



# Preparing for 2021 – Building Relationships in *The New Next*



# Agenda



Setting Expectations/Adapting



Larry Kaufman/Firm Overview



LinkedIn & The NCG Factor



The NCG Factor Defined & Applied



NCG Action Items



Q&A, Wrap-up



# Adapting

We need to adapt to Social & Physical Distancing to take your next role or or company to the next level

13 years speaking, 3 webinars pre-Covid, 3 last April, 4 in May...

WHO LOVES WEBINARS? WHO LIKES TO MULTI-TASK?

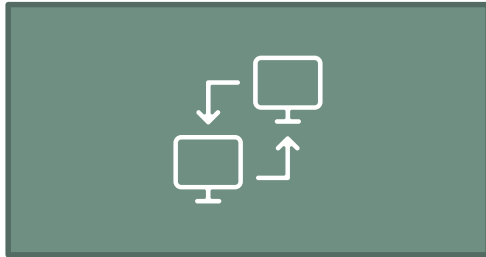
We have MORE TIME to network and build relationships

How are you? Communicating with your peers, COI's...

ZOOM, TEAMS, FACETIME and other tools and technology

Creativity is important (Video Thank You I received) / LI 

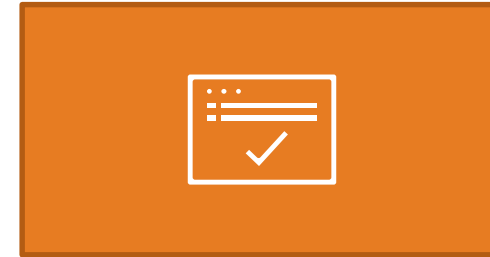
# Anticipated Results



Maximize the Efficiency  
of 1:1 and Business  
Networking Meetings &  
Events (Virtual too!)



**LEAVE WITH 3 NEW  
THINGS YOU  
LEARNED TODAY!**



Leverage your New  
Relationship/Connector  
SME, Larry Kaufman

# Larry Kaufman AKA “LinkedIn Larry”




## **Regional Managing Director Midwest Region Jefferson Wells**

- ✓ *30+ years of business development and leadership roles*
- ✓ *Best-Selling Author of The NCG Factor*
- ✓ *13 years as a Global LinkedIn Speaker*

# 70+ Years of Global Workforce Solutions Expertise

Over 70 Years of Global Workforce Solutions Expertise

 Revenues of **\$22 billion**

  
75+ Countries  
& Territories

  
28,000  
Employees

  
2,500  
Offices

- World-leading IT professional resourcing firm
- World-leading outplacement firm
- Largest global vendor-neutral MSP provider

- Providing meaningful work for **600,000+** people every day
- Connecting **millions** of job seekers with work every year, globally
- Finding talent for clients from small/medium to Fortune 100 companies

 Most Trusted Brand in the Industry

**2020** | WORLD'S MOST  
**ETHICAL**  
**COMPANIES**™  
[WWW.ETHISPHERE.COM](http://WWW.ETHISPHERE.COM)

 Strong and Connected Brands

  
ManpowerGroup®

  
Manpower®

  
Experis®  
ManpowerGroup

  
Talent  
Solutions  
ManpowerGroup®

  
Jefferson  
Wells™  
ManpowerGroup

# Jefferson Wells Overview...

## Our Capabilities





**RISK & COMPLIANCE**

- Internal Audit & Controls
- Technology Risk Management
- Financial Services Audit & Compliance
- Enterprise Risk Management
- Construction Audit & Consulting



**FINANCE & ACCOUNTING**

- Technical Accounting & Financial Reporting
- Finance Operations Support
- Finance & Accounting Consulting



**BUSINESS OPTIMIZATION**

- Project Management
- Process Transformation
- Functional Implementation Support
- Automation & Process Optimization
- M&A Integration Services
- Data Analytics



**TAX SERVICES**

- State & Local Tax
- Tax Compliance
- Tax Accounting
- Tax Consulting

EXPERIENCE | RESULTS | VALUE

# LinkedIn and Batman



**The Batman** The Batman

I am Vengeance. I am The Night. I am really getting sick of your LinkedIn invites.

