

dcm

LinkedIn Training Course Brochure

Flexible Delivery: Tailored for Your Team – Onsite • Online • Blended



Training accredited by:



Course Overview

LinkedIn is the leading platform for professional networking, personal branding and business growth. This course helps participants optimise their profile, build valuable connections and use LinkedIn strategically for networking, marketing and recruitment.

It is ideal for job seekers, graduates, sales and marketing teams, recruiters, managers, business owners and leaders who want to strengthen their online presence and expand opportunities.

Learners will gain practical skills to showcase expertise, engage with target audiences and boost visibility, credibility and career success.

Learning Outcomes

By the end of the training, participants will be able to:

- Create and optimise a professional LinkedIn profile that highlights skills and achievements
- Understand how to grow and manage a valuable professional network
- Use LinkedIn effectively for personal branding and career progression
- Apply best practices for posting, sharing and engaging with content
- Explore LinkedIn tools for recruitment, sales or business development
- Develop a tailored action plan for making LinkedIn a consistent part of their professional strategy

Course Outline

Key Topics Covered

1. Optimising Your Profile
2. Building Your Network
3. Content & Engagement
4. LinkedIn for Business Growth
5. Personal Action Plan

Delivery Options

- **Half-Day or Full-Day Onsite Workshop** – interactive, discussion-focused sessions delivered in person.
- **Half-Day or Full-Day Remote Workshop** – engaging, live online sessions with plenty of collaboration.
- **Multi-Day or Blended Programme** – an in-depth development journey designed for leadership or HR teams.
- **Custom Webinar** – ideal for organisations looking to train 15+ participants at the same time.

How We Work

Our Process — Simple, Fast, Effective

Training shouldn't be complicated. Our process is designed to be quick, clear, and impactful.

- 1** **Discovery Call & Needs Analysis**
We listen to your goals and challenges.
- 2** **Proposal & Tailoring**
You'll receive a clear, customised outline within 1–2 working days.
- 3** **Delivery & Engagement**
Interactive, practical training designed to create lasting impact.
- 4** **Impact & Next Steps**
Certification, follow-up coaching, or eLearning — whatever your team needs next.

Request a Custom Quote

A simple proposal and outline sent between 1–2 working day.

Group Sizes & Flexibility

Our onsite delivery is designed for maximum engagement and convenience:

- **Flexible Group Sizes** – From 5 participants upwards. Recommended maximum of 15 for rich discussion.
- **Larger Teams** – For groups over 15, we split into smaller sessions or deliver a customised webinar for bigger audiences.
- **Tailored to Your Team** – Case studies and scenarios adapted to reflect your policies, culture, and challenges.
- **Nationwide Delivery** – Our expert facilitators travel to your workplace, saving you time and reducing costs.
- **Hands-On Learning** – Breakout discussions, role plays, and practical exercises specific to your environment.



Certification & Accreditation

At DCM, every course is backed by quality you can trust.

- **ICOES Certified** – All of our programmes are certified by the International Council for Online Educational Standards. Every participant receives an official DCM/ICOES Certificate of Completion.
- **Additional Accreditations** – Many of our courses are also accredited by QQI, CPD, PSM, or PSPO. These additional certifications are programme-specific and will be outlined in your custom proposal.



Why Choose DCM

Trusted by Ireland's Leading Organisations

At DCM Learning, we don't deliver generic, off-the-shelf programmes. We partner with your organisation to design training that aligns with your people, your culture, and your goals.

Here's why organisations choose us:



Expert Trainers

Over 45 highly skilled facilitators with deep industry experience.



Quality Assured

All programmes are ICOES certified, with many also accredited by QQI, CPD, PSM, or PSPO. Trusted by global brands.



Proven Track Record

Delivered to organisations such as Google, Intel, Central Bank of Ireland, ESB, Abbott, and more.



Flexible Delivery

Onsite, virtual, or blended to suit your needs.

You're in Good Company

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.



"I have truly enjoyed the course. The session was interactive and never boring, the material cover was approached in a lively and practical way with clear example and language."

Irish Human Rights and Equality Commission

Our Team of Experts

At DCM Learning, we take pride in our team of over 45 highly skilled trainers. These trainers are not only experts in their respective fields but also passionate about creating transformative learning experiences.





dcm

Get in Contact

We're just a call away.



01 524 1338



courses@dcmlearning.ie

Book a Call

A simple proposal and outline
sent between 1-2 working day.