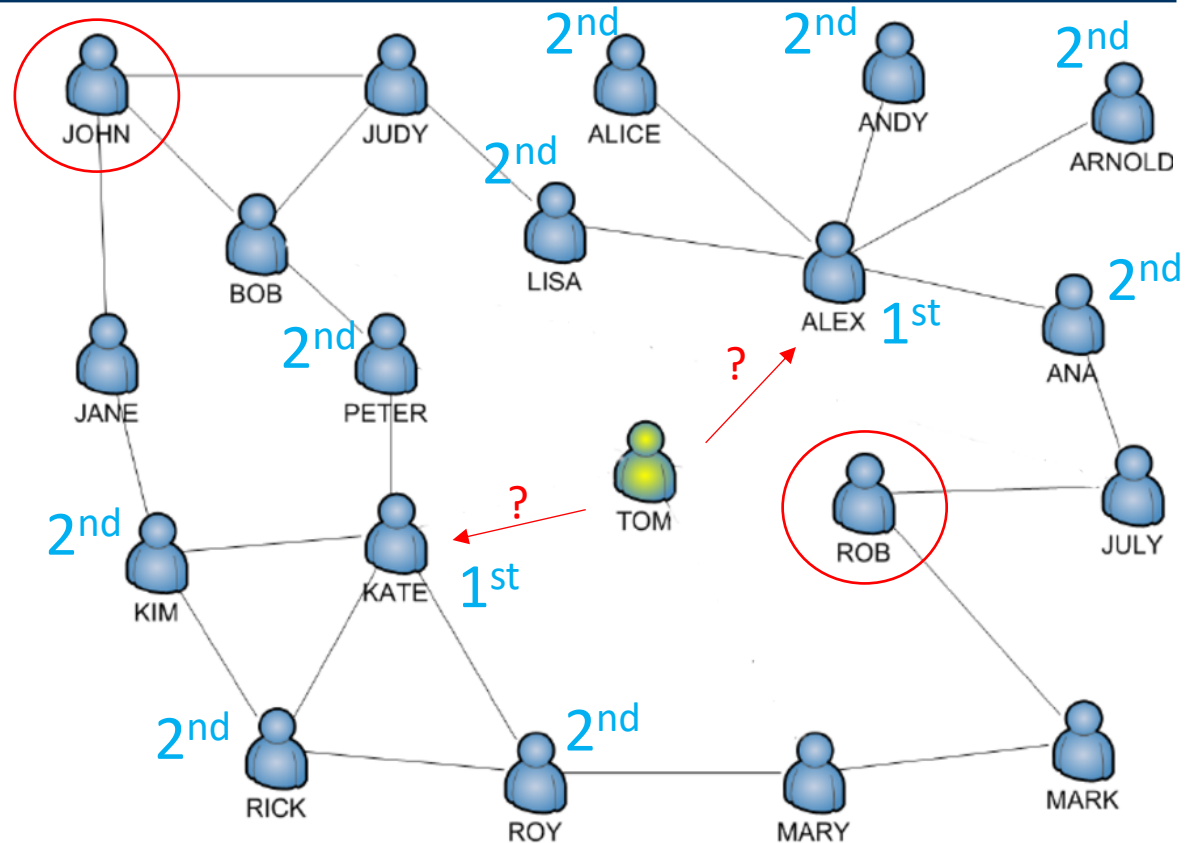
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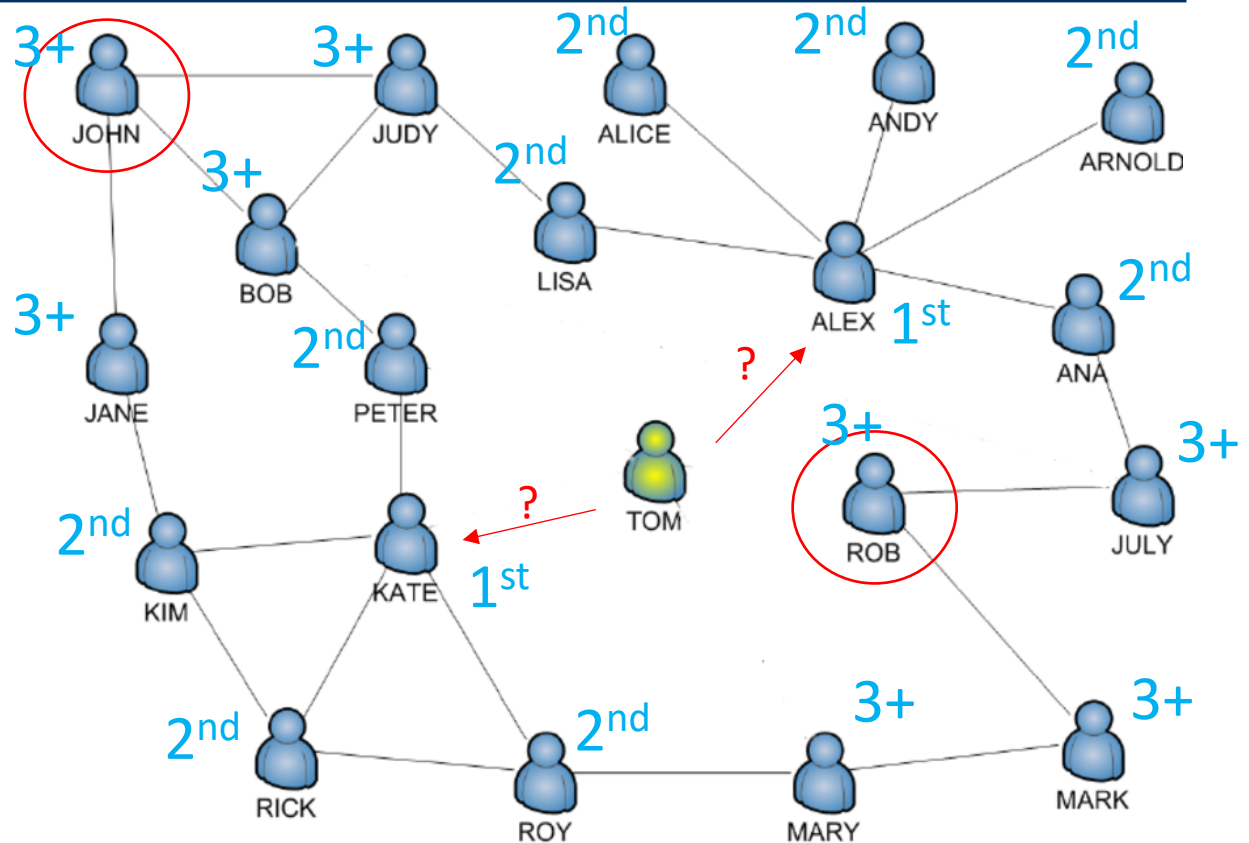
