

# Jo Saunders

**Self-Leadership Speaker | LinkedIn Expert | LinkedIn Trainer at Wildfire Social Marketing**

Perth Area, Australia, WA, AU

LinkedIn Strategist - Connection Catalyst - Divergent Thinker - Adventure Activator /// Consultant, Trainer and Speaker

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## Biography

Without connection, impact is at risk. It isn't just about connecting to the brand, stakeholders, clients and community, it starts with self. When we connect to our core values, align with our vision and give permission to express ourselves using our authentic voice, while leveraging our strengths we expand visibility, enhance credibility and earn influence, contributing a bigger impact in the world, in our organisation and community. Jo should be your go-to if you are looking at creating, building or better leveraging LinkedIn for your professional growth or career development. Mark Longman, Curtin University, WA Australia Jo Saunders is on a quest to encourage ambitious individuals and change makers to get curious, get out of their comfort zone and confidently step into their personal brand. Discover how to use tools such as LinkedIn strategically for positioning, collaboration, engagement and thought leadership in alignment. Jo is INCREDIBLE when it comes to LinkedIn. At the Social Media Marketing World conference, she blew my mind. What you get with Jo is real, actionable insights. AJ Wilcox, B2Linked, USA A sought-after independent LinkedIn expert, Jo is internationally recognised with a focus on Australian business success. She is engaged to educate, mentor and strategise with teams of entrepreneurial thinkers and talented experts, making a difference in their industry. Within 14 days of working with Jo Saunders to up-level my LinkedIn profile, I had landed \$16,000 of additional business - directly linked to implementing the tactics and strategies Jo trained me in. Jo truly is the Queen of LinkedIn. Ian Stephens, EnRich Training & Development. QLD, Australia Fuelled by curiosity, creativity and chai, she has developed the Connectfluence® methodology which underpins her training programs. She believes connection is a catalyst for influence and impact. Jo has spoken at conferences around the globe, ranked as #2 LinkedIn expert in Asia Pacific, won Best Use of LinkedIn award and completed a quest to swim in and review every Perth public pool within 12 months. She believes in walking the talk, wearing circular-economy fashion and wearing comfortable shoes while leaving the comfort zone. She aims to inspire clients to create a deeper connection, leverage their voice and create a quest that ignites their spark and aligns with their purpose.

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## Availability

Panelist, Workshop, Corporate Training

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## Industry Expertise

Education/Learning, Writing and Editing, Think Tanks, Professional Training and Coaching, Advertising/Marketing, Social Media, Business Services, Events Services, Program Development, Women, Training and Development

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## **Areas of Expertise**

Crm / Customer Relationship Management, Training Program design, Comfort-Zone Exit, Curiosity, Self-Leadership, Connectfluence, Content Strategy, Personal Brand Development, LinkedIn Consulting, LinkedIn Training, LinkedIn Profile Essentials, LinkedIn Coaching, LinkedIn Marketing, LinkedIn Strategy, Positioning Strategy, Community Engagement, Fabulosity, Self-Confidence and Self-Esteem, Courage, Self-Expression, Technology Tools

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## **Affiliations**

Women in Business WA, Global Social Media Marketing Association (Founding Memeber), National Speakers Association Australia, Australian Web Industry Association

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## **Event Appearances**

**Looks, Likes and Leads - LinkedIn Leverage for Business Success**  
Servcorp

### **LinkedIn For Speakers**

National Speakers Association of Australia Conference

### **LinkedIn and Twitter for Speakers**

National Speakers Association of Australia Conference

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## **Education**

**Darton High School**  
GCSE

**John Forrest Senior High**  
TEE

**Swan View High**

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## **Accomplishments**

**AWARD - Best Use of LinkedIn 2021**  
Awarded by the Social Media Marketing Institute.

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## **Testimonials**

**Megan Broad**

?Jo presented at our Servcorp Networking + event for our clients and guests in April 2013. We found Jo to be knowledgeable and provided specific and detailed information to our group regarding all aspects of the LinkedIn world. I would have no hesitation in recommending Jo to anyone looking for training in LinkedIn or assistance with ensuring the correct information is included within their profile.? April 24, 2013

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