

72 VIRAL LINKEDIN POST EXAMPLES

FROM 72 REMARKABLE CREATORS



CURATED BY JOSUE VALLES

INTRODUCTION

I collected 72 viral content examples from 72 of the most influential LinkedIn creators (according to Favikon) and put them together into this PDF.

The PDF contains:

- The name of the author
- A remarkable viral example from that author
- The number of reactions the post got
- A link to the original piece

You can use these examples to inspire your content efforts and learn from the best.

How to get the most out of this collection?

Two tips:

1. Don't get tricked by the simplicity behind some of these examples.

Genuine simplicity brings order to complexity.

It's not about how many words you use, it's about the words that count.

2. Don't be a passive reader

Don't limit yourself to just reading the collection.

Use it as a reference and keep on coming back to it whenever you need inspiration or ideas for your next post.

- Examine the collection
- Look for the commonalities
- Get inspired by the creative process of each content creator

And, above all, enjoy the insight you can get into the minds of some of the most creative people in your industry.

Josue (Josh) Valles,
[Curationlabs.co](https://curationlabs.co)

1. Steven Bartlett

Co-Founder, Thirdweb & Flight Story



My best ideas have come to me while I'm in the gym, out walking, or in the shower.

I rarely have good ideas while I'm brainstorming, in an office, or a group setting.

For creativity and inspiration seek silence, solitude and a clear mind, not pressure, noise and collaboration.



Reactions: 98,000

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2. Justin Welsh

The Diversified Solopreneur



I wake up at 5am each morning.

I drink 2 cups of coffee.

Do a DuoLingo lesson. Load my LinkedIn content.

Read for 20 minutes. Take a 3-mile walk. Shower.

Listen to a podcast before my workday starts.

I have 3-4 client meetings lined up.

Make some big decisions.

Drive a key KPI forward.

Call my parents around 4pm.

Peloton.

Shower again.

My wife and I have a healthy dinner.

30 more min of reading.

A cup of tea.

In bed by 9:30p. Couldn't have accomplished more.

Smile as I nod off.

Feeling amazing. That's the perfect day.

Happens MAYBE once a month??

Most days I wake up at 6a, scramble to get through Duolingo while brushing my teeth.

Create my content on the spot. I'm not happy with it.

Forget to load it. Sh*t.

No podcast. Just listening to some hip hop. Trying to get motivated.

Scrolling Instagram or LinkedIn. Feeling bad about the state of the world.

Don't call my parents. Skip the peloton to watch TV. Drink beer.

Order in delivery food.

Scroll Twitter in bed.

BUT...

I still sleep well.

Smiling as I nod off.

A reminder that every day doesn't have to be perfect. You don't have to be on your "A" game every day of every week.

Try your hardest. But, don't beat yourself up when you fail.

Sleep soundly to see another day.

Success is a marathon.

Reactions: 69,361

[View live post](#)

3. Adam Karpiak

President, Karpiak Consulting



Microsoft doubled its employee salary budget to address inflation and keep talent from leaving.

It's almost as if it's more productive (and cheaper) to keep your current employees happy than to replace them when they leave.





TECH

Microsoft doubles budget for employee salaries to address inflation, retain talent

By **Thomas Barrabi**

May 16, 2022 | 4:38pm

Reactions: 269,000

[View live post](#)

4. Robynn Storey

CEO, Storeyline Resumes



After 2 years, 4 months and 28 days without a day off, a Senior Account Executive for a well known tech company took her family on vacation.

They went to Disneyworld.

With 3 kids under 10, the excitement was at "I can't sleep I am so excited" levels.

Day one, Mom received a call from her boss (right after entering the Magic Kingdom), he needed some info on a client he was meeting in her absence.

Day three, he sent her 11 emails asking questions about accounts/sales funnels and a client project that was running late.

Day four, he texted her at 6 AM and asked her to sit in on a meeting. "It will be short" he told her. It wasn't. She spent 2 hours on a conference call while her family had breakfast without her.

Day six, he texted her around lunch to have a quick chat with him. She replied, "I am on vacation with my family, anything that needs addressed will have to wait until I get back."

Silence. No response. She spent the rest of her vacation with the anxiety about her job hanging over her head.

Upon her return, she gave her 2 weeks notice. They asked her to leave that day.

When she came to us to polish up her resume, she was broken and beaten. Mad at herself for not enjoying her time with her family. Mad at herself for not having more 'backbone.'

After 1 month of job searching, she landed a new job in tech.

Same role, same level, same types of customers.

They have unlimited PTO, WFH options and a boss she likes.

Over Memorial Day, she took a long weekend. She did not receive one call, one text or one email from her boss other than to wish her a 'nice long weekend.'

Employees have lives.

They have families.

They have well deserved time away from work.

If you can't respect that, you should not be in charge of people.

Reactions: 113,000

[View live post](#)

5. Daniel Abrahams

Founder, Hustlr





Daniel Abrahams 

@daniel-abrahams

Good morning to all companies who accept uploaded resumes without requiring job applicants to complete a form entering the exact same information.

Reactions: 146,882

[View live post](#)

6. Gary Travis

CEO & Founder, BloomingBound



We hired someone recently that was working at another company.

When discussing salary, we were shocked at the low salary she asked for. It was clear the other company did not value her.

So, we made her an offer that was 50% higher than what she wanted.

Yes, we could have just given her the salary she asked for. But we know what she is really worth and we want her to stay with us.

Remember this:

It will cost you more to replace top talent than it would have cost you to keep them.

Pay people what they are worth.

Gary Travis #garytravis #humanresources #hiringandpromotion #leadership"

Reactions: 127,000

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7. Tasleem Ahmad Fateh

LinkedIn's Robinhood



This was the EXACT moment I knew I was in a TOXIC workplace

Boss: "Can I please speak to you about something urgently?"

Me: **Anxiety peaking, Heart pumping**

Boss: A few people in the office have brought up some issues.

Me: Sure, What are the issues?'

Boss: Please be mindful of how much time you spend away from your desk. People are noticing you are not at the computer for 8 hours.

Me: I really struggle to sit in front of a computer for that long. Sometimes I take a walk, Other times I go grab a coffee, This is how I come up with creative solutions (Undiagnosed #adhd).

Boss: I'm just letting you know what others perceive of you is very important.

Me: With all due respect, I do not think what other people think of me is MY business.

Boss: We do not want anyone thinking that you are not doing your job.

Me: This is a little confusing since your feedback on my performance has been that I'm doing an excellent job.

Boss: Just be mindful about what other people think.

Me: Ok will do.

Eventually I did the only thing I could do to make sure no one in the company thinks negatively about me.

I Quit.

No workplace should value perception over performance.

#job #neurodiversity #toxicworkplace #linkedincreator



Reactions: 60,000

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8. Adam Grant

#1 NYT bestselling author of THINK AGAIN



In toxic cultures, people get promoted for results even if they destroy relationships. Abuse is a price to pay for high performance.

In healthy cultures, no level of individual excellence justifies undermining people. You're not a high performer if you don't elevate others."



Adam Grant ✓
@AdamMGrant

In toxic cultures, people get promoted for results even if they destroy relationships. Abuse is a price to pay for high performance.

In healthy cultures, no level of individual excellence justifies undermining people. You're not a high performer if you don't elevate others.

Reactions: 234,000

[View live post](#)

9. Sara Blakely

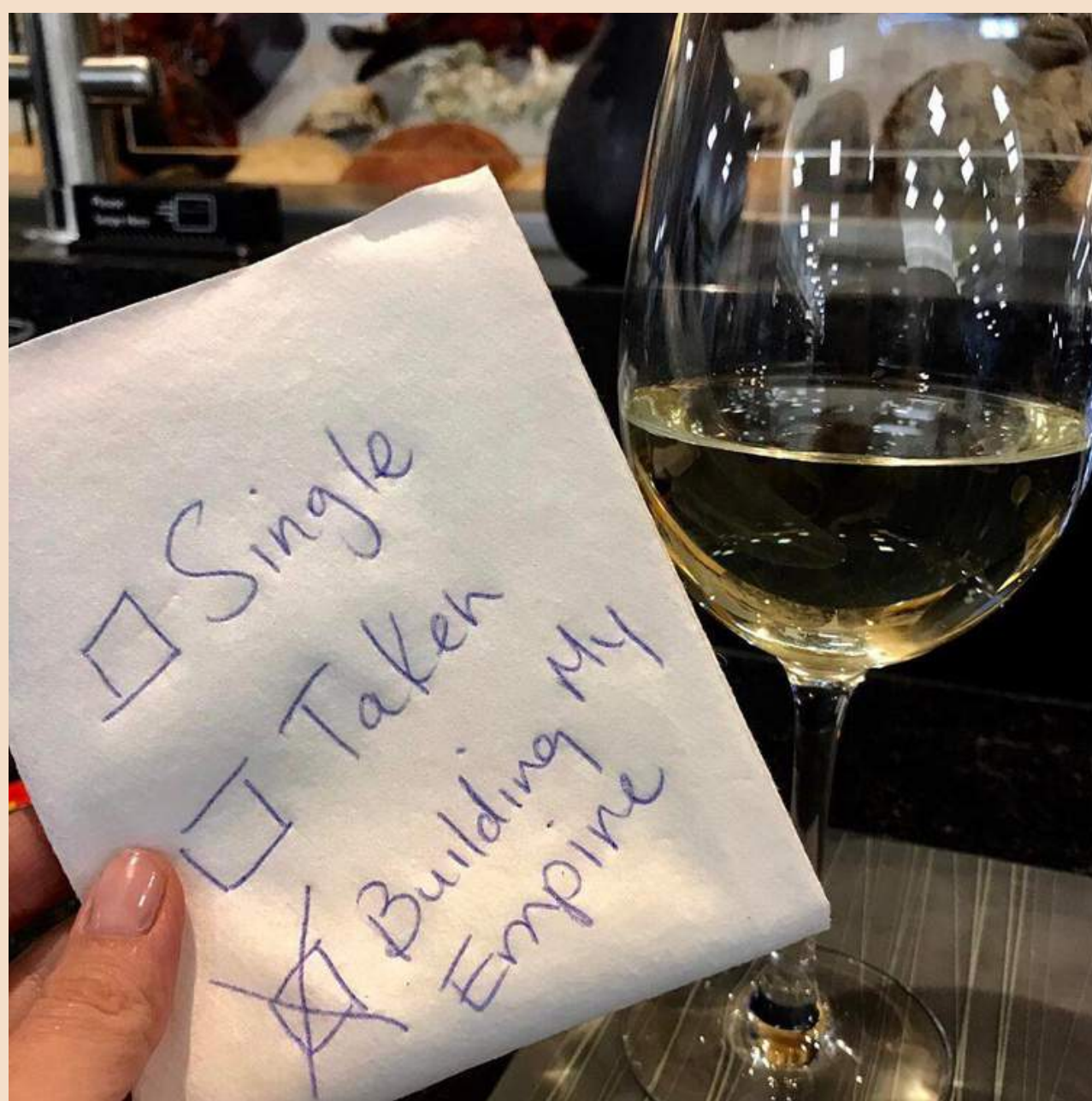
Founder of SPANX



In my 20's and 30's, I felt a lot of pressure to get married. At every wedding (and there were lots of them), some nice person would inevitably say, "hang in there, someone is going to figure out you're a good catch."