8 Dec

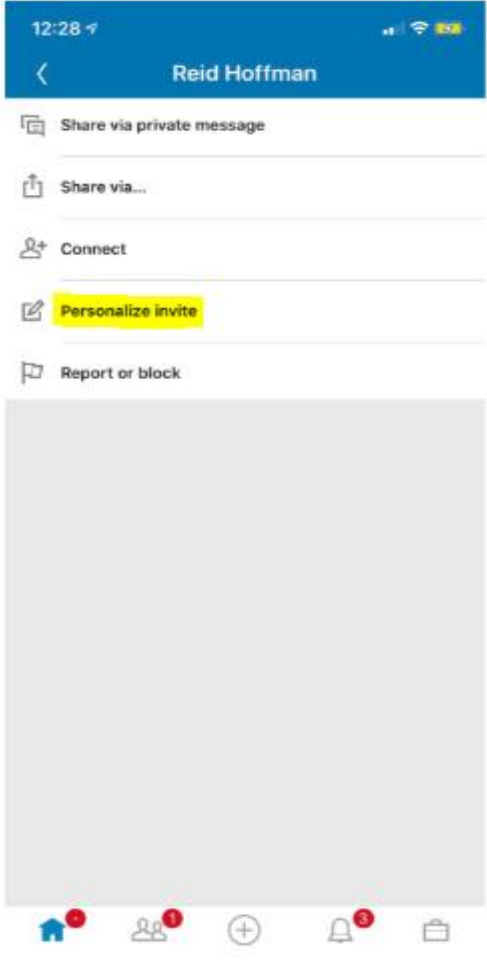
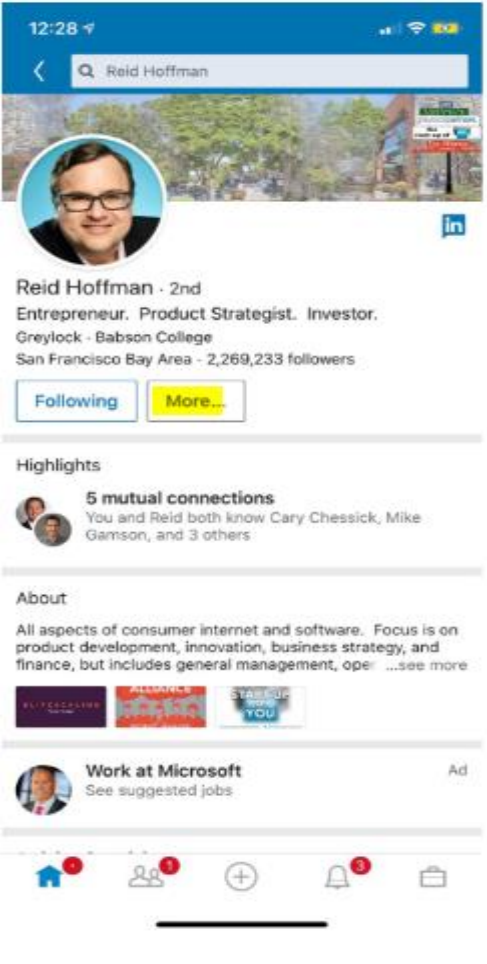
- **29,000+ 1<sup>st</sup> Degree Connections**
- **29,000+ Followers**
- **TAKE OUT YOUR PHONES, DROIDS, etc.**



