

CONGRATULATIONS on your graduation and thank you for participating in the TechLX program!

You are now a TechLX Leadership Ambassador, representing your personal brand, your company, and the TechLX program to the world!

Through sharing your personal leadership story and investing in other IT professionals you are contributing to building up the next generation of IT leaders.



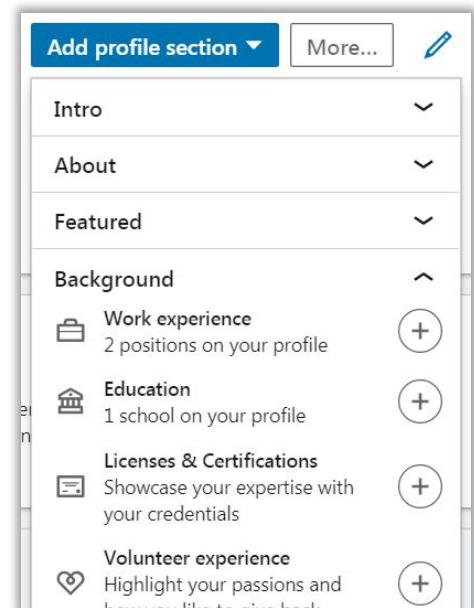
For your organization, you are an ambassador both internally and externally, retaining and attracting the best talent through your influence, bringing value to the conversation, and setting an example of personal leadership for up-and-coming leaders.

Dedication to developing your leadership skills is crucial to continued success and influence. Be always seeking areas in which to improve, ways to be a better leader, opportunities to build your personal talent and leadership brand. We hope that you will go on sharing your story and building relationships with others in the cohort, your colleagues at work, and with your mentor long into the future.

To show your support for IT leadership development and to spark others to take up the work, consider displaying your TechLX achievements on your LinkedIn profile. This small act will showcase the benefits for your followers and coworkers, encouraging them to step up and seek out opportunities to focus on their leadership and career journey.


Instructions for adding your leadership achievement to your LinkedIn profile:

- Log in to LinkedIn and navigate to your profile page
- Click on the large blue “**Add profile section**” button directly below your cover photo
- Select the “**Background**” option from the list and then click on “**Licenses & Certifications**”
- A pop-up will appear on your screen with the fields to be filled out
- Input the following information:
 - **Name:** Graduate of the Technology Leadership Experience Program (The TechLX)
 - **Issuing Organization:** Ouellette & Associates Consulting, Inc.
 - **Issue Date:** <month, year> (Also select “This credential does not expire”)
 - **Credential ID:** <City>, Cohort <#>
 - **Credential URL:**
www.thetechlx.com
- Click “**Save**” at the bottom of the pop-up and celebrate how your contribution and support is developing our future IT leaders!

A screenshot of the 'Add licenses & certifications' form. The form has fields for 'Name *' (with an example: 'Ex: Cisco Certified Network Associate Security (CCNA)'), 'Issuing Organization *' (with an example: 'Ex: Cisco'), a checkbox for 'This credential does not expire', 'Issue Date' (Month), and 'Expiration Date' (Month). At the bottom, there is a note: 'We no longer share changes to licenses & certifications with your network. Learn what's shared'. There are two buttons at the bottom: 'Save and add another' and 'Save'.

Example:

Licenses & Certifications



Graduate of the Technology Leadership Experience Program (The TechLX)
Ouellette & Associates Consulting, Inc.
Issued Apr 2020 · No Expiration Date
Credential ID St. Louis, Cohort III
[See credential](#)

Personal branding isn't just for rock stars and CEOs – it's for TechLX graduates too!

We know how social media has profoundly changed every industry and we know for a fact that personal branding and your online social presence has never been more important than now in this 'digital' age.

As you learned in the Marketing workshop, your personal profile not only shines the spotlight on your talents and expertise, it also showcases your organization and company culture to prospective employees, clients, and customers.

As **LinkedIn** is an essential part of every IT leader's toolkit, here a few suggestions as to where you can establishing a personal brand that sets you apart:

- Edit your profile intro and add to your **Headline: Graduate of The TechLX: Leadership Development in a Digital Age, 2020**
- Edit your profile intro and add commentary (examples below):
 - The TechLX is a Top 10 IT leadership development program for high-potential IT leaders with a desire to take on senior leadership roles in the near future. The program teaches essential leadership skills, creates a 'giving back' mindset through continued mentoring, and builds a strong IT leadership community.
 - Through interactive workshops, 1:1 mentoring with a CXO, and peer-to-peer learning in the TechLX, I've developed the critical skills needed to succeed in today's rapidly changing digital world.
 - Graduate of TechLX, a comprehensive program for building strong IT leaders.
- LinkedIn **Interests** is another means of enhancing your credibility and for generating new connections. In the section called **Interests**, follow **Companies** and **Groups**. Even follow competitors. Reach out to all TechLX participants and graduates and add them to your LinkedIn contacts. Take a narrow approach with following **Groups**. Be selective, don't choose too many, and begin to build influence by starting a discussion or weighing in on a discussion.
- Share **Articles** of leadership. Identify leaders you like both within IT and outside of it, follow them and share articles or videos that you find especially valuable.