The set-ups by friends, the sympathetic looks from couples as I dined alone, my biological clock ticking ... for women, it's a different kind of pressure! I met my husband at 35, got married at 37.

Oh, and I built my empire too. #Entrepreneur #Business #BuildYourEmpire #EmpoweringWomen"



Reactions: 250,997

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10. Victoria T.

Head of Influencer Marketing, Scribe



Didn't wake up at 5AM.
Didn't get promoted.
Didn't start a new job.
Didn't close a \$200K deal.
Didn't climb a mountain.
Didn't go the extra mile.
Didn't send carrier pigeons with hand written wax-sealed envelopes of thanks to every lead in my inbox.

Oh, sorry, just keeping it real for those of us that just showed up and did what needed to be done today 🤖. It's enough. I see you.

Reactions: 20,385

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11. Lex Fridman

Research Scientist, MIT



Source: SCMP data on 6.3 billion people (of 7.9 billion).



[View live post](#)

12. Sahil Bloom

Investor | Entrepreneur | Writer



10 ways to stand out in a hiring process (that don't involve your resume):

1 – Do Your Research

Before an interview, spend a few hours researching the company and role. At a minimum, you should cover: Company mission, recent company news, recent market news, backgrounds of leaders, and backgrounds of interviewers. Google is a powerful asset—use it.

2 – Embrace “I Don’t Know”

You can't know the answer to every question. And you know what? That's ok. Don't be afraid to say “I don't know”—but follow it with a plan to acquire that information. Ex: “I don't know, but I'll dig in and follow up via email.” Then actually follow up!

3 – Leverage Warm Intros

Warm intros are the holy grail of a competitive hiring process. Scan your networks for any connections to a company—use LinkedIn for this!

4 – Prepare for “Why Us?”

Interviewers inevitably ask, “Why us?”—make sure you're prepared for it. Leverage your research. Write down 2–3 unique points about the company that appeal to you. The more specific, the better.

5 – Pass the Plane Test

There's a common—and dated!—test in the hiring process: "Would I want to sit next to this person on a plane for 6 hours?" This was about being "normal"—but normalcy is overrated. Be yourself, but be sure to get across that you're kind and genuine.

6 – Cite Real Weaknesses

Getting asked about your weaknesses feels like a trap, so we tend to cite weaknesses that could be viewed as strengths. "I'm TOO detail oriented." I once told a finance interviewer I didn't know accounting—but that I would learn it. That's a real weakness!

7 – Highlight Learning as a Goal

When asked about your goals, always highlight learning. Lifelong learners tend to be great employees—they're interested, intellectually curious, and driven to do more than what is asked of them. Emphasize your focus on lifelong learning.

8 – Ask Unique Questions

Most interviews end with a classic: "Do you have any questions for me?" This isn't a throwaway. It's an opportunity to show off your differentiated initiative. Ask a unique question grounded in your research on the company.

9 – Personalized Thank Yous

After an interview, always make it a point to send a thank you note to the interviewer. It should be concise and direct. Include a specific, personalized detail from the interview— something you found interesting or a key follow up.

10 – Stop Fearing Rejection

I'm not ashamed to admit that I've been rejected for more jobs than I can count. It happens—you can't be a fit for everything and everyone. Stop fearing rejection and put yourself out there.

**

Those are 10 ways to stand out in a hiring process that don't involve your resume. What others would you add to the list?

Follow me for more writing on growth, productivity, and decision-making!

Reactions: 5,689

[View live post](#)

13. Joshua Miller

Executive Leadership Coach for Fortune
500 Companies



What if a #smile unlocked more than someone's heart?

I don't know if making one person smile can change the world but it can definitely open the doors to this supermarket in Denmark.

Simply put, the doors won't open up "until you do" and in this case, that means #smiling.

DID YOU KNOW: There are 19 types of smile but only six are for happiness?

It's true.

Different smiles can create different outcomes.

According to researchers from the University of Wisconsin-Madison people switch between 3 TYPES OF SMILES: 'reward', 'affiliation', and 'dominance' smiles, using different facial muscle combinations to make them.

#Reward:

The "Intuitive" and communicates positive emotions. #Affiliation: Communicates tolerance, acknowledgment, or a bond.

#Dominance:

Used to signify status in social hierarchies.

Still not convinced about the power of smiling?

According to HMX – Harvard Medical School Health Publishing,
#optimism – which is linked to smiling, is associated with a lower
risk of early death from cancer and infection.

Remember, a smile is more than an expression, it's an extension
of your mood, mindset, and attitude.

It can be learned.

#Coaching can help, let's chat

Follow Joshua Miller

#smile

#mindset

#happiness

#innovation

#technology

#change

#coaching

#joshuamiller

Reactions: 29,002

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14. Kevin Graham

Social Media, Manscaped



Brands that understand community win.

Chipotle Mexican Grill is one of the best.

They released a Limited edition "Water" Cup Candle.

Based on "accidentally" filling their water cup with soda.

It all started with a tweet joking about it in 2019.

Now it's a successful campaign!

What Chipotle did right:

☺ Took a less serious stance

Understood their customers

Turned an issue into a meme

The campaign is:

→ Well executed

→ Lighthearted

→ Relatable

→ Hilarious

They know we do it.

They know it's relatable.

They know their community.

They'll lose some money from people doing it.

They'll gain loyal followers from responding this way.

Anyone else fill their water cup with lemonade/soda

#brandmarketing #socialmediamarketing
#marketingcampaign"

Reactions: 3,663

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15. Tobi Oluwole

Sales Lead, Shopify



My friend got 4 raises in 2 years.

It was confusing because I noticed he wasn't getting promotions.

But something special was happening at his company.

Every time the company hired someone externally, they raised the pay for existing employees in the same role to match.

He went from \$40,000 to \$68,000 in 2 years.

This year he got promoted to a new position at the same company and got another raise.

And that's a masterclass on how you keep your best employees feeling valued.

Don't punish loyalty, reward it.

Reactions: 190,109

[View live post](#)

16. Zain Kahn

Investor, Advisor, Creator



10 free websites that are so valuable they feel illegal to know:

1. TinyWOW:

Get free versions of tools you usually pay for. Includes free versions of:

- Adobe Acrobat Pro (PDF editor)
- Photoshop (image editor)

2. Jenni AI:

An AI auto-writing tool that automatically writes your essays and emails for you.

All you have to do is give it a title and a couple of sentences.

3. Temp-mail

Temp-mail gives you a temporary email and inbox to help you sign up for websites and avoid all the spam down the line.

4. Quillbot:

Quillbot is a paraphrasing website that rewrites everything as plagiarism free text.

Super handy if you're in college.

5. Loom

A nifty little tool that lets you record your screen and yourself at the same time, so you can explain things just the way you want to.

6. Otter AI:

Have trouble taking notes in meetings?

Otter records your meetings and automatically transcribes them to text.

7. Pexels:

An awesome website that lets you download high quality stock images for all your work and personal projects.

8. Removebg:

An insane tool that lets you easily remove the background from your image and add in any background you like.

9. Convertio:

This website lets you convert files to any format you want for free.

10. Microcopy

An awesome resource that helps you find persuasive headlines and slogans for your emails, websites, and much more.

Thanks for reading! If you found this helpful, follow me for more tips on productivity and marketing.

Reactions: 32,166

[View live post](#)

17. Daniel Murray

Media and Marketing Ops Leader



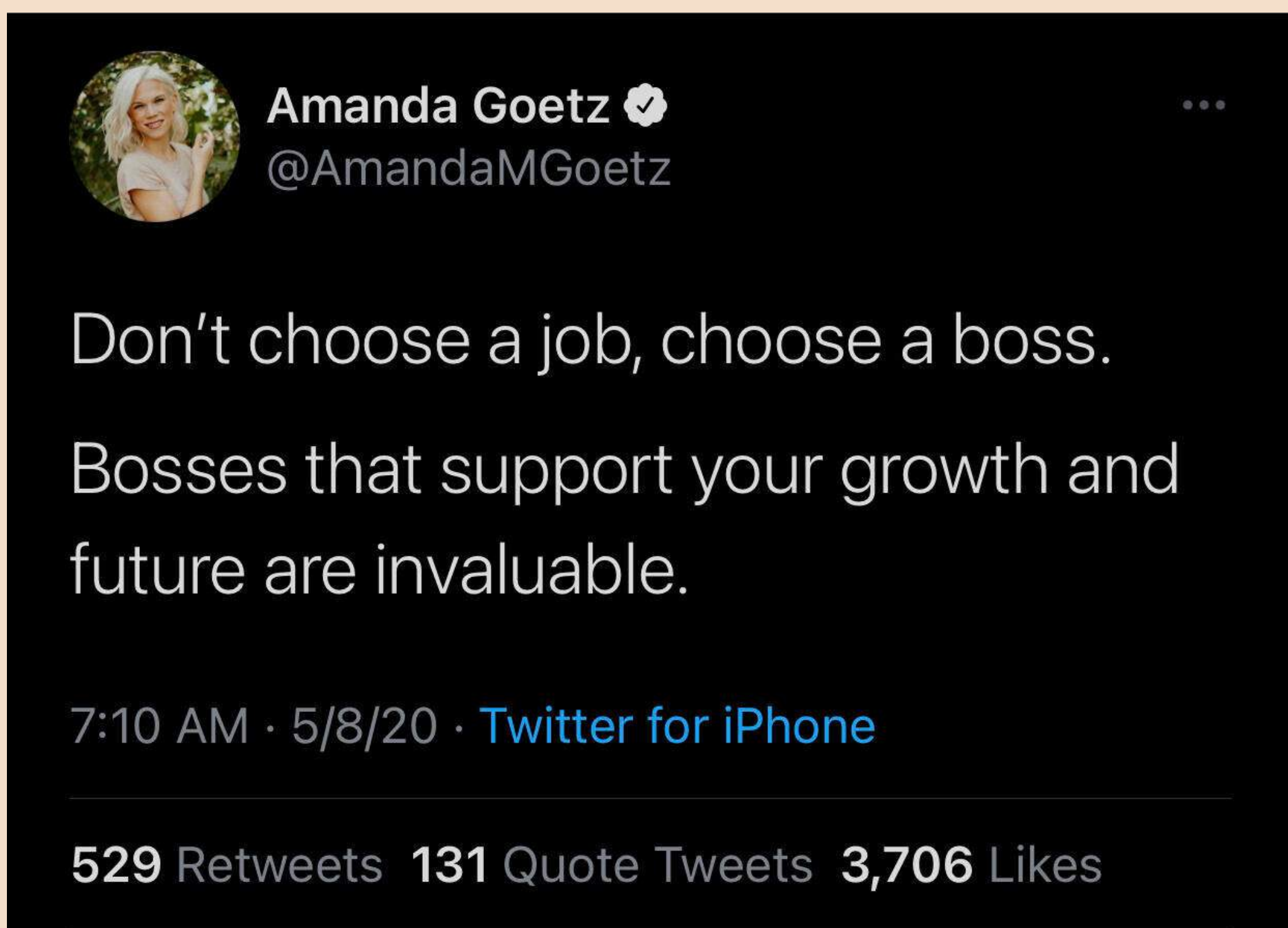
A good boss will train, develop you, and give you opportunities to grow.

