



HOW CULTURE CAN IMPACT WRITING LINKEDIN PROFILES

Nii Ato Bentsi-Enchill, MA, EdM

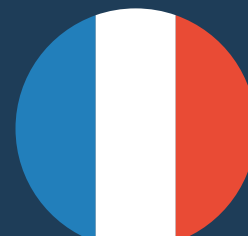


AVENIR CAREERS
DOING GOOD FOR YOUR CAREER & YOUR LIFE

Nii Ato Bentsi-Enchill, MA, EdM

Founder | AvenirCareers.com

- Sr. Content Manager | IvyExec.com
 - Sr. Career Advisor | IvyExec.com
 - Manager of Cooperative Education | [TCI](https://TCI.com)
 - Career Counseling Intern | [Baruch College](https://BaruchCollege.edu)
 - Associate Recruiter | [Isaacson, Miller](https://IsaacsonMiller.com)
 - HR Analyst | [Merrill Lynch](https://MerrillLynch.com)
-
- MA + EdM | [Teachers College, Columbia U.](https://TeachersCollegeColumbiaU.edu)
 - BA | [Hamilton College](https://HamiltonCollege.edu)
-
- Husband | Father | Frustrated Arsenal Fan
 - Born | Raised | Lived 1yr | Roots



What We'll Cover

A brief outline

American Job Search Context
Showing Up Differently
Cultural Conflict + Impact
How This Plays Out on LinkedIn
Supporting + Reframing for Clients



Rules of Job Searching in the American Context

What you should do
How you should be

CITE YOUR ACHIEVEMENTS

Lead with personal results

ENGAGE IN SELF-PROMOTION

You are your #1 cheerleader

DISTINGUISH YOURSELF

Stand out as clearly as possible

DISPLAY CONFIDENCE

Be bold or go home

BE DIRECT

Make everything explicit



How Other Cultures Show Up Differently

What you should do
How you should be

ESCHEW ACHIEVEMENTS

Deflect personal praise & credit

AVOID SELF-PRAISE

Praise comes via proxy

BLEND IN

Prioritize the group's identity

DISPLAY HUMILITY

Humility is seen as a social virtue

BE INDIRECT

Communication is more implicit/
deferential



Cultural Conflict



CITE YOUR ACHIEVEMENTS

ENGAGE IN SELF-PROMOTION

DISTINGUISH YOURSELF

DISPLAY CONFIDENCE

BE DIRECT

ESCHEW ACHIEVEMENTS

PROMOTION BY PROXY

BLEND IN

DISPLAY HUMILITY

BE INDIRECT



HOW THIS CAN PLAY OUT ON LINKEDIN

HEADLINE

Concerns about perceptions of bravado, false claims, or guarantees

ABOUT+EXPERIENCE

Storytelling might focus on responsibilities, the employer, & high-level generalities

RECOMMENDATIONS

May hesitate to request from colleagues and/or supervisors

ACCOMPLISHMENTS

May avoid or resist fleshing out with accolades, major projects, etc.



HOW TO SUPPORT YOUR CLIENTS & REFRAME

1

You're playing by the rules of the game

2

It was your hard work

3

Your achievements are facts

4

You helped others



Thank You! + Questions?

I'd love to hear your thoughts...

WEBSITE

AvenirCareers.com

EMAIL

niiato@avenircareers.com



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