

# 5 Reasons I'm

# Hooked on LinkedIn

*What I gain from writing and posting on LinkedIn daily*

Carousel - further slides... →



Second Brain Builder ★ AI enthusiast ★ Leadership Coach

# Clarity in Communication

*Daily posting and LinkedIn attention span forces me to crystallize my thoughts*

- ★ Strive for **simplicity**
- ★ Keep it **focused and consistent**
- ★ **hook** → **tension** → **solution**
- ★ POP - **personal, observational and playful**
- ★ Use **active voice**
- ★ Be **engaging**...through storytelling, sharing experiences, address the reader
- ★ **Verbs power up**, balance adverbs and adjectives
- ★ CRIBS - **avoid confusing, repeating and boring** parts and **double down on interesting and surprising** elements

*Practiced writing principles*



# Explore the Power of Visuals

Impact with  
Carousels

**7** AI tools I use daily  
feels like 10x productivity

Carousel - further slides... →



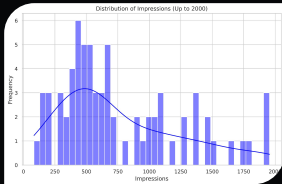
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Experiment with Midjourney

47 and Counting: How I become  
a [Startup Swiss Army Knife](#)



Analyze and Visualize



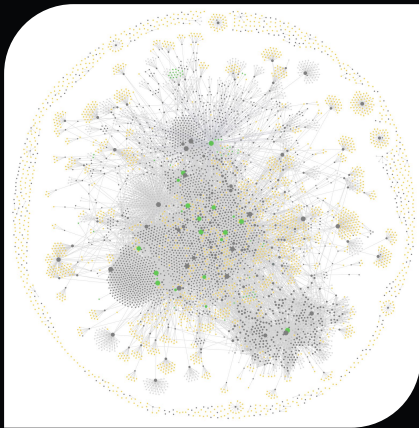
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Leverage Powerful Models



# Transform Ideas - cod-Express

*Based on 2800 notes, 9000 links and 1.7 Million words*



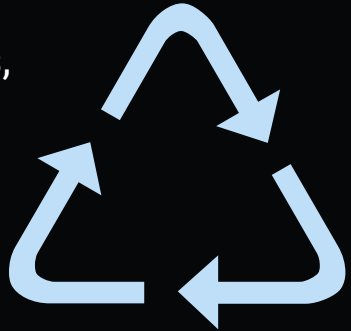
- **Express** my Second Brain **knowledge**
- Posts are **a new version of** my **knowledge**
- It helps me to **reflect, recombine, link** further and **reconnect** with my learnings



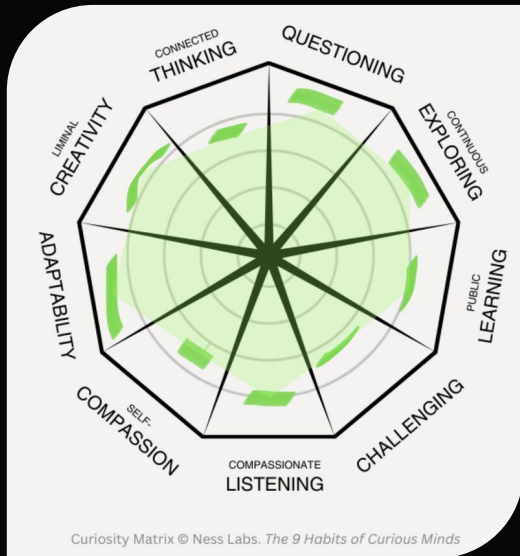
# Community & Connection

*Every post builds bridges to new minds*

- I **Share** by working out loud
- I **Learn** through your likes, comments, and connections
- I **Connect** with experts across the world



# Curiosity in Overdrive



It **shapes** my thoughts, **challenges** my views, and keeps me on a **constant path of learning and discovery.**





# GROW YOUR LEADERSHIP SKILLS

WITH GROUP COACHING BY BLINKIST



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🔗 Unlearn to Relearn in L&D  
(Combine virtual collaboration...

**collaboration with bite-sized content for powerful learning**



👍 3 · 4 comments

Post

🔗 Navigating Level 5 of Remote Work: A Journey of...

Levels of e Work

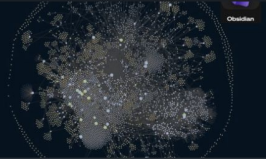


Blomberg's Five Stages of Remote Work

👍 23 · 22 comments

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🔗 Second Brain and AI: Elevate your knowledge management...



**Second Brain and Smart Connection AI - a powerful...**

👍 16 · 8 comments