A bad boss can hold you back.

Good boss > Good Company

Tag a boss or mentor that has helped you in your career.

PS. Amanda Goetz is a must follow.



Reactions: 26,879

[View live post](#)

18. Ellie Middleton

Investor, Advisor, Creator



Can we pls talk for a minute about the outdated idea of what is/isn't "professional"...

Things that DON'T make me any less professional:

- The fact that I'm young, bubbly and chatty
- The fact that I post personal things on social media
- The fact that I'm open about my mental health/neurodiversity
- The fact that I have tattoos and a nose ring
- The fact that I'd rather wear ripped jeans than a suit
- The fact that I enjoy letting my hair down on a weekend
- The fact that my posts are always laced with emojis

Things that DO make me professional:

- ♥ I love my job and put my all into my work
- I'm passionate and let my sparkle shine through
- I'm reliable and get my work done
- I have *big* goals and I'm building a personal brand
- I've built great relationships with my team and look forward to building them with clients

Welcome to the *new* era of professionalism – it's so great to have you here.

Reactions: 33,071

[View live post](#)

19. Akshat Shrivastava

Teacher/Entrepreneur/Minimalist



Finnish Prime Minister, Sanna Marin is being criticised for partying (a leaked video).

Well, this looks quite cool to me.

Leaders are real people. They have a "real life". And they have every right to take some down time with their friends.

Their job (like with any job) is to perform, add value and be efficient during their working hours. As long as she is working efficiently, who cares?

The Finnish PM is 36. And, if she wants to dance, she can dance.

All it simply projects is: that she knows how to strike a work- life balance.



Reactions: 36,422

[View live post](#)

20. Ari Murray

VP of Growth, Sharma Brands



Strive for BOTH.

And don't be scared of what it will "look like."

What will people think? Will they think I'm a job hopper?

Do you know what's scarier than what people think?

Being stuck somewhere that you're under-earning and where you aren't growing. That's a big deal! A bigger deal than what a few people might think.

Great, great post Garry Tan



Reactions: 10,579

[View live post](#)

21. Matt Barker

Time-Saving LinkedIn Ghostwriter



3 years ago I was single, 28lbs overweight and lived in a 6 bed house share in London.

2 years ago I met my girlfriend Serine, had lost 36lbs and moved in with my best mate Brad.

1 year ago I moved in with Serine, then moved to Cyprus and quit my 9-5 job.

9 months ago I started my own copywriting business, posting on LinkedIn and getting a tan.

Now, I have:

- Sun
- Health
- Love
- Wealth (relatively for me)

4 things I didn't have 3 years ago.

I'm happy.

P.S. if anyone visits Cyprus, this pic is taken at Cavo Greco at sunset. It's beautiful.



Reactions: 6,141

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22. Simon Sinek

Founder & Visionary, Simon Sinek Inc.



100% of employees are people. 100% of customers are people.
100% of investors are people. If you don't understand people, you
don't understand business.

Reactions: 135,305

[View live post](#)

23. Ifeanyi Imachukwu

VP, Scrum Master, Lightstream



We all know the stories.

500+ applications

Multiple Interviews

Multiple Rejections

Resume Updates

A lot of "Unfortunately" emails

Pressured

Stressed

Doubtful

But even through it all there is one thing we all should do. CLAP FOR OTHERS.

I am happy to announce that I have been hired. More details to come later and people to thank.

But this post is not just about me.

This post is for every individual looking for a job right now.

Times are tough. Sleepless nights, restless days, and doubtful mornings.

This post is for every entry level individual just fighting to get an opportunity.

This post is for every experienced individual just trying to get another opportunity.

Yes, I am rooting for everyone!

I will continue to root for everyone!

Use your LinkedIn to connect with as many people as possible aligned with your career.

I am still hopeful for you all.

I am still clapping for you all.



Reactions: 374,365

[View live post](#)

24. Alex Hormozi

Managing Partner, Acquisition.com



Find someone you'd go to war with.

Because life is filled with battles.

You don't want to be defending on two fronts.

You want someone who's got your back and whom you TRUST to stand tall when shit gets hard (which it will).

Who fights with you to the end, come what may.

#rideordie #trust



Reactions: 2,319

[View live post](#)

25. Rachel Mitchell

Global Ambassador, World
Innovation Alliance



Working from home can open a lot of opportunities for you. You can get even more work done at home. 😊 I have dedicated this week to help people connect with more opportunities. I feel that when we are blessed with freedom and success, helping others to find the same ..is the right thing to do.

I love working with a team and uplifting everyone around me (in person & remotely). I also enjoy supporting innovative companies.

Remote work gives you access to opportunities beyond your local community. This allows many people to connect with talent and skills that they would never have had access to.

Elon Musk recently asked his employees to come in to work. Some positions may work best connecting in person.

No matter what you decide is best for you, it is important to stay connected and engaged with the people you work with.

Keep connecting with new people.

People with a strong network have more opportunities.

Good news: working from home is working for a lot of successful people and organizations!

Do you prefer working from home or going in to the office?

– Rachel Mitchell

✓ Follow me & my hashtag #LadyLongevity on LinkedIn for daily inspiration and original content like this.

I like to help people from all industries connect ..with the innovative companies that contact me daily.

Reactions: 18,112

[**View live post**](#)

26. Steve Nouri

Founder, AI4Diversity



Don't miss these awesome Google Sheets / Excel tips

Microsoft Excel is one of the most popular applications for data analysis.

With built-in pivot tables, they are without a doubt the most sought-after analytic tool available.

It is an all-in-one data management software that allows you to easily import, explore, clean, analyze, and visualize your data.

MS Excel or Google Sheets?

I will start sharing the "40 days of Data Analytics" soon. Don't miss my posts, Click Follow here <https://lnkd.in/gZu463X>

Excel for beginners: <https://lnkd.in/etPg37uu>✓

Advanced Excel: <https://lnkd.in/ezevrS49>

1. Splitting text to columns in GSheets
2. QR Codes – Quick Response Codes
3. Split Names Quickly – SPLIT Function
4. Get Sparkline Chart in Cell
5. Find Quick Shortcut Keys
6. QR Code Picture
7. Google Translate

Many thanks to great Cheatsheets . I love their Instagram and Tiktok page

Reactions: 23,490

[**View live post**](#)

27. Alex Xu

Author & Founder, ByteByteGo



How do Apple Pay and Google Pay handle sensitive card info?

The diagram below shows the differences. Both approaches are very secure, but the implementations are different. To understand the difference, we break down the process into two flows.

1. Registering your credit card flow
2. Basic payment flow

1 The registration flow is represented by steps 1~3 for both cases. The difference is:

Apple Pay: Apple doesn't store any card info. It passes the card info to the bank. Bank returns a token called DAN (device account number) to the iPhone. iPhone then stores DAN into a special hardware chip.

Google Pay: When you register the credit card with Google Pay, the card info is stored in the Google server. Google returns a payment token to the phone.

2 When you click the "Pay" button on your phone, the basic payment flow starts. Here are the differences:

Apple Pay: For iPhone, the e-commerce server passes the DAN to the bank.

Google Pay: In the Google Pay case, the e-commerce server passes the payment token to the Google server. Google server looks up the credit card info and passes it to the bank.