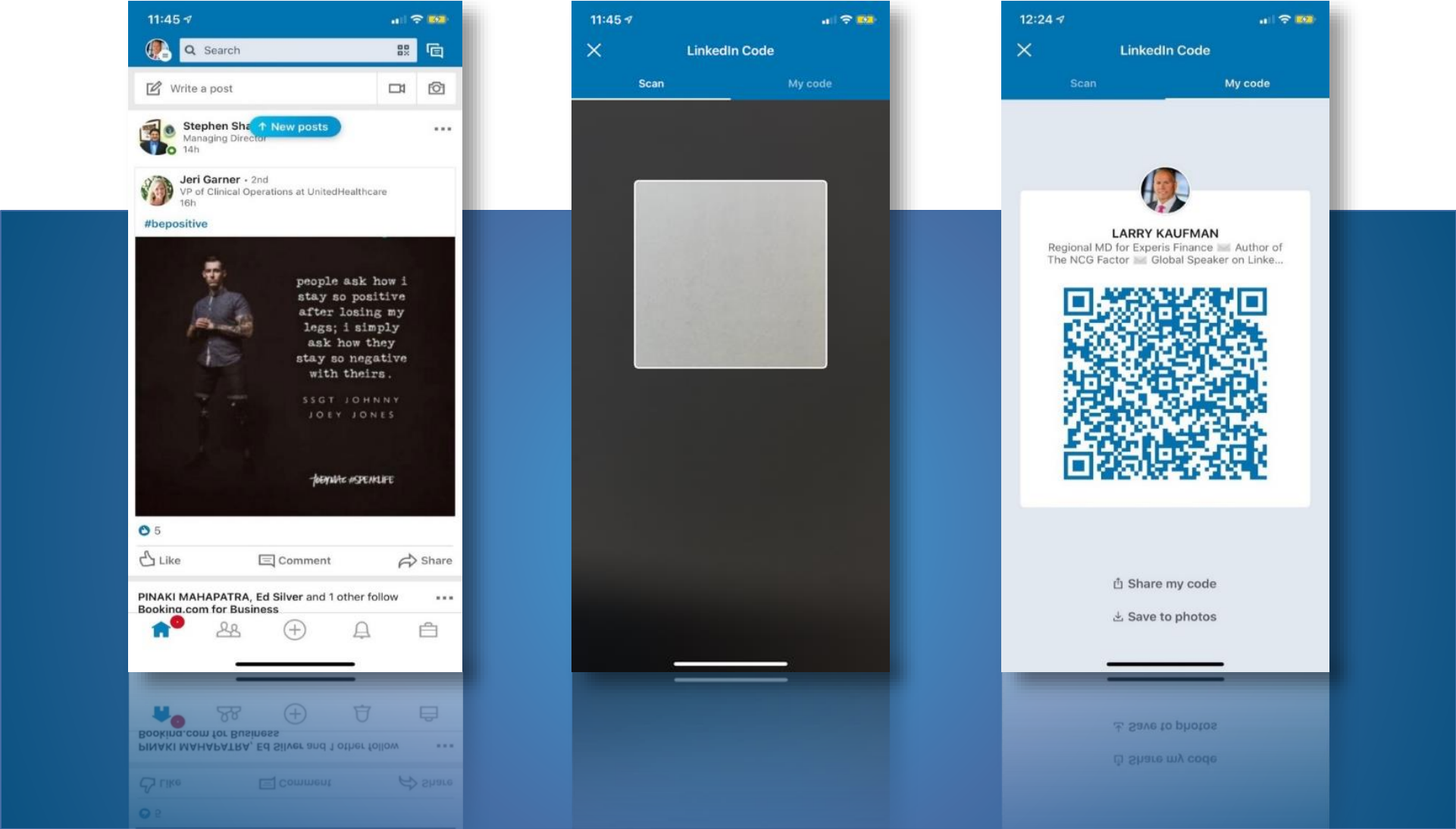
# Personalizing LinkedIn



Jefferson  
Wells™  
ManpowerGroup



# Connecting through your LinkedIn Code



# 6 Degrees vs Power of 2 Degrees

## Kevin Bacon

Independent Entertainment Professional  
Greater New York City Area | Entertainment

2nd

Current: Various Studios  
Previous: Various Studios  
Education: Circle in the Square Theater School

[Connect](#) [Send InMail](#) ▼

500+ connections

★ Relationship [Contact Info](#) Added 4 years ago  
★ Relationship [Contact Info](#) Added 4 years ago

