**Client Testimonials**

I produce brand videos for businesses with a focus on authentic and emotive storytelling. I also have an online course, teaching business owners how to make their own content with their smartphones.

I knew LinkedIn was a great place for B2B connections, but I wasn’t leveraging it very well at all. It was all a bit of a mystery to me and I didn’t know where to start.

It’s been amazing doing Kate’s LinkedIn profile optimisation workshop as it’s given me a really solid framework of what I need to be doing to be found on LinkedIn. I can join the workshop from the comfort of my own office on Zoom, and it’s completed over 3 weeks so I can easily fit it into my schedule. I highly recommending working with Kate, she makes LinkedIn easy and fun – I’m very inspired now!

**Michelle Sokolich, Show and Tell**

I am an investment specialist in the Investment team at Auckland Tourism, Events and Economic Development. We help international investors find businesses and investable opportunities in Auckland.

We were looking to upskill our team in the use of LinkedIn as a communication channel with our existing international clients and as a lead generation tool to find new ones. Some of our team were skeptical of the capability of LinkedIn as a communication channel and saw it simply as a self-promotion tool for job seekers and prospective employers.

We were all surprised at the level of detail that can be displayed on your LinkedIn profile and the functionality the platform offers. Doing the workshop via Zoom actually worked incredibly well – it was great for team collaboration and displaying content ideas in LinkedIn itself as we worked through the worksheets.

Since working with Kate each of our team members have improved the quality and quantity of content on their LinkedIn profiles, aligned that content much more to their current roles in the investment team and started to think about how to actively grow their LInkedIN network in the direction of future potential investors and their advisers.

It was fun to work with Kate because of the energy and drive she brings to these workshops, the enthusiasm she has for the work that we do for Auckland and international investors and the knowledge and skills that she brings to our work as she guides us to use LinkedIn as a key tool for our international work especially now in the era of COVID19.

I would highly recommend Kate and her workshops - she brings energy, knowledge, skills and interest in your business and uses those attributes to advise you how you can best use LinkedIn as a channel and tool to increase your business success.

**Suzanne McKinnon, Investment Specialist - Auckland Tourism, Events and Economic Development**

I am a Qualified Bookkeeper who has recently started my own Bookkeeping & Admin Business. New to the business world, I lacked confidence on social media and decided to do a LinkedIn Profile Optimisation Online Workshop with Kate Nankivell.

What a great course it is! Kate has shown me so much in a short space of time. I have the confidence now to feel quite proud of my profile. I feel 100 times better! The course its lots of fun and very interactive and can be done in the privacy of your own home if you wish.

I highly recommend you go try out Kate's course. You will be amazed how much more there is to know about LinkedIn.

**Noeline Murphy, The Bookie – Bookkeeping & Administration**

I'm a leadership coach, trainer, facilitator and speaker and I work with organisations, leaders and their teams to shift the dial on leadership effectiveness. Establishing my own Practice after spending my career as an executive leader at Fisher & Paykel Healthcare, required that I revise the way I presented myself on LinkedIn.

I was a little concerned initially at how this would work and wondered if I would see the value in going through a profile optimisation project. After chatting with Kate for a short while, I quickly ascertained that I was talking to someone who not only new their stuff but was going to be able to explain it all to me in a way that made sense.

Kate provided me with a clear roadmap of what I needed to do, and we have worked collaboratively to ensure I remained congruent in representing myself in line with the values I hold and the overall purpose of my Practice. Kate's sessions are always fun, entertaining and results focused.

I would have no hesitation in recommending Kate for anyone who is looking to optimise their profile or develop an effective communication strategy for LinkedIn. Kate has been recognized for the last couple of years as one of New Zealand's top thought leaders in this space and you can be confident that she will provide you with all the information and support you need. There are lots of people who operate in this space, however Kate is one of only a few who has been consistently recognized for her expertise. You won't be disappointed!

**Deb Bailey, Executive & Leadership Coach - Bailey Coaching**

Kate was recommended to me as the 'go to' person for all things LinkedIn - and they were not wrong. At the time I had two different LinkedIn profiles (one for a day job and one for my business) so Kate recommended she take me through her LinkedIn profile optimisation programme.

I was so relieved at how easy Kate made the process of combining what to me seemed like two very different profiles. Through very clever interviewing techniques Kate very quickly got to the essence of what I was trying to deliver via my LinkedIn profile. Over several meetings Kate worked to refine my page, my messaging and then fully optimised my profile to ensure it reaches the audience I am aiming for.

My profile is now working for my business in a way that I could not have managed myself - I cannot praise Kate's LinkedIn profile optimisation programme highly enough.

**Angela Murray, Creativity Coach - Living Life in Colour**

In 2017, I hosted the LinkedIn Business Growth Bootcamp, an online learning event featuring 25 global LinkedIn experts/trainers. They each shared their knowledge by way of individual video recording in interview with me. Here is the link to the Bootcamp for your information: <http://bit.ly/2mJSxWm>

I was thrilled when Kate agreed to participate as an expert in the Bootcamp. Her topic was: LinkedIn is Like Your Gym Membership – Why Should You Use LinkedIn for Your Business?

Kate’s interview with me was professional, well prepared, and very insightful. Kate is a recognised expert on LinkedIn, business development and social selling in general, and that was very evident in her presentation.

I know from the feedback we have received from our global community who registered to participate in the Bootcamp, that they gained tremendous value from our discussion and the Bootcamp as a whole.

Thank you Kate, I am very grateful. I highly recommend Kate Nankivell to you.

Adèle McLay, LinkedIn Online Summit Producer - Adèle McLay