

# Why Story matters!



**Interreg**  
Estonia-Latvia  
European Regional Development Fund



EUROPEAN UNION

Indrek Põldvee

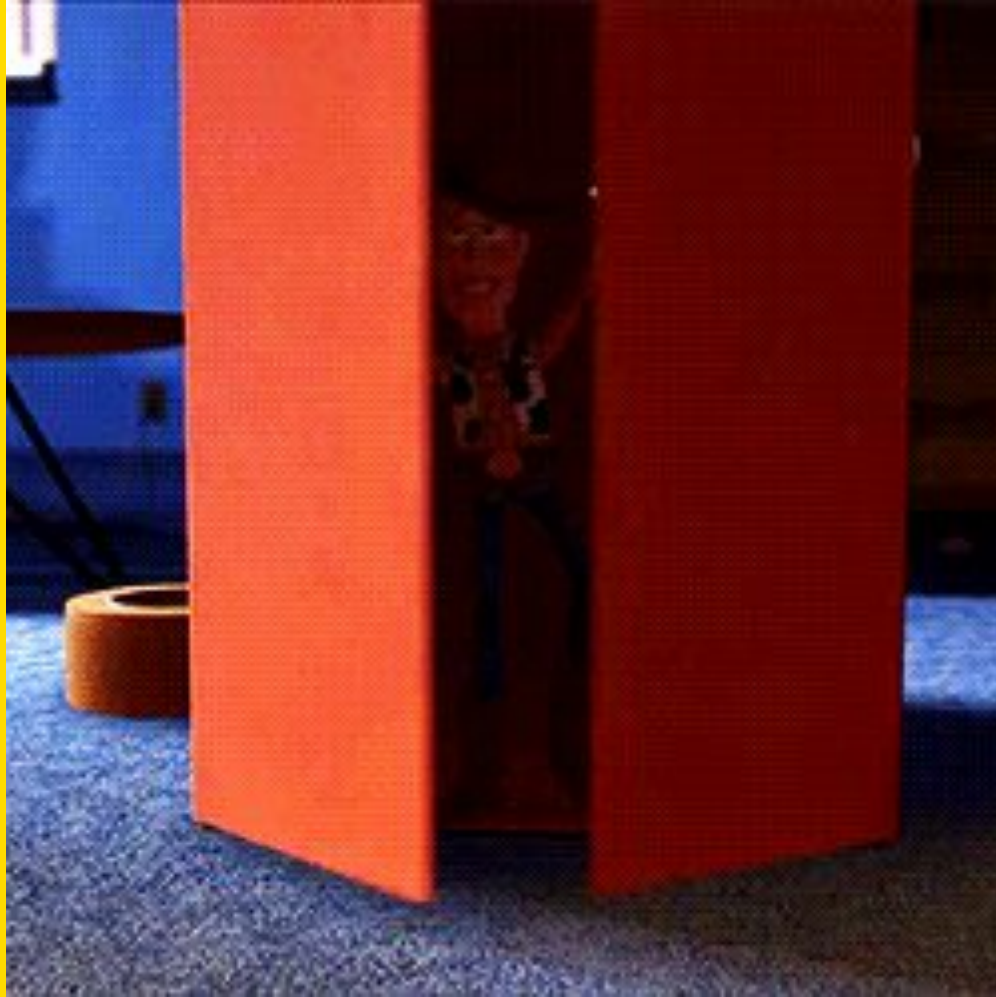
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## Background

- 4 years worked in Sorry as a Service
  - Part of Techstars alumni
- Made over 70 interviews with entrepreneurial people in Estonia over 100 hours. Most popular podcast about Entrepreneurship in Estonia over 100 000 unique downloads
  - Published a gratitude journal “[Minu lugu](#)”
  - Writing a book about assumptions

Why telling a story?



## B2B story begins in LinkedIn!




- **You can tell the story how to give value to others**
- **You can build your brand**
- **You can research companies and its employees**
- **Network, network, network!**
- **You can reach decision makers without gate keepers**

# Why LinkedIn?

- 61 million LinkedIn users are senior level influencers and 40 million are in decision-making positions
- There are 87 million Millennials on LinkedIn with 11 million in decision-making positions.
- LinkedIn is the [#1 channel B2B marketers](#) use to distribute content at 94%.
- Of 500 million users, just 3 million users share content weekly.
- 91% of marketing executives list LinkedIn as the top place to find quality content.
- About 45% of LinkedIn article readers are in upper-level positions (managers, VPs, Directors, C-level).
- Only 1 million users have published an article on LinkedIn.
- 80% of B2B leads come from LinkedIn vs. 13% on Twitter & 7% on Facebook.
- 41% of millionaires use LinkedIn.
- An average user spends 17 minutes monthly on LinkedIn.
- LinkedIn profiles with professional headshots get [14 times more profile views](#).
- [79% of B2B marketers](#) see LinkedIn as an effective source of lead generation.
- LinkedIn SlideShare now has 70 million monthly active users.
- Over 200 million active users monthly



**Ivi Veske** • 2nd  
Purchasing Manager  
Sweden

 MRM Mining AB  
 See contact info  
 32 connections

Accept

Ignore

More...

## Highlights



### 4 Mutual Connections

You and Ivi both know Elena Kuslap, Liisi Kütner, and 2 others

## Experience







### Purchasing Manager

MRM Mining AB

Oct 2017 – Present · 1 yr 7 mos  
Sweden



**Victor Simionov** • 2nd  
CEO at VS Capital Holdings  
Estonia

 VS Capital Holdings  
 Tallinn University  
 See contact info  
 51 connections

Accept

Ignore

More...

a Well experienced manager who excels in leading complex projects from start to finish. I am data driven and people oriented.

## Highlights



### 9 Mutual Connections

You and Victor both know Tiit Anmann, Silver Kalmus, and 7 others

## Experience



CEO



**Michael Rhodes** • 1st

Angel Investment | Social Entrepreneurship \*Organizational Development Consultant\*

Estonia

[Message](#)

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Home BOTeez



Estonian Business School



See contact info



500+ connections

Passionate about continuous improvement, I'm driven to make things better; consistently going beyond my mandate to deliver maximum impact for organizations.

A member of Australian Army since school, I became a Combat Engineer, Special Operations Soldier, then an Officer; progressing quickly through Australia's most dynamic organisation with drive, leadership, and a commitment to excellence.

Today, I combine the rigor and discipline I learned in the military with a contagious enthusiasm for developing businesses. The type of person to see potential everywhere, I've gained a broad base of knowledge and skill in my career; delivering significant positive change as both a HR Generalist and in Operations Management roles. Offering strong business partnering skills and over a decade of leadership and management experience, my key point of difference is my ability to align Organisational Development initiatives with business processes. Put simply, I turn strategic plans into operational activities.

## Basic LinkedIn profile tips

- Have a background picture (takes about 1-3 minutes)
- Have a professional headshot (about 15-30 minutes)
- Show what you do and what values you can offer (about 20-40min)
- Have a minimum 4-5 sentence summary, what you have done. Better a list of achievements or things you have done. Don't write an essay. Have your contacts there (1-2 hours)
- Write more about your work experience, achievements bullet points. (1-2 hours)





Know your audience!!



- Big Change (why we need this)
- Winners / Losers ( show how your customers win, make them the heros)
- Why now (if this does not happen what we miss out)
  - Promise land (show what is possible)
    - Evidence (does it really work)
  - Have an enemy (who are you fighting against)
    - Power of 3 (3 reasons why)

I constructive appreciate feedback.

Focus on 1 thing and do it. Let me know how it worked out.

If you want to work with me, just reach out.