[Connect](#) [Send InMail](#) ▼

connections  
500+

# Incorporating LinkedIn Today

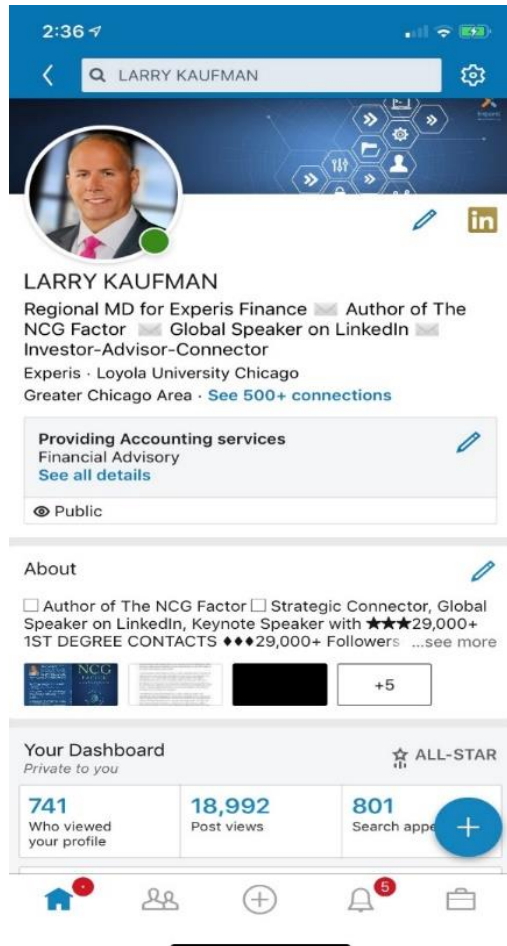
What if you could have access to the rolodex of your most trusted contacts 24X7?

A rolodex to help others you know. You can/could be helping...

**“CONNECTORS, GIVERS and TRUSTED ADVISORS“**



# Thought Leadership



2:36

LARRY KAUFMAN

**LARRY KAUFMAN**  
Regional MD for Experis Finance | Author of The NCG Factor | Global Speaker on LinkedIn | Investor-Advisor-Connector  
Experis · Loyola University Chicago  
Greater Chicago Area · See 500+ connections

