

SKILLSER PRACTICE PACK

LinkedIn Personal Branding

Career & Workplace • Beginner • 8 hours

Create evidence that communicates your value and professional judgement.

Use this pack beside the course

- Set one observable result for the course.
- Complete the practical activity before marking the lesson complete.
- Keep evidence: screenshots, files, calculations, recordings, photos or finished samples.
- Use the checkpoint feedback to decide what to review.
- Treat the Skillser certificate as proof of course completion, not external accreditation.

1. Define your course outcome

Write a result another person could inspect. Avoid goals such as “understand more”. Prefer “I can create / explain / analyse / produce / perform ...”.

My outcome for LinkedIn Personal Branding

What I can already do

My constraints

- Time available each week
- Phone-only or limited device access
- Internet/data cost
- Budget for tools or materials
- Confidence or previous experience
- A current rule, platform interface or policy may need verification

2. Working principles

Use these principles while you move through the course. They are designed to keep practice connected to a result.

1. Choose a target role or workplace outcome.

Write one decision or example from your own context where this principle matters.

2. Turn duties into evidence-based achievement statements.

Write one decision or example from your own context where this principle matters.

3. Practise the conversation, interview or negotiation aloud.

Write one decision or example from your own context where this principle matters.

4. Review clarity, relevance, confidence and follow-through.

Write one decision or example from your own context where this principle matters.

3. Three practical challenges

Do these away from the lesson player. Each challenge should leave evidence you can keep.

Challenge 1

Create three evidence-based achievement statements relevant to your target role.

What I produced / what happened

What I would improve next

Challenge 2

Record a 90-second answer or professional introduction and review it.

What I produced / what happened

What I would improve next

Challenge 3

Ask another person to score clarity, relevance and confidence, then revise once.

What I produced / what happened

What I would improve next

4. Capstone brief

Create evidence that communicates your value and professional judgement.

Capstone output

Create one final output that demonstrates the central skill in **LinkedIn Personal Branding**. It should be specific enough for another person to inspect and should include evidence of your process, not only the final result.

Problem or goal

Tools / materials / information needed

Steps and timeline

Evidence I will keep

5. Review and next step

Score the work honestly. The purpose is to decide what to practise next.

Criterion	1	2	3	4
Clarity	Unclear	Partly clear	Clear	Very clear
Quality	Frequent errors	Some errors	Meets standard	Consistent
Process	Cannot explain	Incomplete	Repeatable	Adaptable
Evidence	Little proof	Some proof	Clear proof	Portfolio-ready
Reflection	No review	General	Specific	Tested improvement

My next 30-day practice plan

Content review note

Where this course depends on current laws, tax rules, CAC procedures, exam policies, financial products, software interfaces, advertising platforms, security guidance or regulated professional advice, verify the current official source before acting.