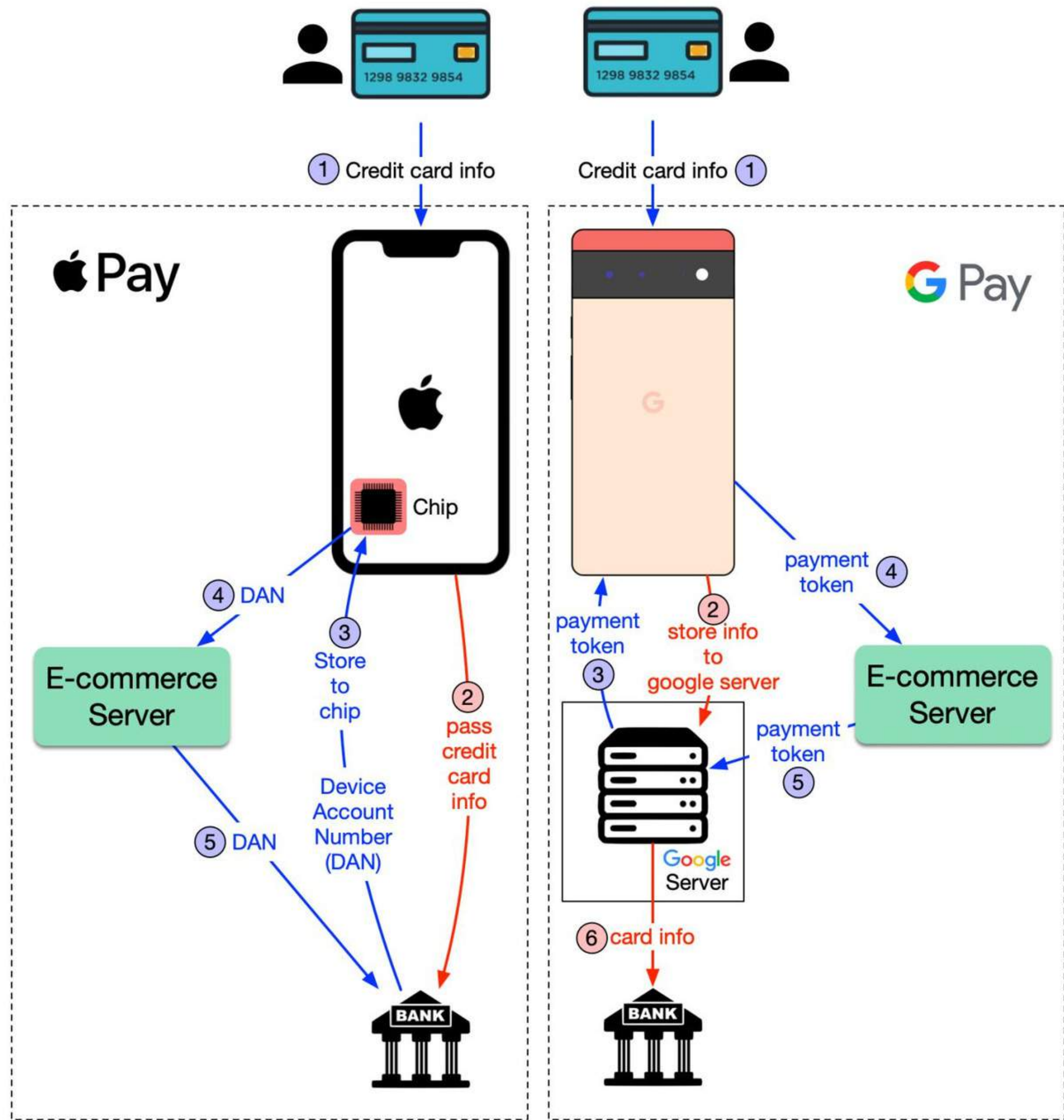
In the diagram, the red arrow means the credit card info is available on the public network, although it is encrypted.

Over to you: Apple needs to discuss the DAN details with banks. It takes time and effort, but the benefit is that the credit card info is on the public network only once. If you are an architect and have to choose between security and cost, which solution do you prefer?

—

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#systemdesign #coding #interviewtips



Reactions: 33,622

[View live post](#)

28. Mita Mallick

Head of Inclusion, Equity
and Impact, Carta



My full name has been a source of pride & shame.

In the workplace:

I have had my name repeatedly & intentionally mispronounced

I was renamed "Mohammed" by a former manager

I have been called by other names; mistaken for the other Brown woman

While I now go by Mita Mallick, I am grateful for the name my parents gave me:

Madhumita Mallick

Let's remember that names were given to us by someone who had big hopes and dreams for us. Let's honor each other's names.

Thank you Procter & Gamble for this amazing campaign

#OurNamesBelong

#inclusion #leadership #culture #BrownTableTalk
#LinkedInPresents

Reactions: 28,998

[View live post](#)

29. Tim Denning

Aussie Blogger | Leader |
Sales Professional



It's cool to land a job at Google, Facebook, Uber, Amazon.

But it's even cooler to:

- Avoid elitism
- Work for a good leader
- Work with great clients
- Learn new skills
- Get paid well
- Have time with family
- Finish work at a good time
- Not work on weekends

Let's stop idolizing big tech.

Let's start idolizing great places to work regardless of the logo.

Your career will be 10x better when you do.

Reactions: 110,612

[**View live post**](#)

30. Gary Vaynerchuk

Chairman, VaynerX



Too many people are greatly underestimating the power of kindness.

Why? I think it's because people have this idea that being nice somehow makes you weak.

They're afraid that if they don't bring down the hammer, people won't respect them or they'll get taken advantage of.

I want to change that idea.

Candor is not an excuse not to be kind...and being kind doesn't prevent you from being an effective leader.

**If you see a
leader going
kind when the
going gets
tough, you've
got the right
leader.**

Reactions: 124,643

[**View live post**](#)

31. Zach Wilson

Staff Data Engineer, AirBnB



I think talking about compensation should be less taboo.

Here's my total compensation over the last 7 years in #dataengineering and #softwareengineering.

2014: \$30k as a data science intern at Savvysherpa, Inc. (in Utah)

2015: \$80k as a junior data engineer at Teradata (in Utah) 2016: \$170k as a junior data engineer at Facebook (in California)

2017: \$240k as a mid-level data engineer at Facebook 2018: \$365k as a senior data engineer at Netflix

2019: \$550k as a senior/lead software engineer at Netflix

2020: \$550k as a lead software engineer at Netflix (quit in the middle of 2020)

2021: \$575k as a lead data engineer at Airbnb

Reactions: 14,665

[View live post](#)

32. Ross Pomerantz

Founder, Corporate Bro



This is an open letter to anyone and everyone who is thinking about publicly criticizing salespeople. Do yourself a favor:

Shut up.

Over the last few months, I have seen A TON of posts openly ripping the profession of sales.

You know the first thing I do when I see public criticism of salespeople? I check the poster's work experience. And let me be clear: If you want to publicly criticize salespeople without having ever done this job?

Shut up.

If you take a second to look at YOUR OWN sales team you might have a little perspective.

Sales is HARD, people. IT'S SO HARD. That's probably why YOU don't do it. Cold calls are scary. You are putting yourself out there. Your entire professional life is getting rejected while searching tirelessly for those wins big and small. THAT'S WHY we get PAID.

Don't get me wrong, there are A LOT of BAD salespeople. Who use bad tactics. Who should also:

SHUT UP.

But please, realize many of the cold-callers out there are early in their careers and trying to learn. There IS a HUMAN on the other end of those calls.

So be thankful for the sales reps who bring in revenue for YOUR company so YOU can have a job.

And next time you think about publicly calling out salespeople for doing their job, how 'bout this?

SHUT UP.

Reactions: 6,367

[View live post](#)

33. April Little

Founder & Chief Career
Maximalist, Little Talent
Group,



Over the last several years of my career I lost \$300,000 dollars.

By failing to negotiate my salary.

My job search was fueled from a scarcity mindset.

I often launched my job search out of PISSTIVITY for my role, lack of career progression, manager etc vs out of strategy aka "moving on because it was time".

I took an active role in cheating myself by:

- Accepting the first offer
- NOT articulating my value
- NOT asking the recruiter for the budget/range
- NOT researching benchmark data
- NOT comparing and contrasting benefits
- NOT reviewing the new tax bracket my salary would push me into and adjust my salary request accordingly
- NOT considering the scope of responsibilities in relation to the pay
- Convincing myself to take a low ball offer because it "was the best I could get"
- Sharing my previous salary with the recruiter saying something like "I can't take less than I'm making" sound like you?

But it wasn't the best I could get when I discovered several instances of co-workers in the same pay grade making upwards of \$40k cash or more than me.

Or when I discovered that I was brought in at 50% of the pay position for my role even though I was "over qualified".

I cheated myself by assuming negotiations start at the point of receiving an offer.

I was grossly mistaken.

Negotiation starts at the point of speaking with the recruiter, understanding the budget then providing your range that is considerably more than what you're making, and preferably a range to set you up for negotiations LATER.

When the recruiter shares the range, this is technically the first offer made (high level of course) during the process.

By sharing this range, you can determine if YOU want to invest more time and it sets YOU up to share your desired salary range. This is called the anchoring principle. Look it up, it's similar to opening statements during a trial, and it works for salary negotiations :)

There is a strong correlation between that first discussion and your final outcome.

Here's the deal, companies, people etc. will pay you/treat you as cheaply as YOU allow them to.

You have more of an active say in your career than you think you do.

Confusing what you're offered with what you are worth will encourage you to use those pitiful numbers as your baseline for your salary targets.

Today's lesson is everything I did NOT do. Wash, rinse, and repeat.

Fun fact: You can lose out on upwards of 1 million dollars by not negotiating over the course of your career. Considering that we work over 50% of our lives, this is ALOT of money and a lot of wasted time.

Assignment: Think of all the times you did not negotiate your salary and you found out the full runway range for your role...add it up and share your #'s below.

#salarynegotiation #aLITTLEadvice

Sign up for my email list: <https://lnkd.in/gF8tskBg>

Reactions: 18,604

[View live post](#)

34. Shaan Puri

Serial Entrepreneur,
Angel Investor, and GP



Reese Witherspoon's production company, Hello Sunshine was acquired for \$900M

She's a baller, but I wanted to know why she was able to pull off this deal.

Here's what I was able to dig up:

1. We're in the midst of a streaming war – Netflix, Disney and Hulu are playing the long game – spending a ton of \$\$ to buy content and outlast their opponents.

2. It's hard af to produce hit after hit. And platforms like Netflix + Disney need hits to actually retain their subscribers.

Hello Sunshine has already created 2 Emmy-winning series, “The Morning Show” for AppleTV+ and “Big Little Lies” for HBO so they have a record of producing the hits these services need to remain growth.

We all saw what happened to Netflix's stock after they reported losing subscribers.

3. They generated around \$120m in revenue in 2021 and is expected to almost double that to around \$310m in 2022.

They not only bringing home bank, but they accelerating that growth!

4. They are incredibly mission-focused, creating super fans. They put women at the center at the center of every story and make sure that they take the lead on-screen and off- screen.

Content is produced for women across platforms, starring strong female characters, while being written and produced by women.

5. Reese Witherspoon's Book Club is an insane moat. It has 2.5 million members and she uses it to get data + feedback to create more hit shows.

Most of the time, she recommends books that she has already met with the author to negotiate a deal where Hello Sunshine can produce a film/TV adaption. If the book is crazy well received in the book club, she knows it'll be worth it to start production.

Reese know's her business basics: you gotta test that market!

6. Hello Sunshine's main business model is selling shows to streaming services (Netflix, Apple TV etc.)

Unlike other production companies that also have branding agencies / sell to live TV / sell merchandise. Hello Sunshine is laser-focused on creating shows that they then sell to streaming services.