Providing Accounting services  
Financial Advisory  
See all details

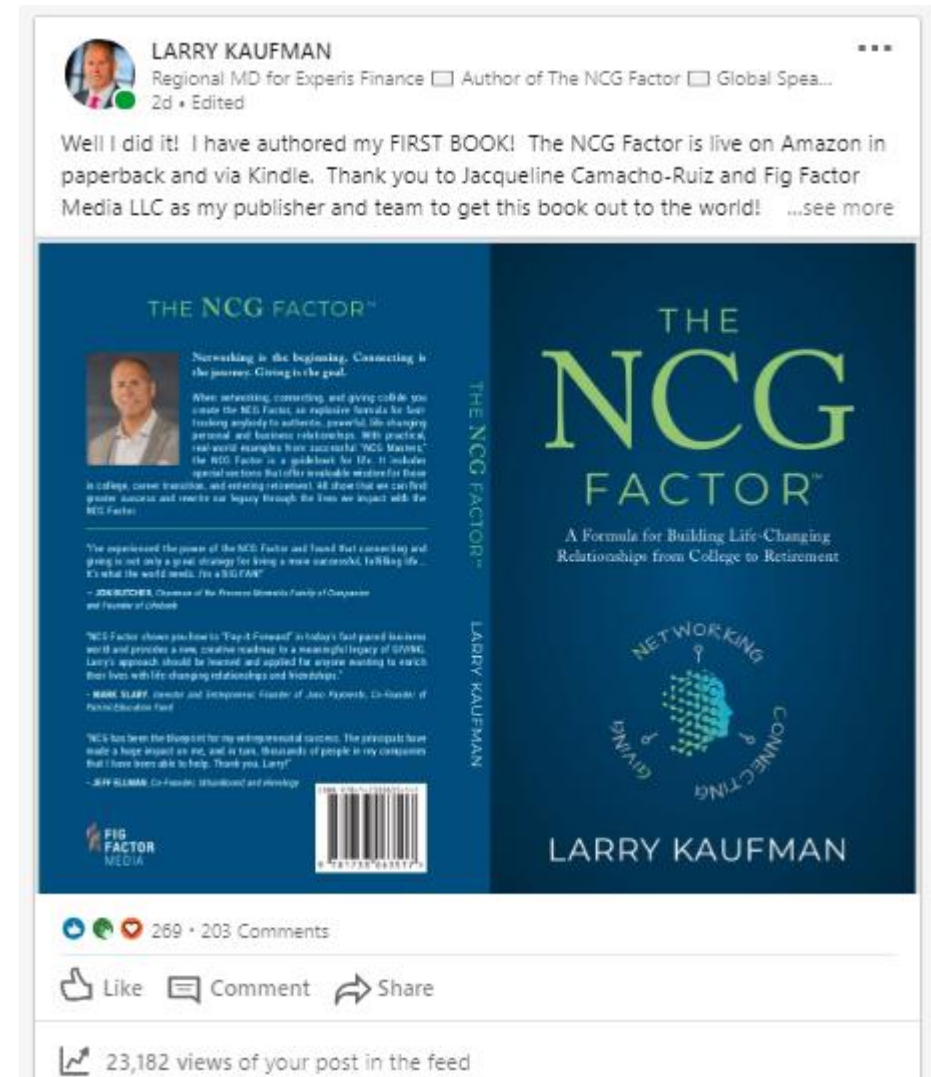
Public

About

Author of The NCG Factor | Strategic Connector, Global Speaker on LinkedIn, Keynote Speaker with ★★★★★29,000+ 1ST DEGREE CONTACTS ♦♦♦29,000+ Followers ...see more

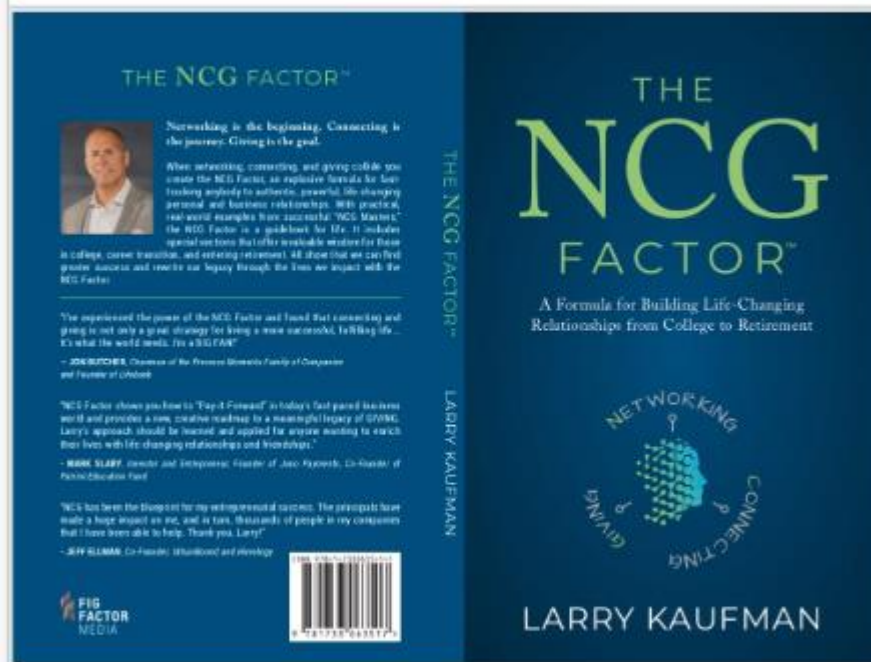
Your Dashboard  
Private to you

741 Who viewed your profile | 18,992 Post views | 801 Search app



**LARRY KAUFMAN**  
Regional MD for Experis Finance | Author of The NCG Factor | Global Spea...  
2d • Edited

Well I did it! I have authored my FIRST BOOK! The NCG Factor is live on Amazon in paperback and via Kindle. Thank you to Jacqueline Camacho-Ruiz and Fig Factor Media LLC as my publisher and team to get this book out to the world! ...see more



**THE NCG FACTOR™**  
Networking is the beginning. Connecting is the journey. Giving is the goal.  
When networking, connecting, and giving collide you create the NCG Factor, an explosive formula for fast-track employment, authentic, powerful, life-changing personal and business relationships. With practical, real-world examples from successful "NCG Masters," the NCG Factor is a playbook for life. It includes special sections that offer actionable wisdom for those in college, career transition, and retiring retirement. All those that we can first grow our success and create our legacy through the lens we impact with the NCG Factor.