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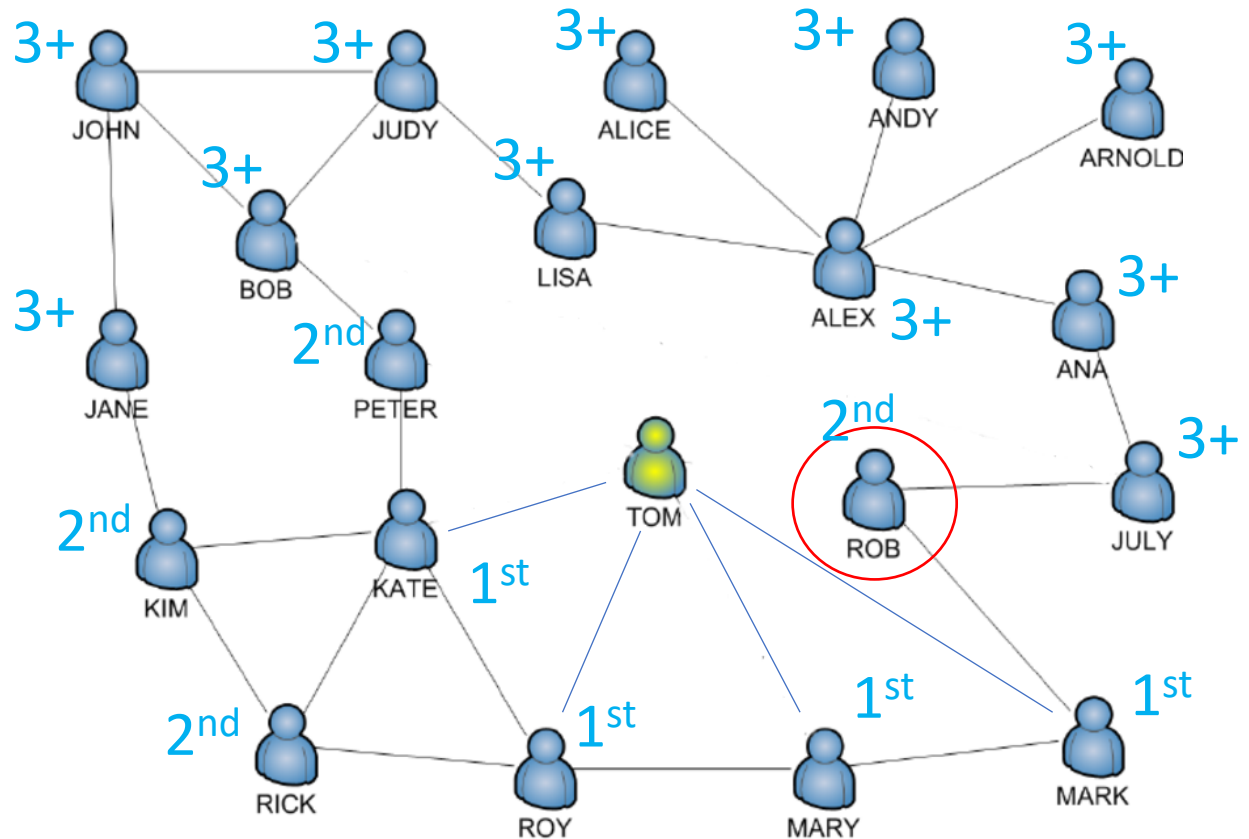
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