



PREPARE CAREER-READY GRADUATES BEFORE THEY GRADUATE

JENNIFER
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Award-winning
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Speaker



LinkedIn Career Readiness Programmes

FOR:

- ✓ Universities
- ✓ Careers & Employability Teams
- ✓ Business Schools
- ✓ Graduate & MBA Programmes

Build Confidence • Grow Professional Networks • Increase Employer Visibility

A DEGREE OPENS THE DOOR.

A PROFESSIONAL NETWORK OPENS OPPORTUNITIES.

Why LinkedIn Career Readiness Matters

Today's students are entering one of the most competitive graduate markets we've ever seen.

Employers increasingly expect graduates to demonstrate:

- Professional confidence
- Networking skills
- Personal brand
- Digital presence
- Relationship-building

Yet many students graduate without the confidence to build professional relationships, engage with employers or establish a credible professional presence online.

My programmes bridge that gap.

1 Billion+

LinkedIn members in over
200 countries *(LinkedIn)*

79%

of Job seekers use
LinkedIn *(Glassdoor)*

69%

UK users aged 18-34
(Hootsuite)

8x

Employee posts
outperform company
pages
(Social Media Today)

Gen Z

is LinkedIn's Fastest
growing demographic
(Search Engine Journal)

CAREER READINESS TODAY MEANS BEING LINKEDIN READY.

The Hidden Employability Gap

What happens when students don't receive LinkedIn Career Readiness training?

They may graduate with excellent academic knowledge but still struggle to:

- ✗ Build a professional network.
- ✗ Approach employers with confidence.
- ✗ Reach out to alumni.
- ✗ Understand how recruiters search LinkedIn.
- ✗ Showcase placements, volunteering and transferable skills.
- ✗ Develop a professional digital presence.
- ✗ Build confidence engaging with industry.

The Opportunity

Universities that embed LinkedIn Career Readiness into their employability provision can help students:

Students leave able to:

- | | |
|-------------------------------------|-----------------------------------|
| ✓ create an employer-ready profile | ✓ build meaningful relationships |
| ✓ understand recruiter searches | ✓ understand networking etiquette |
| ✓ confidently connect with alumni | ✓ know what to post |
| ✓ approach employers professionally | ✓ develop professional confidence |

Introducing the LinkedIn Career Readiness Programme



SESSION 1

Professional Profile

Create an employer-ready profile that makes a strong first impression.



SESSION 2

Professional Positioning

Learn how recruiters search and position yourself professionally.



SESSION 3

Networking Confidence

Develop the confidence to connect with alumni, employers and industry professionals.



SESSION 4

Professional Visibility

Build credibility through meaningful engagement and content.

Why Choose a Programme Instead of a Workshop?

WORKSHOP

- ✓ Awareness
- ✓ One session
- ✓ Inspiration
- ✓ Knowledge
- ✓ Information

PROGRAMME

- ✓ Lasting behaviour change
- ✓ Ongoing development
- ✓ Implementation
- ✓ Confidence
- ✓ Career readiness



Available as:

- ✓ one workshop
- ✓ four-part programme
- ✓ bespoke series

Tailored For Different Audiences

- ✓ Universities
- ✓ Business Schools
- ✓ MBA Programmes
- ✓ Apprenticeships
- ✓ Graduate Schemes
- ✓ Students' Unions
- ✓ Academic Staff
- ✓ Leadership Teams
- ✓ Professional Services
- ✓ Corporate Teams
- ✓ Alumni

EVERY PROGRAMME IS TAILORED.
NO TWO UNIVERSITIES ARE THE SAME.



LINKEDIN ISN'T JUST A RECRUITMENT PLATFORM.

It's where students develop confidence, build relationships and create career opportunities long before graduation.



Why Universities Choose Jennifer

JENNIFER CORCORAN

Award-Winning LinkedIn Trainer, Speaker & Founder of My Super Connector

Since 2017, I've supported 700+ professionals and partnered with universities, business schools and organisations across the UK to help people strengthen their professional visibility, build meaningful relationships and create career opportunities through LinkedIn.

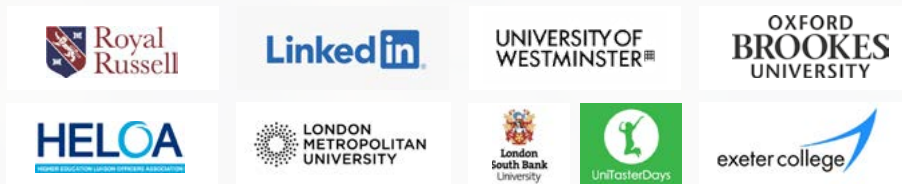
Today, my focus is delivering LinkedIn Career Readiness Programmes that equip students, graduates and professional teams with practical skills they'll use throughout their careers - not just when applying for their first job.

I've had the privilege of working with organisations including University of Exeter Business School, London Metropolitan University, London South Bank University, Oxford Brookes University, BT Skills for Tomorrow, Amazon Accelerator, Hiscox Insurance, Pitman Training, HELOA and UniTasterDays.

I don't just teach people how to use LinkedIn. I help them build the confidence to create meaningful professional relationships that can shape their careers.

Previous Clients

Trusted by universities, business schools and organisations including:



What Universities & Organisations Say

 University of Exeter Business School	CHALLENGE: Students needed networking confidence. SOLUTION: Tailored LinkedIn workshops. OUTCOME: “Students left buzzing...”
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“Jen provided us with several sessions at the University of Exeter Business School on the topics of networking, personal branding and how to create career opportunities. Jen’s sparkle, expertise and infectious enthusiasm came through - even via ZOOM!!! Not only did the students leave buzzing with new action plans and enthusiasm for how they could make their profiles work harder for them, the team working on this project left fired up with lots of fantastic new tips and ideas” - **Claire Dinan, University of Exeter Business School**

	CHALLENGE: Employees wanted a better online presence. SOLUTION: Tailored LinkedIn workshops. OUTCOME: “Employees found the sessions extremely valuable”
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Jennifer ran several LinkedIn workshops for the Hiscox Re & ILS business unit and was fantastic to work with. She is an excellent communicator and was happy to tailor her workshops to meet the needs of our team. We received glowing feedback with employees commenting that they found the sessions extremely valuable and they loved Jennifer’s energy and enthusiasm. - **Laura Pemberton, Hiscox**

Five Questions Every Careers & Employability Team Should Ask

Before students graduate, ask yourself:

- 1 Are our students confident using LinkedIn professionally?
Do they know how to connect with alumni and employers?
- 2 Would they feel comfortable starting a professional conversation online?
- 3 Do they understand how recruiters search for graduate talent?
- 4 Are we giving them the skills they'll continue to use throughout their careers?

The goal isn't simply to help students create a LinkedIn profile. It's to help them graduate with the confidence to use it.





Let's Talk

Whether you're looking for a one-off LinkedIn workshop or a bespoke Career Readiness Programme, I'd love to explore how we could support your students, alumni or teams.

Let's Design the Right Career Readiness Programme for Your Students

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 Connect with me on LinkedIn

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MY SuperConnector™