"The empowerment power of the NCG Factor and found that connecting and giving is not only a great strategy for being a more successful, fulfilling life... it's what the world needs. It's a BIG FAN!"  
- JON BUCHER, Chairman of the Revenue Growth Family of Companies and Founder of Uplink

"NCG Factor shows you how to "Play it Forward" in today's fast-paced business world and provides a new, creative roadmap to a meaningful legacy of GIVING. Larry's approach should be learned and applied for anyone wanting to enrich their lives with life-changing relationships and friendships."  
- MARK SLAFF, founder and entrepreneur, Founder of Just Payroll, Co-Founder of Future Education Fund

"NCG has been the blueprint for my entrepreneurial success. The insights have made a huge impact on me, and in turn, thousands of people in my companies that I have been able to help. Thank you Larry!"  
- JEFF BLUMER, Co-Founder, iShareBook and iShareUp

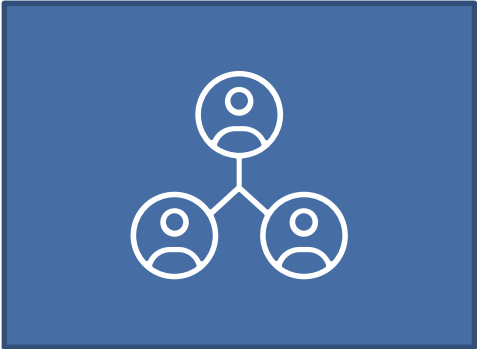
FIG FACTOR MEDIA

269 • 203 Comments

Like Comment Share

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# Strategic LinkedIn Networking



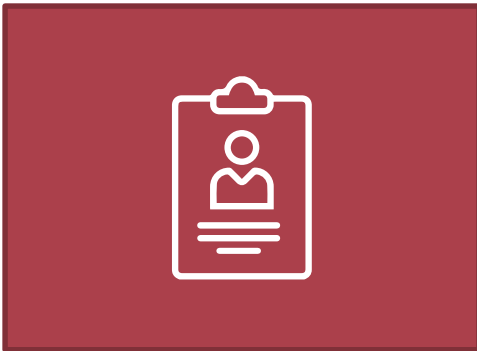
Family or Personal



Business Updates



Introduction to Contacts  
you Select to Meet



**Have you Created your  
own Introduction?**

# Introduction Example

Dear XXXX,

I hope all is well. Please allow me to introduce my very good friend and business peer, Larry Kaufman. He is the Best-Selling Author of The NCG Factor. Larry is the Regional Managing Director for the Midwest Region for Jefferson Wells helping companies with their Risk & Compliance, Finance & Accounting, Tax, Project Solutions & Consulting, Professional Resourcing and Direct Hire needs. You may already know of him, since he has a stellar reputation in Chicago and in other markets across the country. Larry is a global published keynote speaker on LinkedIn, investor, advisor to a technology startup and on the board of a respected charity, Holiday Heroes. He is a connector with an unbelievable rolodex and a very giving person. Expect to hear from Larry to coordinate next steps.



# Live LinkedIn Demo



# The NCG Factor Defined and Applied

What is your living  
legacy today?

Rewrite it through  
connecting & giving?



# The NCG Factor Defined and Applied



**Before NCG:** Networking is the action or process of interacting with others to exchange information and develop professional or social contacts.



**After NCG:** NETWORKING is the action or process of initiating a relationship to CONNECT them with my circle of influence and knowledge, ask questions and really listen to find out what they need and GIVE back to them and those most important to them.