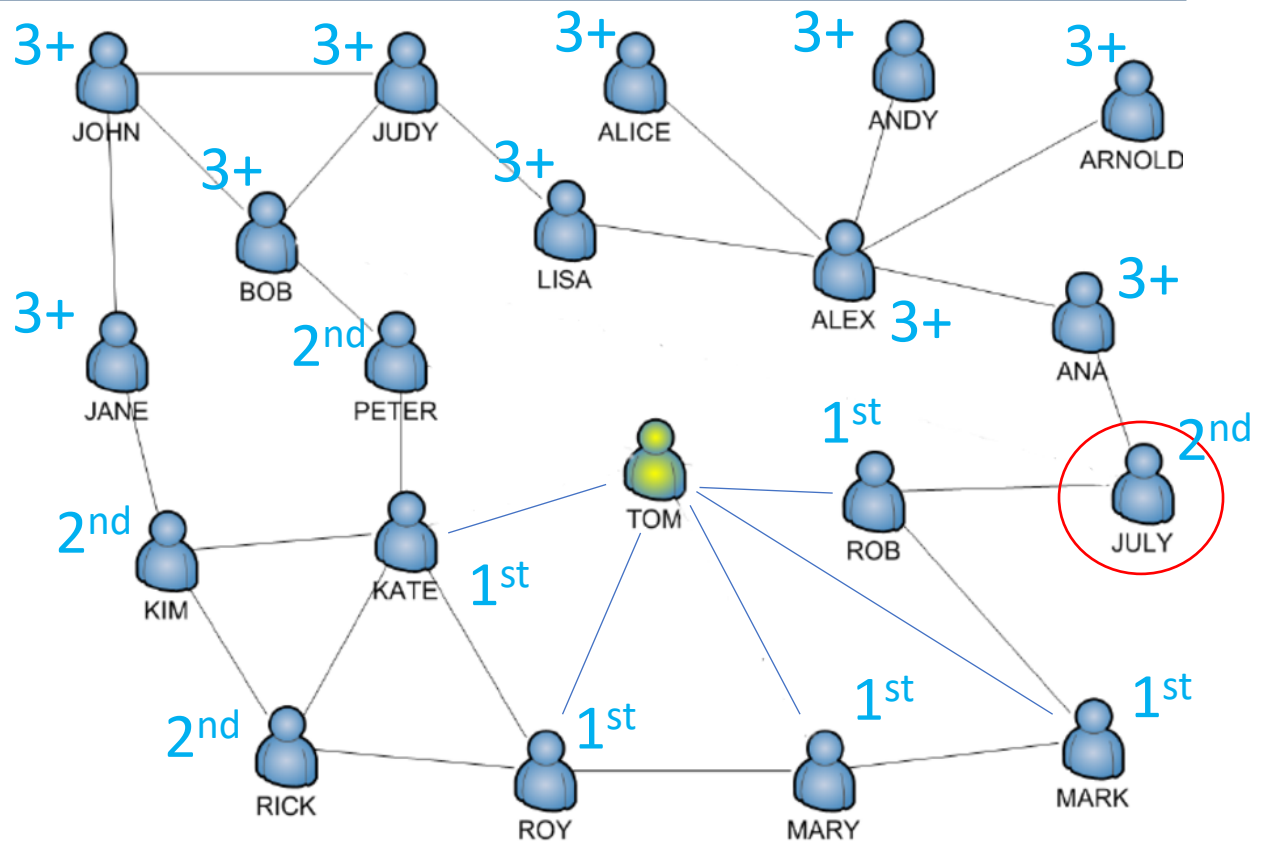
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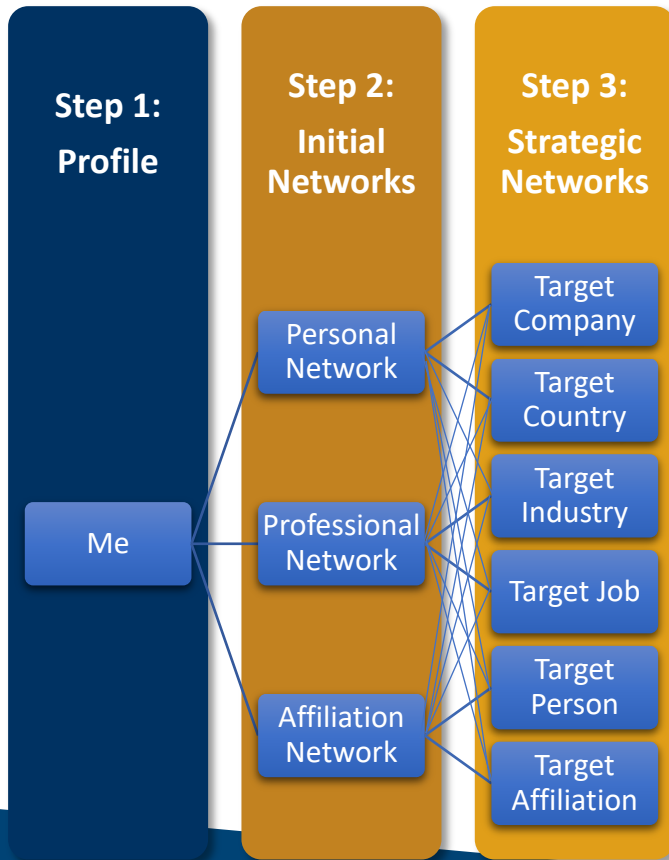
Why LinkedIn?