Crazy impressive to see and curious to see which other celebrities will execute a similar playbook (Kevin Hart, LeBron James and others all have 7 to 8-figure production companies)

Reactions: 37,133

[**View live post**](#)

35. Amy Cuddy

Social Psychologist, Bestselling Author, International Keynote Speaker



When we feel powerful, we expand.
When we feel powerless, we shrink.

But even MORE important:
When we expand, we feel powerful.
When we shrink, we feel powerless.

And those feelings of power and powerlessness affect our entire mindset. When we feel powerful:

- we see challenges not as threats, but as opportunities
- we feel more optimistic and less pessimistic
- we see solutions, not limitations
- we see strangers as potential allies, not competitors
- we cultivate an abundance mindset, not a scarcity mindset
- we take action, rather than passively watching and building resentment
- and we courageously approach life, others, and the world, rather than fearfully avoiding it.

And when we have the courage to approach life, as Anaïs Nin said, "Life shrinks or expands in proportion to one's courage."

So today, open up. Breathe more deeply and slowly. Take longer strides and swing your arms. Practice an expansive yoga pose. Sit up straight. Allow your body to lead your mindset.

by The New York Times

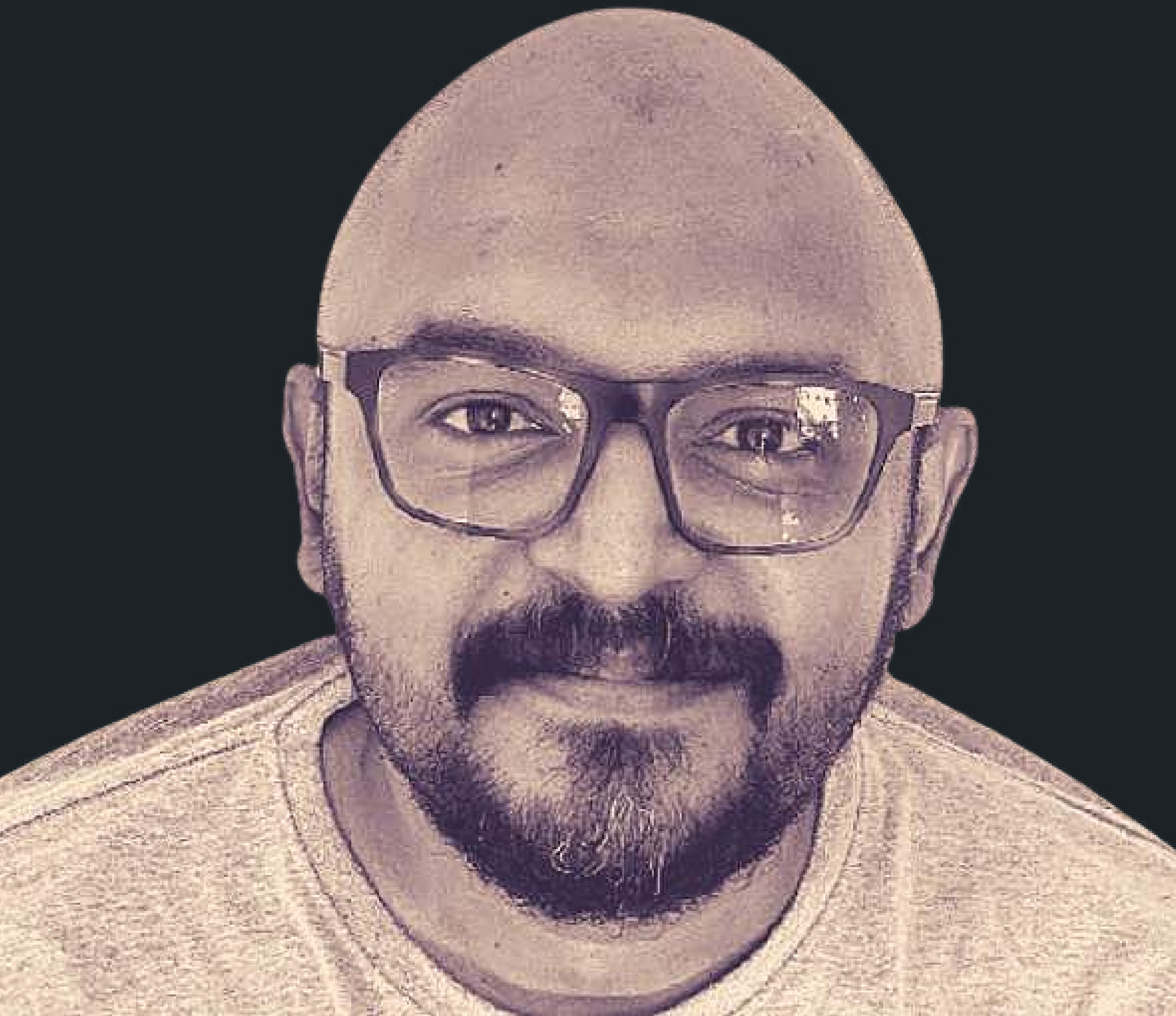
#mindset #power #psychology #personalgrowth #change
#courageousleadership #exercise #bodylanguage

Reactions: 5,745

[View live post](#)

36. Nikhil Narayanan

Head of Creative, TCS



I lost a former colleague earlier today.

To cardiac arrest.

Induced by stress.

She was too young.

We used to be good friends. But miscommunication, time and our jobs had turned us into acquaintances.

The last I heard, from a common friend, was that she was under tremendous stress at work.

She was in advertising.

I am no expert on other industries, but advertising is one that has normalised inhuman working hours.

People flaunt dark circles caused by a lack of sleep like a badge of honour.

When you leave work at 6 in the evening, you are asked whether you are taking half a day off. Jokingly.

"If you aren't willing to work 16 hours a day, 7 days a week, you aren't cut for this, dude," some say with condescension.

Well, sc*w that.

The thing is, advertising isn't as important as people in the industry make it out to be.

We are not out there curing bloody cancer.

At best, we are trying to convince people to choose a fancier hospital through messages that often create false hope.

That's about it.

We might be needed, but we aren't indispensable.

We might be creative, but we are not artists.

We might be necessary, but we are not that important.

So slow down.

It's just a job. Treat it like that.

#advertising #agencylife #stressatwork #themoraltroll

Reactions: 31,230

[View live post](#)

37. Dina Calakovic

Co-Founder, Authority Marketing



My boyfriend hit me yesterday.

He busted my lip and nearly chipped my tooth.

What did I do?

You see, he is my boxing trainer and accidentally punched me when we were sparring.

I should have kept my guard up.

So I wrote this to show you the Power of Words.

Whether you're writing a LinkedIn profile, email or business proposal – words always work For or Against you.

There's no in between.

Watch how you use them.

#copywriting #writing #business
#ami2much4u

Reactions: 4,524

[View live post](#)

38. Aakash Gupta

Group Product Manager, Affirm



5 lessons from Netflix's 67% decline:

1. Competition changes your market
2. Content CAN trump product
3. Entertainment is hits-driven
4. Big tech is always a threat
5. The tyranny of spend

From 2011 to 2021, Netflix did not report a single quarter of decreasing subscribers. This year, it's reported 2. In the process, it's declined from \$300B in market cap to \$100B. For students of product growth, it's an amazing case to study.

1. Competition changes your market

In the first phase of the streaming wars, Netflix was dismantling the dominance of cable TV. It could pay the major content houses (like HBO & Disney) for the rights to their shows & movies. That has changed with the entry of these players.

In the new second phase of the streaming wars, each player is keeping their content exclusive. You don't see Stranger Things on HBO Max, Obiwan on Netflix, or Game of Thrones on Disney+. This has changed the nature of the market Netflix plays in.

2. Content CAN trump product

In this new market, Netflix's higher quality streaming product only matters on the periphery. Sure, its search, smart downloads, & home page algorithm are best in class. But the main turf for competition has shifted to content.

This is a major takeaway for product leaders. Unlimited optimization of every surface isn't always how to move the needle.

3. Entertainment is hits-driven

There is a big difference between products that solve problems and products that entertain. For products that entertain, hits matter.

Netflix's outdated approach of Metacritic rated 40-70 niche shows isn't going to work anymore. Disney recently surpassed Netflix in subscribers due to its Star Wars, Marvel, and Pixar blockbuster HITS.

4. Big tech is always a threat

Big tech has come in with its own hits. Arguably some of the best new shows are from big tech: Apple with Ted Lasso, and Amazon with The Boys. Big tech is also a threat in markets Netflix WANTS to enter, like gaming & advertising.

Big tech just completed a beat-down in ads. Apple's privacy changes took the air out of stocks like Meta & Snapchat. Amazon, meanwhile, grew a \$40B ads business in just a few years. Always build a moat against big tech.

5. The tyranny of spend

When a paid acquisition channel, like content budget, starts working, it can become tyrannical. The temptation becomes: let's just keep doing more of this. But this has led Netflix's economics to more closely resemble media than tech.

This has led to multiple compression. DTC companies have fallen similarly. Their tyranny was performance marketing. SaaS companies too. Those with expensive outbound sales motions have fallen. To maintain tech multiples, companies must generate operating leverage as they grow.

This usually means: create a differentiated product. What if Netflix had positioned its product as a \$60 cable bundle and compensated the competition more to stave off their entries? Maybe it wouldn't have worked. But maybe it could have.

Maybe it still can.

Reactions: 9,402

[View live post](#)

39. Mark P. Jung

VP of Marketing, Sales Impact
Academy



Creating is hard. Don't let anyone tell you otherwise.



Mark Jung
@TheMarkJung



A hard job that people believe is easy:
Content Creation

9:09 AM · 4/15/22 · [Twitter for iPhone](#)

Reactions: 16,589

[View live post](#)

40. Luke Matthews

Founder, Wizard of Odd Marketing



I'm 37 & I'm traveling the UK in a campervan.
How do I work u ask.....

I have 3 Sim Cards with data on them.

I'm generally able to get a signal in most places except deep in the Scottish Highlands.

I run a Ghostwriting agency for LinkedIn & Twitter.

Fri – Sunday, I make sure I have fast WiFi.because I create around 80+ posts for clients on those days.

During the week, I make sure I'm able to be online from noon till sundown for my work.

I explore in the mornings.

So far, I've...

Visited all of Northern Scotland, including the stunning isle of Skye.

Visited a ton of whisky Distilleries like Glenfiddich & Talisker.

Seen quirky fishing villages, castles & beautiful rugged landscapes.

My van isn't luxury, but it gets the job done.