# The NCG Factor Defined and Applied

**Strategic NCG Networking from  
1:1 to Events –Virtual/Live**  
**Goal and Purpose Driven**



Jefferson  
Wells™  
ManpowerGroup



# The NCG Factor Defined and Applied

**How will NCG Help you to Advance in your next role...?**

**The Story of a \$22B+ Company Executive**



# The NCG Factor Defined & Applied

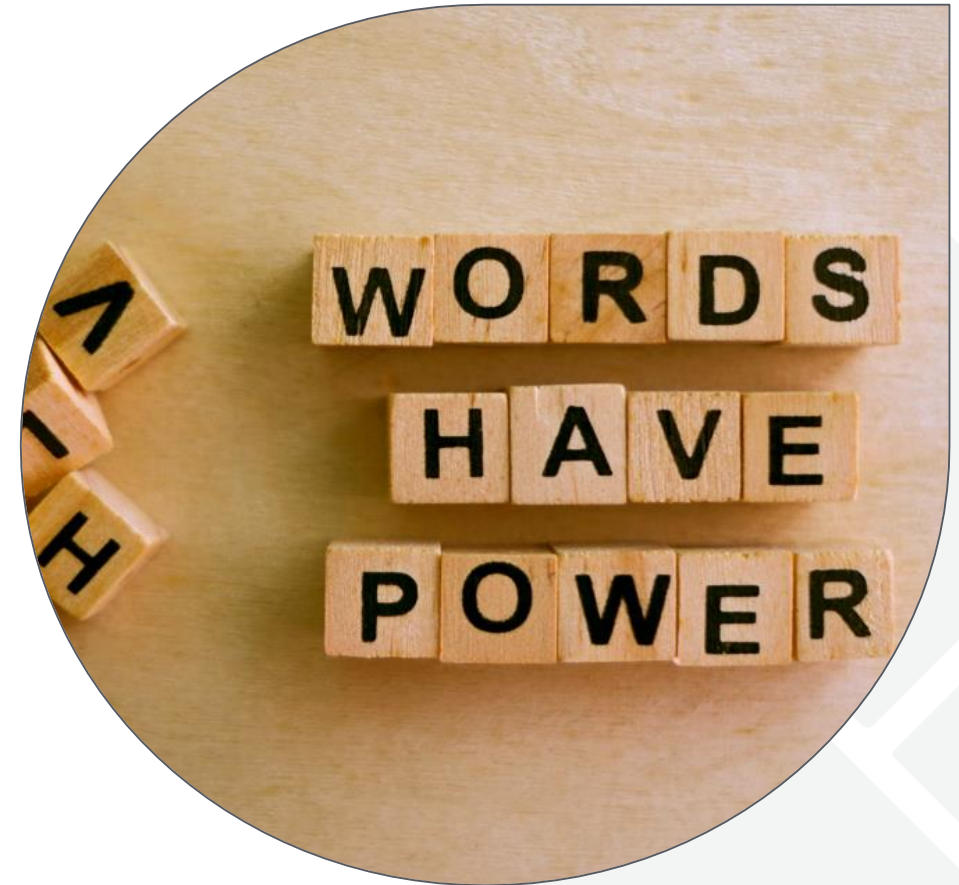
## Inner & Outer Circles Why and How?