Rob = Associate Dean of
Department B

July = Hiring Manager for
new work group



Step 1: Build an authentic profile



Step 1: Build an authentic profile

Headshot

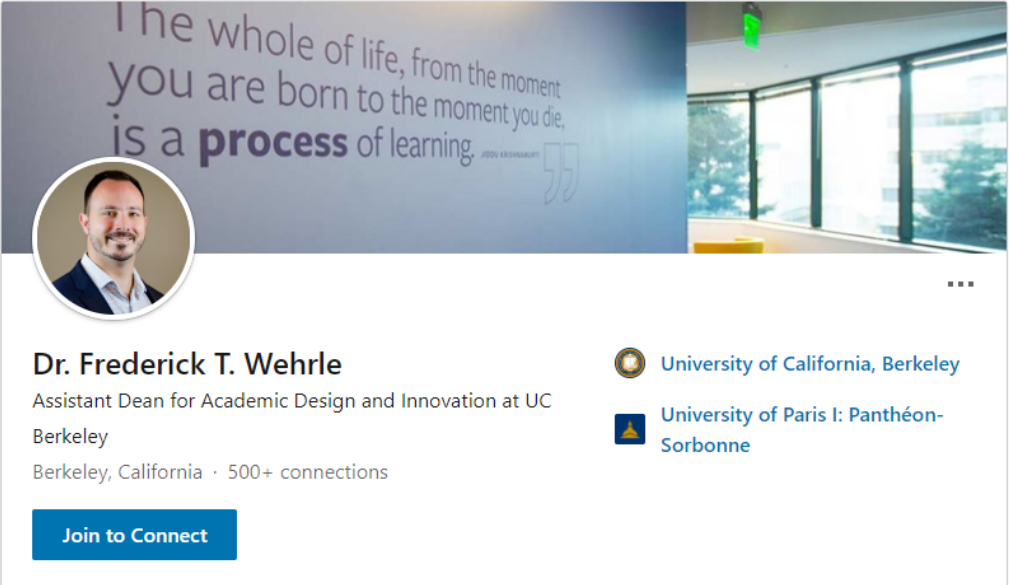
Conform to your industry.

Background picture

Illustrates your ambitions.

About section

Explains your ambitions
and what impact you
want to have through
your work.



The whole of life, from the moment you are born to the moment you die, is a **process** of learning.

Dr. Frederick T. Wehrle
Assistant Dean for Academic Design and Innovation at UC Berkeley
Berkeley, California · 500+ connections

[University of California, Berkeley](#)
[University of Paris I: Panthéon-Sorbonne](#)

[Join to Connect](#)

About

I lead the development and design of academic innovations at the Extension Department of the University of California, Berkeley. My main focus is on solving the education challenges of the upcoming 4th Industrial Revolution by designing and implementing the world's most agile and advanced continuing education programs. As an essential part of this effort, I lead on the creation of Global Study Pathways with the objective of creating a global Higher Education network. While most universities are still competing to attract leading scientists and educate in virtually all disciplines, I believe in sharing our programs and resources among other future-oriented institutions in the world to combine programs over all continents. I thrive to empower students to learn from the most qualified faculty and professionals in their field, and to immerse themselves in the best ecosystems for their profession, wherever these may be found on the globe.

Step 1: Build an authentic profile

Experience

Explain what you know
how to do today, not what
you did in the job back
then.

Illustrate your
competencies and skills
with concrete examples.

Experience



University of California, Berkeley

2 years 4 months

- **Lecturer in Marketing Strategy**
Nov 2019 – Present · 9 months
San Francisco Bay Area
I lecture Marketing Strategy – BUS ADM X415 within the UC Berkeley Global programs.
- **Assistant Dean for Academic Design and Innovation, University Extension**
Sep 2019 – Present · 11 months
San Francisco Bay Area
As Assistant Dean for Academic Design and Innovation, I led the development of innovation processes and policy to enable rapid and agile course and program design across all departments of UC Berkeley Extension.

My main focuses in this position were:
 - Leading the development and implementation of academic innovation processes.
 - Leading strategic portfolio review projects.
 - Supporting the Dean's Office in developing strategy.
 - Designing and implementing new collaboration models with academic departments and faculty across UC Berkeley.
 - Developing strategic Global Study Pathway programs with partner universities around the world.

Step 1: Build an authentic profile

Articles & activity
= Your portfolio illustrating
your competencies

Publish well researched
and well written articles.

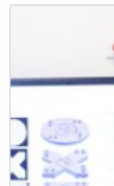
If you repost, add a
valuable contribution of
your own.

Be careful what and when
you post or like (managers,
HR and LinkedIn can see
your activity).

Articles by Dr. Frederick T.



How to build a Global Study Pathway?



Activity



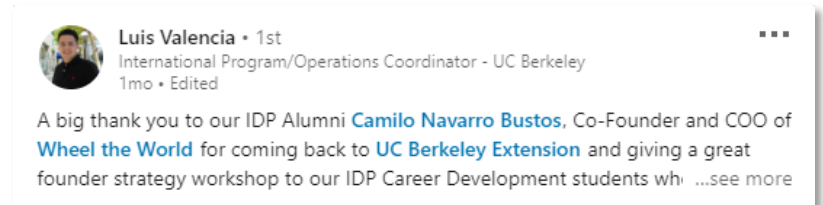
To get a job, you need experience. But to get experience, you need a job. But is a job the only way to get experience? Career Services Manager...

