



Shelly Elsiger is an engaging LinkedIn Trainer and President of Linked-Express. She coaches executives, women leaders, corporate teams and diverse groups, as well as departments and associations; inspiring professionals to maximize their professional branding, networking potential, and social influence while successfully overcoming Imposter Syndrome.



Shelly is member of the International Coach Federation (ICF), recognized as a "Woman you Need to Know" by the National Women Speakers Association (WSA) and a Women of Achievement. Shelly made it to the list of globally recognized LinkedIn Training Experts in 2017. She is also a LinkedIn Trainer and Career Specialist for Rotman Commerce at the University of Toronto.

Shelly's diverse experience as a professional Trainer and Coach allows her to bring a unique breadth of knowledge, as well as an aspect of fun and passion, to all her workshops and speaking engagements.

Shelly Elsiger

President and Founder, Linked-Express
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"LinkedIn in High-Heels: Rise Up and Lead Online"; her signature workshop is aimed at helping women business leaders successfully own their space and their voice online.

Her motto:

"Instead of waiting to be noticed first, be a Leader in your space-Lean-In, Listen-In, Lead-In and Link-In!"

LinkedIn is a powerful and professional social online platform for women business leaders and comes hand-in-hand with being a respected leader today. Successfully establishing your brand, expertise, presence, and voice online is no longer optional!

LinkedIn in High Heels: Rise Up and Lead Online is about:

- Building your LinkedIn Career Story with pride and presence
- Courageously and strategically outwitting Imposter Syndrome
- Learning to be active on LinkedIn in ways that showcase your character and help you stand strong without the title
- Creating and sharing engaging content; educating your audience through leading, listening, and liking
- Building a brand online that is talked about and recognized even when you are not online
- Ensuring your content is innovative and inspiring – sharing of new ideas while investing in the art of online reciprocity
- Publishing content that recognises your unique expertise and inspiring followers along the way
- Spreading goodness, rising spirits, empowering others, and providing recognition
- Living and leading LinkedIn Life through customization and personalization; not simply fitting in but committed to standing out
- Successfully transferring your offline brand to your online brand

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Thank you to Shelly for speaking to our Women's Network Club members at Intelx Technologies Inc. We had so much fun and so many A-Ha! moments! The LinkedIn in High Heels: Rise Up and Lead Online is Shelly's signature workshop - all about women leading-IN and becoming IN-influential leaders online - focused on optimizing your LinkedIn profile for personal and professional branding. (Intelx)

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Is it your time to RISE UP on LINKEDIN and SHINE?



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