If you want to learn about how to grow on LinkedIn or follow my adventures, ring my bell.

PS 3 days in, and my whisky withdrawals are gone...

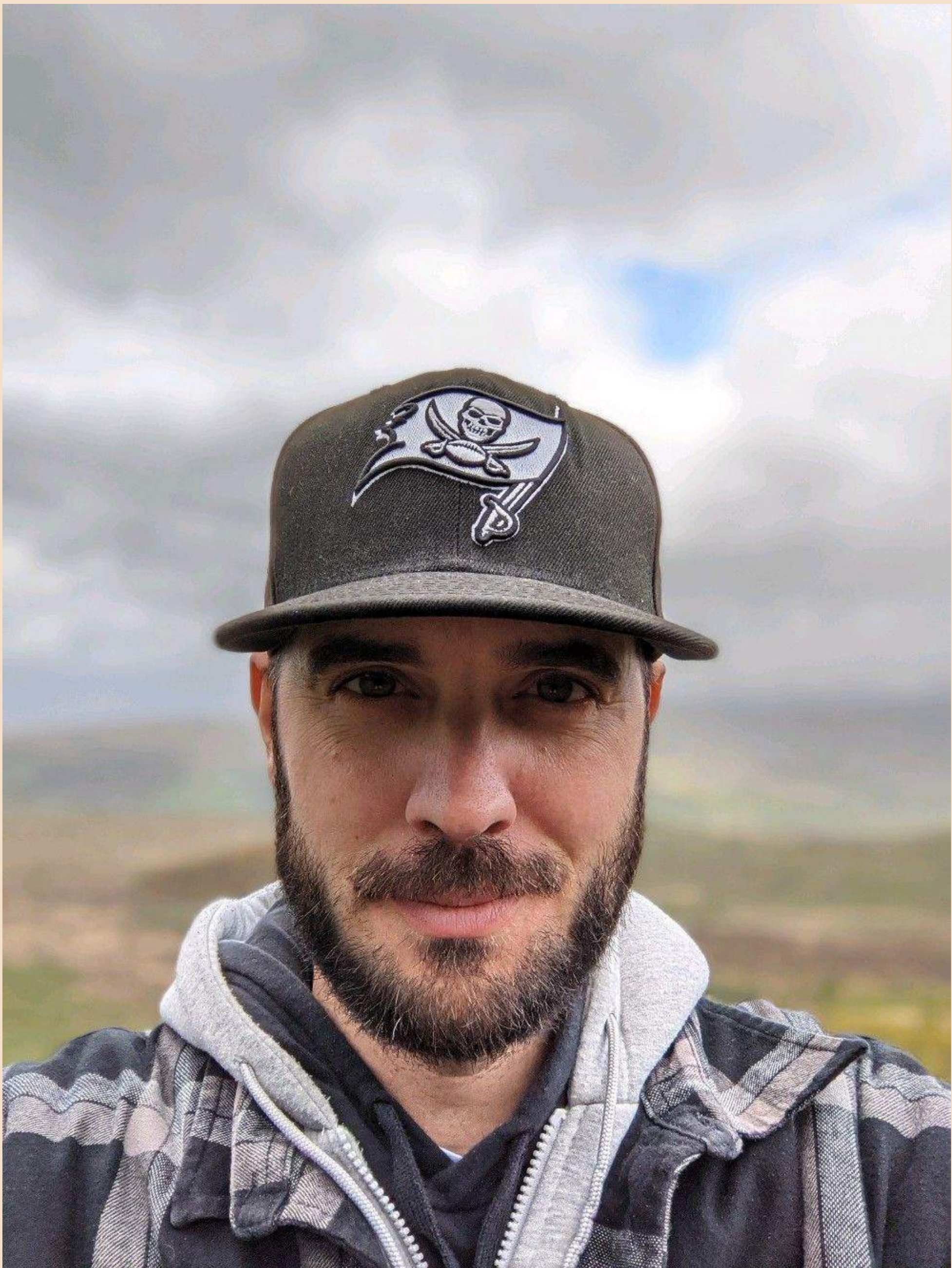
Next up is quitting coffee!

- Would u try campervan life?
- Am I crazy to take basically no days off?

Get LinkedIn Tips every Monday > <https://lnkd.in/dM3cTf88>

Get LinkedIn Marketing Done for you > <https://lnkd.in/eAEUuC-e>

#socialmediamarketing #digitalnomad #campevan #travel
#copywriter



Reactions: 1,017

[View live post](#)

41. Madison Butler

Chief People Officer, GRAV



The supreme court overturned Roe V. Wade this morning.

As a woman who has needed an abortion and had access, I deeply understand the way the earth has shaken beneath us today.

We woke up today with less rights than women 50 years ago.

5 people have dictated healthcare for millions.

5 people have changed the trajectory of millions of lives.

5 people have decided that their ideals should be reflected in everyone.

This is democracy.

22 states will make accessible healthcare illegal.

Making abortions illegal doesn't stop abortions, it limits access to safe ones.

Making abortions illegal doesn't impact the wealthy, it harms those with limited resources.

Making abortions illegal doesn't stop abortions, it prevents those without access to passports, flights, and support access to safe ones.

Abortions are healthcare.

Access to healthcare is a human right.

Abortion access save lives.

If you're an organization committed to equity, how are you supporting your people today?

Yes, I said people.

This is your reminder that all kinds of people need access to abortion care, not just women.

If you're so concerned with ending abortions, start talking about access to birth control, tubal ligations, sexual education and prevention.

If you come to my page to tell me you're pro-life, please know that you are not pro-life, you are forced birth.

Not all adults want children.

Not all pregnancies can be prevented and everyone should have the choice to decide what to do with their body.

Birth control fails and our refusal to educate on this topic should be seen as a failure.

Stop painting unwanted pregnancy as a "miracle" and mind your own uterus.

Bonus Tip: It is free to mind your own body and it is free to not harass people online about the choices they make for their bodies, families and lives.

Reactions: 21,738

[View live post](#)

42. Wes Kao

Co-Founder, Maven



I don't know who needs to hear this, but you didn't just get lucky.

You might have been at the right place at the right time but you also worked for years to have the skills, experience, and instinct to capitalize on luck when it came your way.

Don't tell yourself it was only luck.

Reactions: 17,511

[**View live post**](#)

43. Amelia Sordell

Founder, Klowt



I just cancelled ALL our employee benefits. They were a total waste of money .

- Unlimited holiday. Gone.
- Unlimited learning (we pay for courses). Gone.
- Unlimited books from Amazon. Gone.

Because NO ONE was using them.

So instead, we've introduced:

- 30 days paid holiday.
- £100 towards your commuting cost, monthly.
- £45 towards your wellbeing, monthly.
- £10 towards your home WiFi bill, monthly.

These new benefits are actually costing me more than the ones we had before, but they're so much better.

Because they're what the team actually want.

Besides, if you're employee benefits don't benefit your employees, what's the point of having them?

Reactions: 43,609

[View live post](#)

44. Ankur Warikoo

Founder, Nearbuy.com



I scored 57/100 in English in Class 12!

I honestly did not expect this disaster!

I had been a top performer across all subjects, all through school.

I felt like a failure.

But here I am today!

So for anyone feeling like how I felt back then, remember...

Your marks do not have the power to define you.

YOU have that power.

Take it from someone who has failed several times.

The fact that you are still here is the biggest gift you have. You have time.

You have you.

Make the most of it.

#failure #success #life #warikoo

Reactions: 40,399

[View live post](#)

45. Jessica Williams

SVP of People, Refine Labs



When you think of high-functioning alcoholism, you should think of me....

There are, without a doubt, people at your job struggling with addiction at this moment.

I have severe anxiety and depression, and my number one coping mechanism used to be alcohol, which I now know is like pouring gasoline on a damn fire. At the height of my addiction, I would drink all day long, but my Type A Overachiever traits would also drive me to work crazy long hours for my job.

I went to jail for a DUI on a Friday, returned to work on Monday, and received a promotion and a \$15,000 salary increase; not a single soul at my job knew what happened the weekend before. I was a level 10 shapeshifter and could and would pretend to be whoever anyone wanted me to be. As you could imagine, this type of mixed signaling fed my addiction for years. I would say, "look at my life and my career; I'm fine," and that was all a lie.

As we all know, money can make problems go away, so I was able to get the DUI expunged from my record; for a long time, I acted like that never happened, but it did, and I put myself and everyone around me in danger.

"There is nothing stronger than a broken woman who has rebuilt herself." – Hannah Gadsby

2.5 years | 912 days | 21,900 hours —> This is how long I've been sober!

I honestly didn't think I could last two weeks, so I never everrrrr thought I would say it's been years since I had alcohol. Not even a sip!

Little did I know that when I started this journey at the beginning of 2020, it would be the dumpster fire of a year. But no matter what happens, I no longer use alcohol to avoid problems, mask my feelings, or numb the pain. I now know the sense of serenity in the middle of a storm.

I'm grateful that WE RECOVER because we are all more than any of the worst things we've ever done.

My mom bought me this arrow necklace for my birthday to signify that I'm headed in the right direction. Forever grateful for this lifelong journey that I'm on; it's been a beautiful surrender.

#WordToTheWise: I know without a shadow of a doubt everything good in my life right now is because I got help and stopped self-medicating.

Special shoutout to Cheri Garcia for being so open and honest on LinkedIn; you inspired me to do the same!

Reactions: 32,134

[View live post](#)

46. Shreyas Doshi

Advisor to fast-growing startups. ex-Stripe, Twitter, Google, Yahoo.



An observation about Product Managers who get promoted quickly early on:

They consistently turn high ambiguity into clarity, clarity to alignment, alignment to plans, and plans to shipped product. No matter what problem you give them, they surprise you with their ingenuity and energetic action.

Reactions: 3,314

[View live post](#)

47. Allie K. Miller

AI Entrepreneur, Advisor, Investor



I was miserable in my first job. I was underpaid, undervalued, and underwater.

But I learned some important lessons:

1. No amount of hard work will fix a toxic work environment.
2. Your time and energy are valuable – regardless of how much someone is paying you.
3. Others can't always see how much you're worth. That's their problem.

Shoutout to the mentors all over the world helping others recognize their worth. It literally changes lives.

#leadership #management #mentorship

Reactions: 53,160

[View live post](#)

48. Chris Walker

CEO, Refine Labs



Was your pipeline down in April?

Ours is down 43% MoM.