Liked by Dr. Frederick T. Wehrle

Step 1: Build an authentic profile

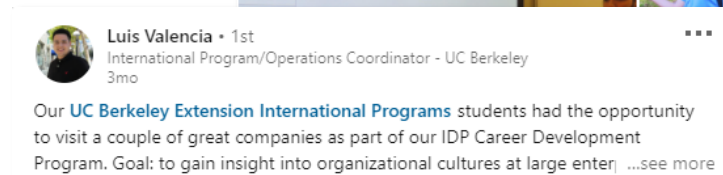
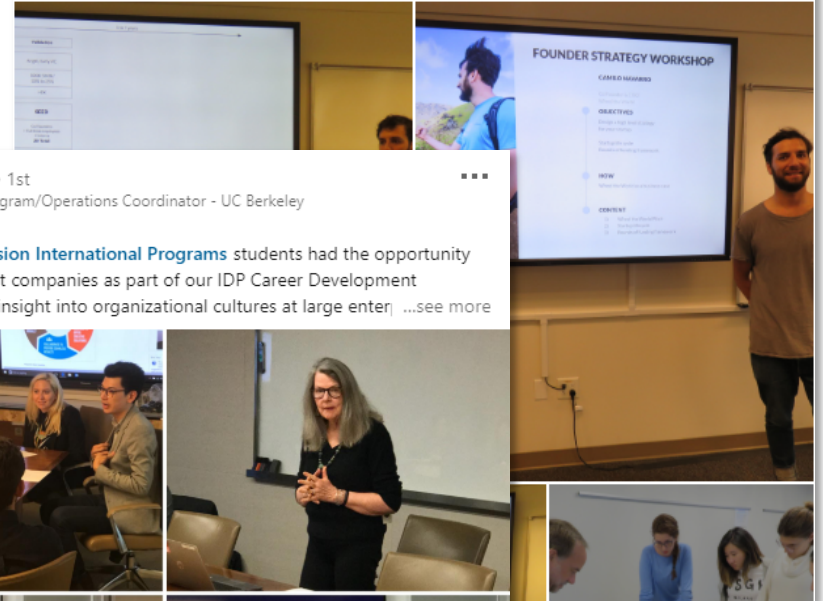
Articles & activity
= Your portfolio
illustrating your
competencies

Promote your
achievements to build
your portfolio



Luis Valencia • 1st
International Program/Operations Coordinator - UC Berkeley
1mo • Edited

A big thank you to our IDP Alumni [Camilo Navarro Bustos](#), Co-Founder and COO of [Wheel the World](#) for coming back to [UC Berkeley Extension](#) and giving a great founder strategy workshop to our IDP Career Development students whi ...see more



Luis Valencia • 1st
International Program/Operations Coordinator - UC Berkeley
3mo

Our [UC Berkeley Extension International Programs](#) students had the opportunity to visit a couple of great companies as part of our IDP Career Development Program. Goal: to gain insight into organizational cultures at large enterj ...see more



Step 1: Build an authentic profile

Interests

Follow the department you are interested in. Follow the interest groups that are most relevant in your field of interest or expertise. All members in a group are 2nd-level contacts. Groups that require application are more valuable.

Interests



Blockchain Founder Club - Develo...
4,212 members



EAIE: European Association for Inte...
9,035 members



Harvard University
1,100,940 followers



HETL International Teaching and L...
1,730 members



Harvard Business Review
7,593,481 followers



European Commission
643,841 followers

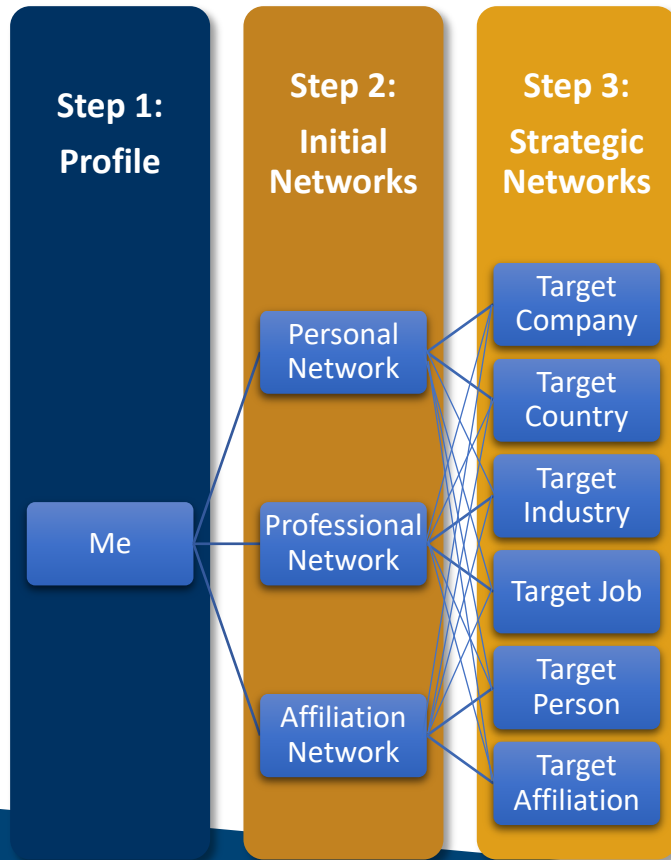
[See all](#)

Step 1: Build an authentic profile



LET'S EXPLORE!

