

LINKEDIN WELCOME CHALLENGE – ENTREPRENEURSHIP & INNOVATION

Hello, and welcome to Northumbria University's [Entrepreneurship and Innovation Community](#).

We are really looking forward to seeing you later in the year and hope that you will **give and get** as much as possible from your time with Northumbria. We decided to set a challenge, which we hope you will complete as soon as possible.

You will come to realise, if you are not aware of it already, just how important **social capital** is within entrepreneurship and innovation; and although social capital is much more than the people you know, one of the things we all need to do during our time here is build up networks of people that we can talk to, collaborate with, and ask for advice from.

Whether you are planning to create a new business or bring your innovation and enterprise skills to an existing organisation, your network will be crucial, and perhaps the most important business networking tool in your armoury will be LinkedIn.

So, your challenge is to create a LinkedIn profile for yourself... (If you do not have one already)... and then connect with a minimum of 100 people.

There are no right or wrong ways to do LinkedIn profiles (try googling a few), but there are a few below from colleagues who you will be working with, and current / past students... Feel free to send them link requests.

One of the cool things about LinkedIn is that whenever you connect with someone, you effectively get access to their networks as well. If you have 1,000 connection and they each have 1000 connections, you will have access to about a million second degree connections.

Once you have made your profile click on these and send them a connection request. Send them a message with the request. Good Luck!

This is fairly random collection of staff, students and alumni, but do spread the net wider.

[Joanna S. | LinkedIn](#) | [Ollie Simpson | LinkedIn](#) | [Patrick Rycroft | LinkedIn](#)

[Samuel Clegg | LinkedIn](#) | [Robert Newbery | LinkedIn](#) | [Nicholas Wong | LinkedIn](#)

[Rebecca Prescott | LinkedIn](#) | <https://www.linkedin.com/in/peter-pease-phd-4a3a771b6/>

[Kellie Forbes-Simpson | LinkedIn](#) | [Lennart Hollstein | LinkedIn](#) | [Amy Watson | LinkedIn](#)

[Brian Choga | LinkedIn](#) | [\(56\) Cole Robinson | LinkedIn](#) | [Matty Stokoe | LinkedIn](#)

GOOD LUCK