I'm not mad about it. It makes perfect sense why.

That's what happens when the S&P 500 plunges nearly 9% in April, its worst monthly decline since March 2020.

That's what happens when company valuations get slashed by more than 50%, shocking the system, making it much harder to raise money and causing most companies to cut spending dramatically to extend runways.

That's what happens when you compare March vs. April – March being the last month of a major quarter for B2B buying cycles vs. April being the first month of typically the slowest quarter for B2B buying cycles.

Oh, not to mention there's continued uncertainty & growing risk that the war in Ukraine will tip a fragile global economy into a slump.

If your pipeline is down month-over-month – sometimes it has NOTHING to do with your Google Ads. It has nothing to do with your content programs. It has nothing to do with Marketing at all.

It's sad to see companies blaming Marketing for missing the pipeline number last month given the circumstances.

It makes perfect sense why pipeline would be down in April and it has nothing to do with Marketing performance.

#marketing #b2b #demandgen

p.s. A great way to measure this is to compare MoM pipeline performance of other sources like outbound and partner. If outbound and partner pipeline dropped similarly (oftentimes these sources drop more than marketing), that's an indication that this is a BUSINESS problem, not a marketing problem.

But everyone needs a scapegoat and people love to blame Marketing :)

p.p.s. Comparing Marketing Performance MoM is totally sub-optimal and leads to knee jerk reactions, poor strategy decisions, and overall wasted time & energy worrying about nothing."

Reactions: 3,659

[View live post](#)

49. Jalonni Weaver

Sr. Analyst, Talent Acquisition, Slalom



Use your PTO. Take mental health days. Use your PTO. Take mental health days. Use your PTO. Take mental health days. Use your PTO. Take mental health days. Use your PTO. Take mental health days. Use your PTO. Take mental health days.

#mentalhealthwellness

Reactions: 27,153

[View live post](#)

50. Jennifer Welsh

Founder, Money School



The fake American dream:

- Six-figure salary
- Big house
- Nice car
- Work til you're 65

Show your friends.

Work hard ➡ buy things ➡ keep working? Hamster wheel

Here's the new American Dream:

- Reduced expenses
- Increased savings
- Time as currency
- Freedom

Fastest way to get there?

Investing > material things

Out with the old and in with the new. Freedom's in style now.
Goodbye, things.

Reactions: 15,927

[View live post](#)

51. Adam Broda

Founder, Broda Coaching



Why hire students with 0 years experience?

- They're great at working w/ limited budget
- Infuse new generational perspectives
- They can teach you something new
- They bring a learning mindset, train them in critical skills to remove single points of failure
- Someone asking lots of questions can inspire creative ideas for change
- People excited to learn and work can positively boost your team culture
- Keep staffing, relocation, hiring costs low
- Improve the diversity of your team
- Give established employees the ability to grow through mentoring and teaching
- Outsiders who haven't been brainwashed are the best people to give feedback
- Their experiences matter far less, and you focus on bringing in greater character
- They are the next generation, like it or not, you'll need them eventually

The best teams blend people with different experiences.
Managers shouldn't ignore true, entry level candidates.

We need ideas from everyone.

#studentvoices #hiringtips

Reactions: 57,589

[View live post](#)

52. Chip Huyen

Co-Founder, Claypot AI



So I wrote a 5400-word lecture note on the basics of data engineering for my students, covering:

- * data formats (row- vs. column-based, text vs. binary)
- * ETL
- * batch processing vs. stream processing
- * training datasets

This is a work in progress. Feedback much appreciated!

<https://lnkd.in/gvSBRHf>

#datascience #dataengineering #machinelearning
#mlengineer #mlops

Reactions: 4,505

[View live post](#)

53. Isobel Cowell

Head of Social, Kurogo



LinkedIn reminder: for every photo you see of someone in a big, fancy, aesthetic office...

There's someone sat working in their childhood bedroom

I had to move back into my family home after uni...

Something I told myself I would never do

And then the pandemic hit...and then I changed my mind on my career...and then I really struggled with graduating uni...

And before I knew it, I was sat working in the room I used to play Bratz in

And moving back home means:

Family asking you to drop stuff at the post office during your work hours

Cats snoring during work meetings

People around you not understanding why you're working such long hours

♥ So shoutout to everyone who is still hustling while living at home!

And HUGE shoutout to my mum for making me the pink curtains of my dreams when I was 5

Did you move home after uni??

Reactions: 35,509

[View live post](#)

54. Elfried Samba

Head of Community and Social,
loconic



Representation matters ♥



Reactions: 221,194

[View live post](#)

55. Brianna Doe

Demand Gen, Inventables



I worked for 6 months straight, usually 14-hour days, without taking PTO.

When I finally requested a day off, my manager said no (and hung up on me).

One month later, I put in my notice.

The company's response: "We need you, and we love the work you're doing. Why don't you take a couple days off to rest and reevaluate?"

I refused.

Taking care of your mental health is just as important as hitting your KPIs. It's okay to choose yourself. 😊

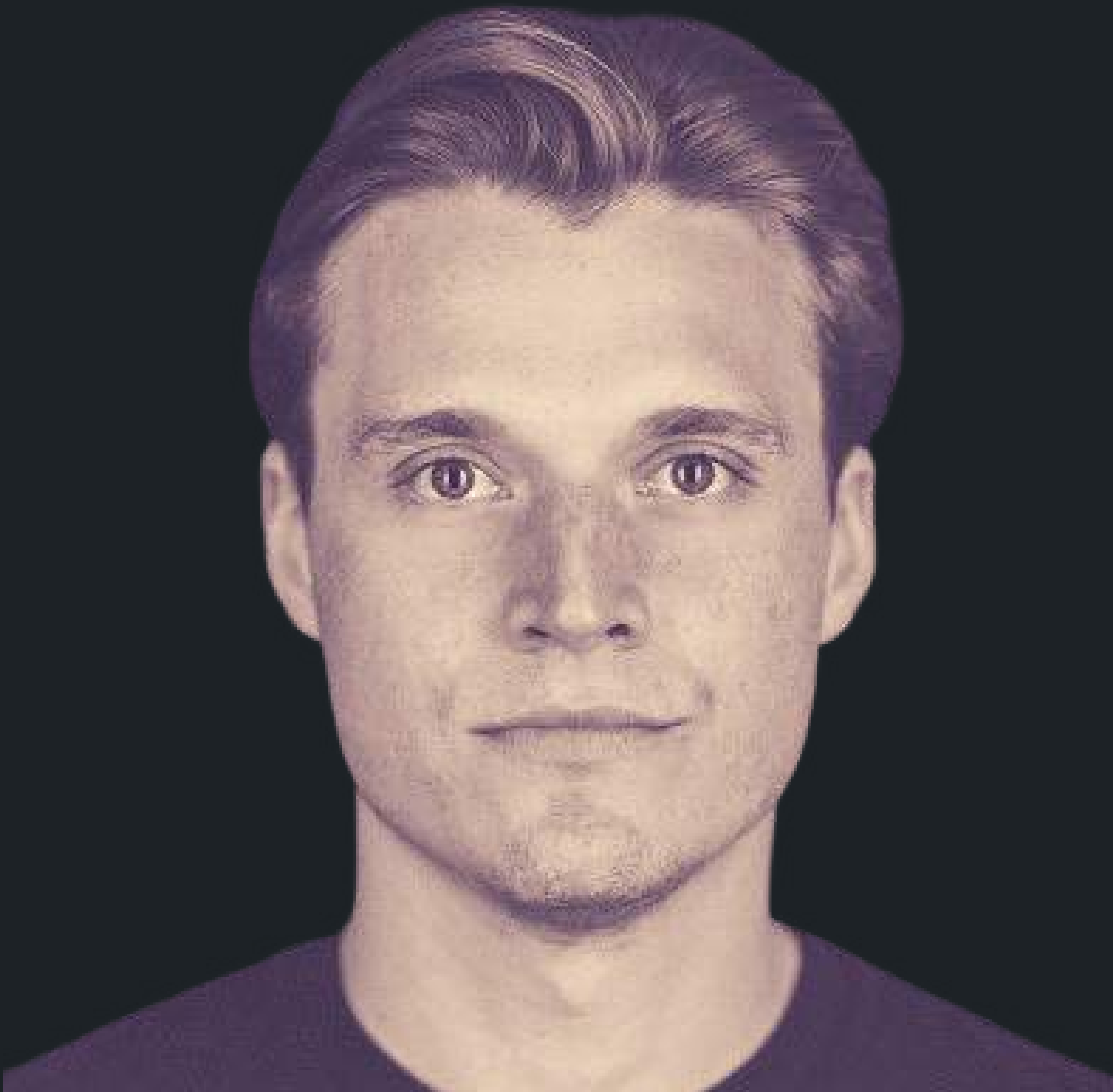
#mentalhealth #careerdevelopment

Reactions: 22,733

[View live post](#)

56. Patrick Seibt

#1 Sales Content Creator on
LinkedIn 2022



In January I spoke with several SaaS companies who wanted to hire me.

Almost all of them were the same.

"It's an outbound role, so you will be responsible for your own pipe."

"Fair, what does your tech stack look like?"

"Well, we have Sales Navigator. Uhm. Yeah."

This honestly made me laugh.

And I don't want to call anyone out.

But if your job ad says you only hire "sales rockstars".

Please provide a rockstar tech stack.

This is 2022, not the 90s. 🙄

Reactions: 2,398

[View live post](#)

57. Chris Do

Founder & CEO, The Futur



I was sitting in the darkened auditorium of the Nokia Theater. My knees were knocking and hands trembling. It was icy cold inside but that's not why I was shaking. I was there to accept an award at the 2010 Emmys, and I was terrified. Why? I had to give a short speech. Just thank people, without stumbling, in front of a few thousand people. Gulp. As an introvert, I couldn't think of anything more terrifying.

For context, this was four years before I started lecturing, writing posts, recording podcasts and YouTube videos.

My wife elbowed me and said knock it off. "You have to relax," she whispered. Moments later, a page was whispering my name, searching for me in the dark. It was go time!

Now, my heart was really racing. I kept reciting the few phrases I had prepared, still making last minute edits. My head was jumbled. Make it memorable, touching, inspiring yet be humble. I'll settle for a coherent string of words and not fainting on stage.

By sheer luck, the ceremony was running long. We were instructed to step on stage, take the award and head back. No speech. Maybe guardian angels exist after all! Everyone else was upset, but I was all smiles. The rest was a beautiful blur.