Step 2: Create your initial network



Step 2: Create your initial network



Step 2: Create your initial network

Step 1:
Profile

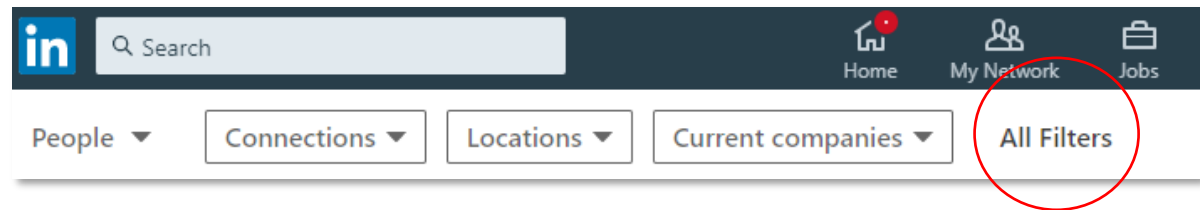
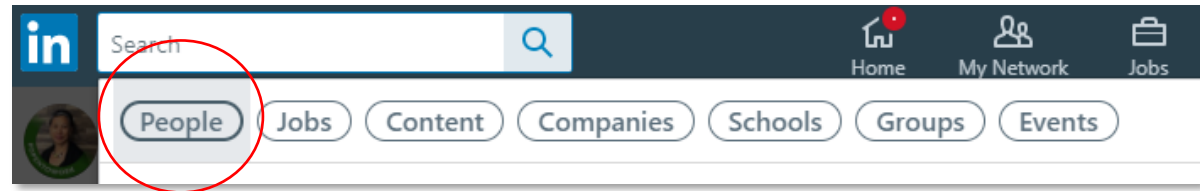
Step 2:
Initial
Networks

Me

Personal
Network

Professional
Network

Affiliation
Network



Current companies

Add a current company

- University of California, Berkeley
- Google
- LinkedIn
- Facebook
- Salesforce
- UC Berkeley Extension

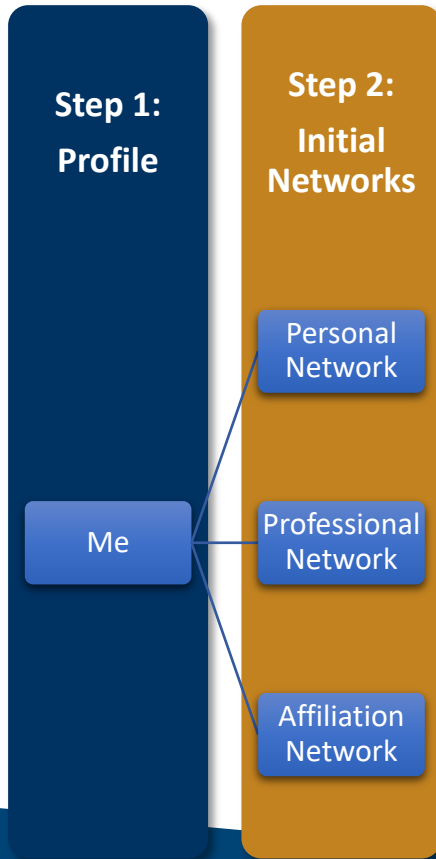
OR

Schools

Add a school

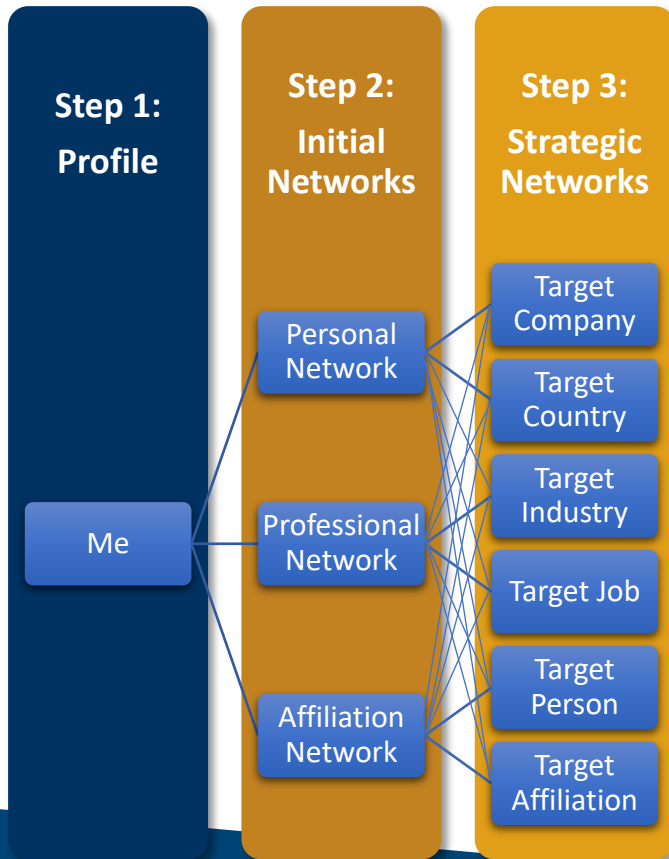
- The University of Freiburg
- University of California, Berkeley
- Stanford University
- University of California, Berkeley, Haas School of Business
- HEC Paris
- University of Paris I: Panthéon-Sorbonne

