

Why This Works

Your SWOT just flagged specific gaps in how your profile shows up today. This page is the evidence behind why closing each one moves the needle — not a generic "update your headline" pitch.

How to read this: every row below maps a gap your SWOT likely flagged to the fix inside the Identity Shift Kit, and the third-party data proving that fix changes recruiter behavior.

One caveat: the four rows below are the gaps LinkedIn's own data shows matter most across senior profiles generally — a standard benchmark, not a personal diagnosis. You may already have some of these covered. Your own SWOT tells you which ones actually apply to you; this page is the evidence for why the ones that do are worth fixing.

YOUR SWOT, BACKED BY DATA

WHAT YOUR SWOT FLAGGED	THE FIX	THE PROVEN RESULT
Profile reads like a job description, not a brand	Complete rebuild — headline, About, Experience	40x more likely to surface in recruiter searches SOURCE: LINKEDIN
No professional photo, or none at all	Professional photo	21x / 9x more profile views / connection requests SOURCE: LINKEDIN TALENT SOLUTIONS
Thin or generic skills section	5+ specific, targeted skills	17x / 33x more views / recruiter contact SOURCE: LINKEDIN TALENT BLOG
Passive profile — no visible activity	Content engagement strategy	45% / 51% more opportunities / goal attainment SOURCE: LINKEDIN SOCIAL SELLING INDEX

What I actually see: roughly 19 out of 20 profiles I audit arrive with an empty Featured section — the single highest-leverage, most-skipped real estate on the page. It's the part that turns a headline claim into proof.

The 30-60-90 Walking Deck Fixes That

This isn't a job-search trick — it's Michael Watkins' **The First 90 Days** (Harvard Business Review Press), the executive-transition playbook companies use to onboard their own leaders, and why final-round interviews increasingly ask candidates to present exactly this kind of plan. Instead of waiting to be asked, you walk in with it already built — live, hosted, on your own branded page. [See a live example →](#)

★★★★★

"I came to Bill for help with my LinkedIn presence. What I got was a complete repositioning strategy — and results I didn't expect. After completing my 90-Day Impact Portfolio, my profile views went up, recruiter calls went up, and I had a roadmap I actually knew how to execute."

Janelle Gunther — Manufacturing & Automation Leader, PhD Materials Science (MIT)

★★★★★

"Thank you for putting together the Opportunity Map and SWOT analysis. It's clear you took the time to understand my background with just my resume, and I found your insights both thoughtful and actionable. I especially appreciate that you were willing to do this without expecting anything in return — that speaks volumes about your professionalism and generosity."

Usha — Senior Technical Program Manager

[See what's inside the Identity Shift Kit →](#)

Sources: LinkedIn official data & LinkedIn Talent Solutions blog · LinkedIn Social Selling Index (business.linkedin.com/sales-solutions) · Michael Watkins, *The First 90 Days* (Harvard Business Review Press) · Harvard Business Review, "What Effective CEOs Do After Their First 90 Days" (2025).