



LINKEDIN JOURNEY

EXPERIENTIAL LEARNING

CAREER DEVELOPMENT

SEE COURSE SYLLABUS

➔ PERSONAL GROWTH

- Powerful tool for self-reflection
- Gain a deeper understanding of your challenges, obstacles, values, goals, and dreams
- Develop greater self-awareness
- Improve emotional intelligence
- Enhance overall well-being
- Control to define a voice that matters to you
- More effective and authentic communicator
- Build empathy to see things differently
- Healthier connection with coworkers, leadership, customers, and other stakeholders
- Sparks curiosity and creativity

➔ PROFESSIONAL GROWTH

- Build an interesting personal brand
- Enhance LinkedIn profile
- Develop a beautiful social activity trail that reflects your thoughts, ideas, perspectives, behavior, personality, and character
- Create dialogue with thought and social leaders
- Make connections with diverse professionals
- Opportunity to teach by becoming a co-author of DEEP Coalition's expressive writing course
- Develop strong reading, researching, and commenting skills for community-building
- Learn occupational and industry knowledge
- More clearer, intentional, and authentic communication style
- Better understanding of the power of one
- Gain insights as an entrepreneur
- Comfortable showing up to work as whole selves

➔ COMPANY GROWTH

- Added visibility for LinkedIn company page
- Employees who can sell their words improve the company's reputation
- A system to create long-lasting ambassadors
- Boost corporate brand image
- Contribute to the bottom line
- Employees build the confidence to positively represent the employee experience
- Improve talent recruitment and retention
- Improve culture and mental health
- More creatives on the team means more innovation for the organization
- Sense of community belonging
- Employee career development and success
- Gain a new network of leads and prospects
- Helps to promote new ideas, strategies, or initiatives to help the company grow and thrive
- Alignment of personal and corporate values

BECOME A MICRO-INFLUENCER

THE EXPRESSIVE WRITING WAY

By Katiya Xiong, Founder of DEEP (Do Express Empathy Proactively) Coalition

What is expressive writing and how does it relate to wellness?

Expressive writing is emotional writing. It is about being true to what is in your mind, heart, and soul. It pays no attention to spelling, grammar, punctuation, or any other form of writing conventions. At the core of expressive writing are the feelings that you have about what happened or what is happening around you and in the world.

Learning how to write with your emotions is a satisfying way to transform into a person who lives deeply. Whether you are an introvert or extrovert, an entry-level or seasoned worker, a monolingual or multilingual, a leader or follower, or a person living with or without a disability - no matter what labels and qualities you accept as the pieces to your identity, writing about yourself for the world to see is a gift that keeps on giving.

Expressive writing is a tool that brings people closer together. It teaches you what true empathy looks like: to see things as they are, especially from the perspective of someone who questions or disagrees with your observations, explanations, and answers.

Expressive writing is no different than storytelling. It heals. It uncovers. It enhances. It strengthens. It inspires. It grows. It contributes to meaningful progress for yourself, your colleagues, and your customers including businesses. The experience of being fully immersed in expressive writing can feel like falling in love with 'who you are' over and over again. The more you write for/to yourself, the more confident you will be in articulating your thoughts, ideas, and opinions to professionals in person, online, and off the workplace grounds.

At the end of the day, expressive writing is a meaningful way to help you develop your voice, expand your skills, and better prepare for career success. Becoming an expressive writer on LinkedIn can be a memorable part of the life journey in your seek to be seen, heard, valued, and included in the big picture.

NETWORK WITH
PROFESSIONALS

BUILD RELATIONSHIPS
BASED ON VALUES

CREATE A TRUSTED
COMMUNITY FOR GROWTH

SPONSOR COURSE PROGRAM FOR
YOUR COMPANY AT THE COST OF
A CUP OF COFFEE PER EMPLOYEE

👉 Schedule a Demo: Become a Micro-Influencer the 'Write' Way