Step 2: Create your initial network

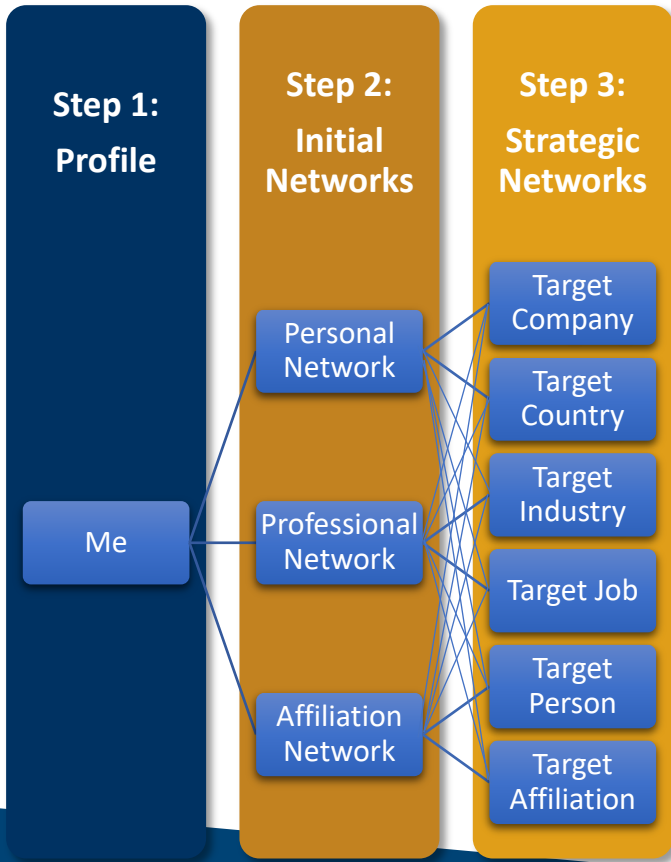


LET'S TRY IT!

Step 3: Strategically grow your Network



Step 3: Strategically grow your Network



Current companies

Add a current company

- University of California, Berkeley
- Google
- LinkedIn
- Facebook
- Salesforce

AND

Schools

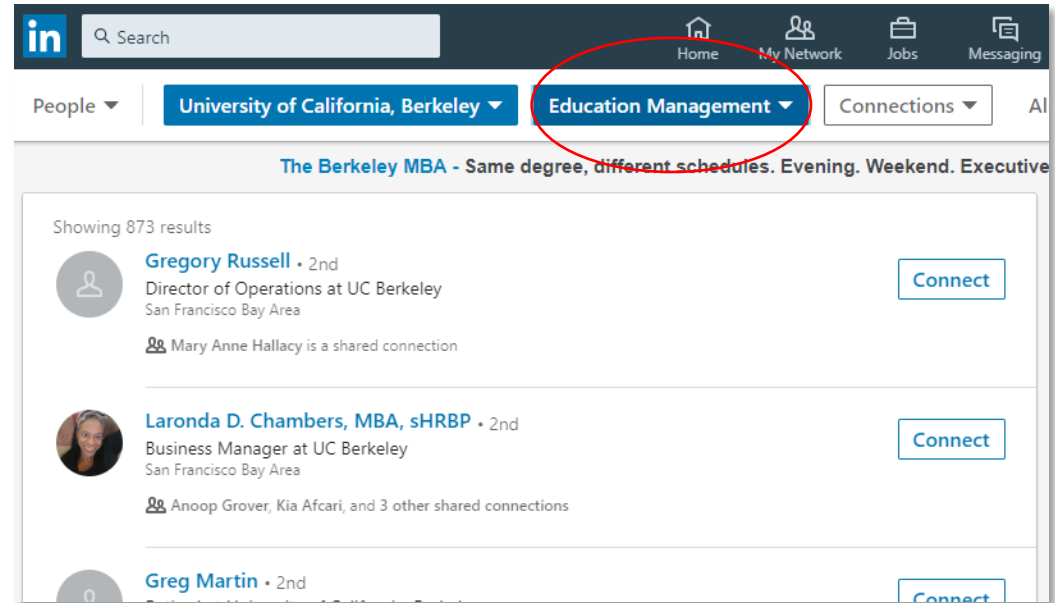
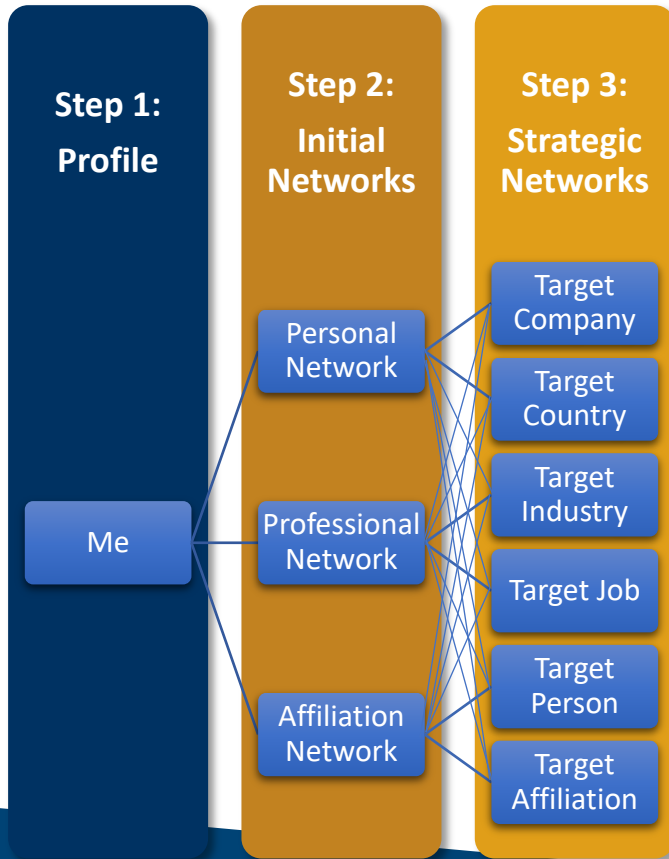
Add a school