It's hard to believe how much has changed—all because of that single first step.

Reactions: 7,876

[View live post](#)

58. Charles Miller

Founder, Writing to Riches



Apple didn't make an ad that said:

"3GB of storage."

They made an ad that said:

"1,000 songs in your pocket." Benefits over features, always.



Reactions: 6,534

[View live post](#)

59. Heather Monahan

Top 50 Keynote Speaker In
The World 2022



I didn't write my first book until I was 43.

I didn't start my podcast until I was 44.

I didn't give my first TedX talk until I was 45.

I didn't become faculty at Harvard until I was 46.

At 42 when I was fired, I thought it was over for me.

Now, I know I'm just getting started.

Meet me live at noon est on clubhouse today so we can get you started too

#motivationalspeaker #motivation #confidencecreator
#coachingonline #clubhouse #freebie #furlough

Reactions: 18,831

[View live post](#)

60. Dan Koe

Founder, Modern Mastery



How to get ahead of 99% of people:

- Go quiet for 3 months
- Laser in on 1 BIG goal
- Self-educate like mad
- Apply everything you learn
- Fail as much as possible

Every month, take a break. Disconnect.

Bursts of intensity are how you blow past everyone else.

Reactions: 11,704

[**View live post**](#)

61. Daniel Pink

#1 New York Times
bestselling author of 7 books.



One easy, inexpensive way to improve mental & physical health:
Time in nature.

A new program in Canada gives some doctors the option of providing patients with a free annual pass to the country's national parks -- a prescription for nature.

Fascinating idea.



A new program in Canada gives doctors the option of prescribing national park visits

npr.org • 3 min read

Reactions: 4,272

[View live post](#)

62. Ash Rathod

Brand Story Strategist | Managing
Director, Digital Focus Creatives



The colour of my skin started to change two years ago...

I began to hide. No camera on video calls and no face to face networking anymore. (And this had a massive impact on my business because I was unable to fully be myself).

As a usually quiet but confident person, the sudden onset of my Vitiligo exacerbated my mental health which was already on an emotional edge due to a huge personal change in my life.

I managed to get through this because I had a family around me who loved me unconditionally.

The other massive pivotal change I remember was one of my clients gave me the space to talk (via email) about these recent changes and sent a really nice message which I'll remember for a long time. It was probably a small thing for her. But a HUGE thing for me.

The reason I post this today is for two reasons.

1. It doesn't take much to be nice to someone else, and give them the words of encouragement they probably need. You don't know how much it will help their wellbeing.

2. It's emotionally draining trying to keep up with what you think others think of you. Be yourself and be kind to yourself. You're good enough. And others know this too.

Once you embrace this, I promise you will be the best version of yourself.

#selfcare #mentalhealth #bestadvice Ash Rathod

Reactions: 21,000

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63. **Brigitte Hyacinth**

Keynote Speaker on Leadership,
HR, Artificial Intelligence and
Digital Transformation



I HIRED a person over 50. You can't imagine the resistance I had to overcome. The HR manager was not impressed. She said he "won't fit into our culture," "he is overqualified." etc. I had to put my foot down to get him hired.

Everyone is looking for that 18 year old with 20 years experience.

He was one of the best hires I ever made. He made a huge difference for the company. You can't Google Experience. Employers if you want good talent you need to be considering the "Overqualified" candidates.

Our society needs to change. All that should matter is if the candidate has the right skills and attitude to do the job. It's time to stop discrimination on the grounds of a person's age.

Agree?

Reactions: 343,596

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64. Reno Perry

Co-Founder & CEO, Wiseiful



Don't let 'hustle culture' hijack your holidays.

It's ok to slow down.

So many people I know are exhausted trying to find a new job, handle their current job, get through school, etc.

The work will be there when you get back and the world will be fine, I promise.

#careers #jobsearch"

Reactions: 10,603

[**View live post**](#)

65. Sophie Miller

Founder, Pretty Little Marketer



Hi I'm Sophie, I'm in my twenties and... I don't drink.

Yeah I'll take a water with ice and lemon please.

Perhaps if I'm feeling crazy I'll opt for a Pepsi Max (because it's far superior to Coca-Cola, I said what I said)

And here's why I'm telling you this...

Because I'm tired of the "oh just have one"

the "but are you *sure* you don't want a drink?"

the "ugh don't be so boring"

or the oh-so-invasive "you don't drink? What? Why?"

Some of your friends don't drink.

And they don't owe you an explanation.

So next time your mate opts for an orange juice instead of a gin...

Or they're having a read of the mocktail menu rather than flicking to the wine section...

Don't make them feel like a sore thumb for not pandering to the "norm" of drinking culture.

Let them enjoy their drink of choice in peace



Reactions: 135,687

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66. Catalina Valentino

Founder & CEO, Pivot



My Uber Driver told me I was too pretty to be in business.

I should try modelling instead.

He didn't believe me when I said I was in #business.

"You're too pretty for that"

"Why don't you try modelling instead"

Hm.

I thought we were past this.

Why is it that a #woman has to pick one; beautiful or smart.

It's 2022 people. WOMEN CAN BE BOTH TOO

Now, we could just choose to be one of those from the "well that's just the way it is" crew, but that's not who I am.

I'm here to lead change. Create harmony.

And where would that get us? Change isn't created by sitting around doing nothing.

#bethechange

Reactions: 21,038

[View live post](#)

67. Joel Lalgee

Business Development Consultant,
Hirewell



I'm posting this today with a slight hesitation that it may be taken wrong...

Here's the heart behind the post.

I've noticed that many people face a huge pressure to find a deeper purpose and meaning in their work. (I don't think influencers help with this...)

We hear comments like -

"They need to be passionate about our mission" and "We need someone that shares our vision,"

Is it possible to experience fulfillment in our work?

Yes, I believe that.

Will everyone have this experience?

I don't think so.

But we ALL need to provide for our family.

IMO work cultures can often be filled with false positivity that can be detrimental to the environment they are looking to create.

I think sometimes you have to be okay with employees seeing their job as,

A job... and what's wrong with that?

#work #job #recruiterlife #recruiter



Reactions: 31,151

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68. Marshall Goldsmith

Thinkers50 Hall of Fame, #1
Leadership Thinker, #1 Exec Coach,
#1 NYT Bestselling Author.



Nobody will remember:

- Your salary
- Your fancy title
- How many hours you worked

But,

People will remember:

- The time you spent with them
- If you kept your promises
- How you made them feel

#MarshallGoldsmith #EarnedLife #Remember

Reactions: 10,776

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69. Dan Kelsall

Co-founder, Offended



Get up at 5am if you want to be successful.

What a crock of shit.

I work 'til 1am most days. The only way I'm functioning at 5 is by snorting coffee and injecting speed into my eyeballs.

Everyone's different. Some early birds, others night owls.

Where some of you bounce out of bed in the early hours of the AM, I snooze my alarm 73 times, chisel the sleep from my eyelids, trip over the cats, brush my teeth with moisturiser, wash my face with toothpaste, and lie on the bathroom floor, sobbing.

Where some of you drift off peacefully at 10pm, I often find myself wide awake at 2am, eating crisp butties and watching conspiracy theories on YouTube about how Elon Musk actually killed Tupac.

Where some of you tap tap tap away on your laptop on the morning train and shout so loudly down the blower that the entire carriage gets to know that you live up your boss' arse, I fall asleep and dribble on the person sitting next to me.

There's no blueprint for success. No straight path. No set way of living. From what I can see, it's just a shit load of hard work and a bit of luck.

So let's all stop telling other people how to be successful, shall we?

After all, wherever we get to, none of our paths will look the same.

Reactions: 15,483

[View live post](#)

70. Darren McKee

Vice President of Sales, Skye



My son told me he got kicked out of a group this week at school.

He was smiling

I was confused.

His next words made me smile with him.

"It's all good. I started another group and two people from the old group joined mine!"

Leaders will always lead.
Builders will always build.



Reactions: 3,143

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71. Matt Turck

Managing Director, FirstMark



I am a venture capitalist. Here's my daily routine.

8am: Wake up hungover from a crypto dinner.

While in bed, tweet how refreshed I feel from a great night on my Eightsleep and my 1-hour morning meditation.

9am: look at my reflection in the mirror and say "you are *not* getting disrupted by Tiger". Repeat 10x, increasingly loudly.

10am: Look at the list of deal announcements on VC newsletters. Feel vaguely nauseous. "Should have done that one". Then "oh, that one, too. And probably that one..."

11am: Haven't tweeted in a while. Time for some thought leadership. What would Naval say?

11:30am: Debate how to reach out to a founder to tell them I "heard good things". Email? Too cheugy. Text? Creepy. Telegram? Bit desperate. Signal? This job is so hard.

1pm: Lunch with another VC. We both agree founders shouldn't take the highest valuation term sheet and should instead choose us because we bring value. Glad we got that settled.

2pm: I do a "walk and talk" with the CEO of a startup I invested in. I share tips about scaling that I learned from my 9 months of operating experience as a product manager at Salesforce 5 years ago.

They don't say much but I know they appreciate my insights.

4pm: I try to connect my MetaMask to my Coinbase account so I can buy the NFT that I already told everyone I own. Nothing works, gosh this is complicated. Try to find an explanation on YouTube, end up on Netflix.

Tweet that I am "going down the web3 rabbit hole"

6pm: Time for drinks. Hear how the founder I wanted to reach out to this morning got 12 term sheets this afternoon and got preempted. Oh well. Gossip about how the Midas List means nothing. Make plans to go kitesurfing with another VC.

11:30pm: Watch Succession. Tweet "wgmi".

Reactions: 13,170

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72. Sam Browne

Top LinkedIn Creator



Learn the Secrets of the LinkedIn Algorithm [in]

Use these tips to build a 10k audience.

Download the Free PDF:

<https://lnkd.in/eH3nNidJ>

© Richard van der Blom recently released his annual LinkedIn algorithm report for 2022.

There are some big surprises in here.

I've compiled a shortlist of key takeaways from the report for LinkedIn content creators.

Let me know which of these tips is most helpful to you, and how they might change your content creation strategy on LinkedIn.

#personalbranding #digitalmarketing #linkedin

Like this?

I'm Sam Browne .

Click my name + follow +



Reactions: 11,353

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72 VIRAL LINKEDIN POST EXAMPLES

FROM 72 REMARKABLE CREATORS



CURATED BY JOSUE VALLES