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The LinkedIn Networking Playbook

5 Plays in under 5 minutes

Introduction

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Dear Leader,

If there's one skill that will fuel your career — at every stage, in every industry — it's your ability to connect.

Networking isn't a side hustle; it's a leadership skill. It's how opportunities find you, how ideas travel, and how influence compounds.

Yet too often, we treat it like an optional extra — something we'll get to "when things slow down." Spoiler: they never do.

Whatever industry, geography or role you're in — your network is your strategic capital. It's the web of relationships that accelerates problem-solving, unlocks innovation, and opens doors that skills alone can't.

That's why I built this Networking Playbook: 5 Plays in Under 5 Minutes.

Think of it as your go-to workout for relationship fitness — quick reps that fit into a busy leader's calendar but deliver long-term career gains.

Each play is designed to help you:

- Initiate connection with ease and authenticity
- Leverage technology to stay visible and valuable
- Systemize relationships so they grow with your career

Start with just one play today. Consistency beats complexity.
Small actions — a comment, a message, a connection — can ripple into game-changing opportunities.

So, open LinkedIn, take five minutes, and run your first play.

Your next collaboration, client, or career breakthrough might be one message away.

With energy and connection,

Tania DeSa

CEO & Leadership Trainer
Desa Global Leadership



1 The Warm Connection Play

What to do:

- Before sending a connection request, engage with their content (like/comment thoughtfully).
- Then send a request referencing that interaction.

Example Script:
"Loved your post on retail media metrics — we're navigating similar challenges. Would love to connect and swap insights."

Why it works:

- You don't feel like a stranger.
- Shows generosity + curiosity first.

2 The Mini-Post Conversation Starter

What to do:

- Share a short post (3–5 sentences) ending with a question.
- Keep it niche and practical.

Example Post:
"We're seeing tension between speed and security in product launches. How are your teams balancing innovation with compliance?"

Why it works:

- Posts with questions drive comments (LinkedIn boosts conversational content).
- Positions you as approachable and curious, less self-promotional.

3 The Profile Visitor Outreach

What to do:

- Check "Who viewed your profile."
- If someone interesting shows up, send a quick note.

Example Script:

"Hi [Name], thanks for stopping by my profile — are you also looking at how finance teams are managing digital transformation?"

Why it works:

- They already know you exist.
- Turns a silent lurker into a warm lead or peer.

4 The Weekly Networking Touch

What to do:

Block 5-10 minutes once a week for:

1. Like/comment on 3 posts from your network
2. Send 1 personalized message
3. Share 1 small insight or resource

Why it works:

- Builds consistency without being overwhelming.
- Keeps you visible to your network (algorithm rewards steady engagement).

5 The Connector Message

What to do:

- Write a short message introducing two people in your network who should know each other.
- Tag both of them in the DM.

Example Messages:

"Thrilled to introduce [Person A] who's leading ad innovation, and [Person B] building retail partnerships. I think your worlds overlap — hope this sparks ideas and a great conversation."

"Introducing [Person A] in patient experience and [Person B] in digital health operations — both exploring how tech reduces friction in care delivery. Thought you both might want to connect for a virtual coffee to swap learnings."

Why it works:

- Makes you valuable as a connector. Championing and connecting others with intentionality feels good!
- Both parties remember and appreciate you.

BONUS CONTENT

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5 Go-To Networking Openers

Once you've connected or re-engaged, spark a conversation with one of these (via LI message or in an in-person chat):

1. "I saw your post about [topic] — really thoughtful. What sparked your perspective on that?"
2. "I'm curious, what's the biggest challenge you're tackling in your role right now?"
3. "I noticed you've been at [Company] for [X years] — what's kept you most engaged?"
4. "What's one project you're most proud of this quarter?"
5. "What's something exciting you're working on these days?"

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Ready to Deepen Your Connections?

Let's turn quick LinkedIn plays into lasting professional relationships that open doors and spark opportunity.

At Desa Global Leadership, we help teams and leaders strengthen the skills that make connections magnetic – from *networking with purpose*, to *sponsorship*, *personal branding*, and *influencing with ease*.

If you're ready to build a culture where relationships thrive and people feel seen, start your next conversation with us.

Visit **desagloballeadership.com** or connect with Tania at **tania@desagloballeadership.com** to learn more.

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