- The University of Freiburg
- University of California, Berkeley
- Stanford University
- University of California, Berkeley, Haas School of Business

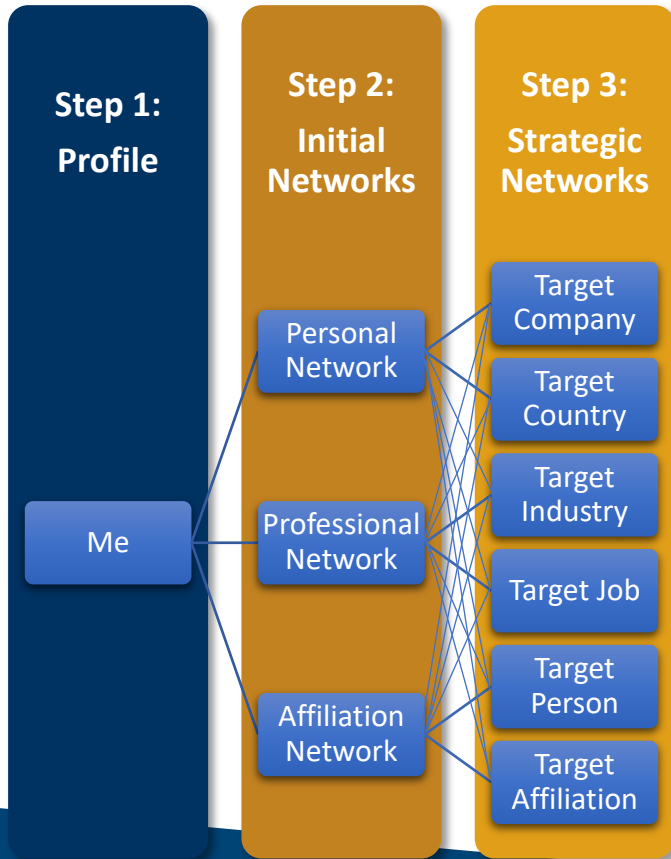
Showing 11 results

- Martin R. Lichtenthaler** • 2nd
 Visiting Scholar at University of California, Berkeley
 San Francisco Bay Area
 Brigitte Iarrusso, MPA (she) International Speaker is a shared connection
[Connect](#)
- Claire Tourmen** • 2nd
 Lecturer in French at UC Berkeley Associate researcher to AgroSup Dijon
 San Francisco Bay Area
 Jean-Michel Boucheix is a shared connection
[Connect](#)
- Lilith Acadia** • 2nd
 Assistant Professor of Intellectual Property at University of Michigan
 Ann Arbor, Michigan
[Connect](#)

Step 3: Strategically grow your Network



Step 3: Strategically grow your Network



in Search

Home My Network Jobs Messaging

People Keywords University of California, Berkeley Education Management 2nd

The Berkeley MBA - The same faculty, culture and MBA degree on a schedule that fit

Showing 12 results

- Laronda D. Chambers, MBA, sHRBP • 2nd
Business Manager at UC Berkeley
San Francisco Bay Area
Anoop Grover, Kia Afcar, and 3 other shared connections
Connect
- Kendall Moalem • 2nd
Knowledge Manager at UC Berkeley
San Francisco Bay Area
Sigrid Mueller, Kia Afcar, and 3 other shared connections
- Rhiannon Lewis • 2nd

First name

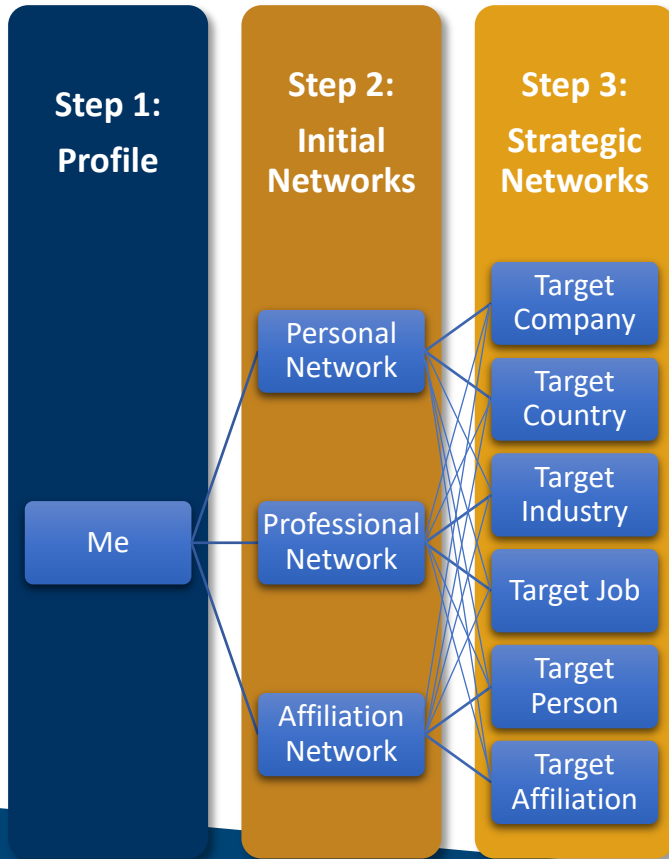
Last name

Title
manager

Company

School

Step 3: Strategically grow your Network



LET'S TRY IT!

Thank you! Questions?