# The NCG Factor Defined & Applied

## 5 Most Powerful Words

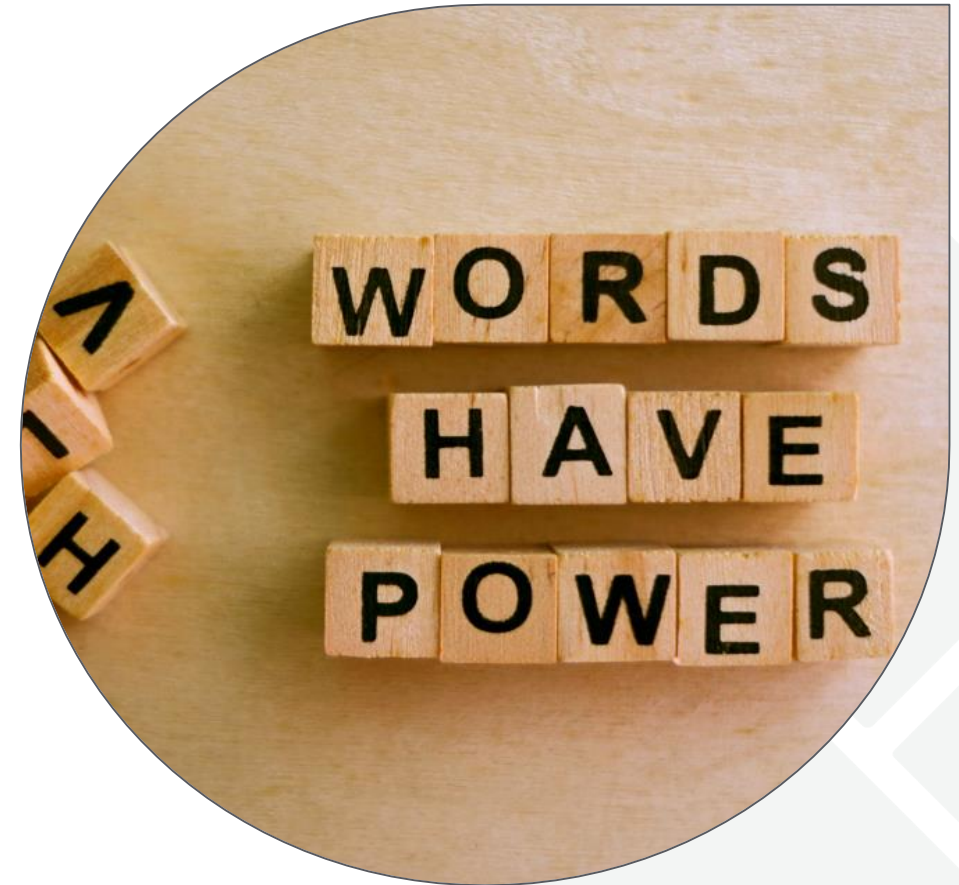
*HOW CAN I HELP YOU?*



# The NCG Factor Defined & Applied

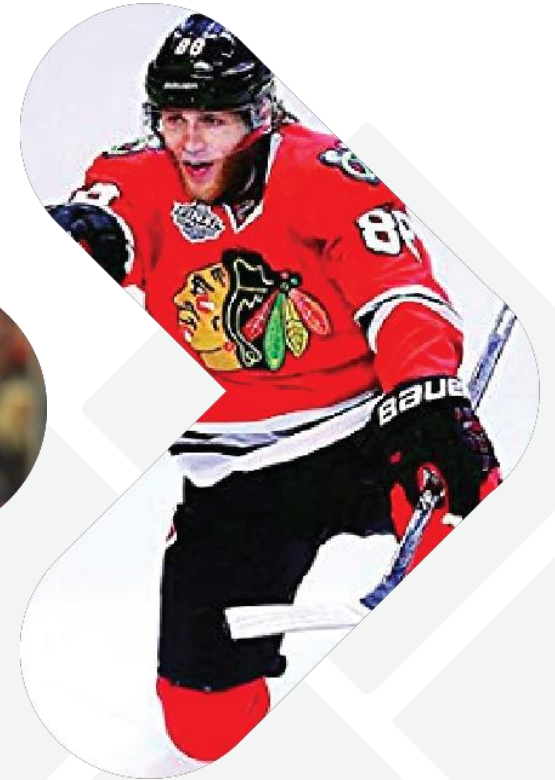
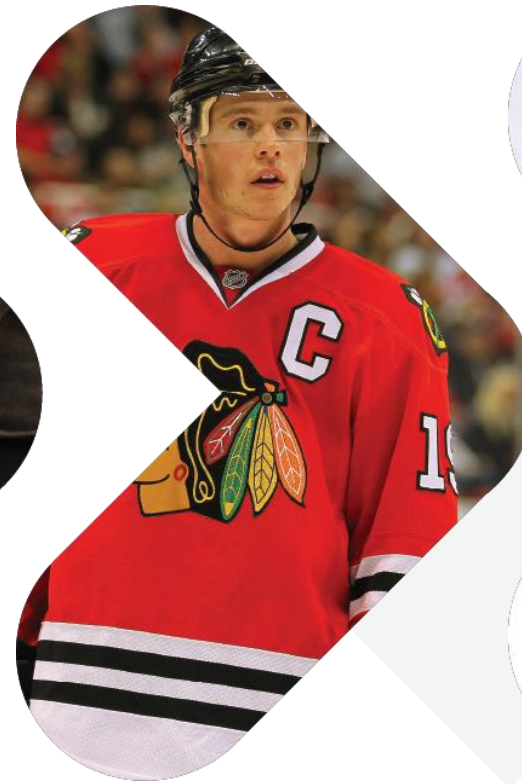
**Hard to say “NO”**

*CAN YOU DO ME A FAVOR?*



# The NCG Factor Defined & Applied

**Desmond Clark**  
**The Blackhawks**





# The NCG Factor Defined & Applied

**Your friend, a fellow peer in transition, a friend or a trusted advisor mentions their child is looking for an internship while in college...**

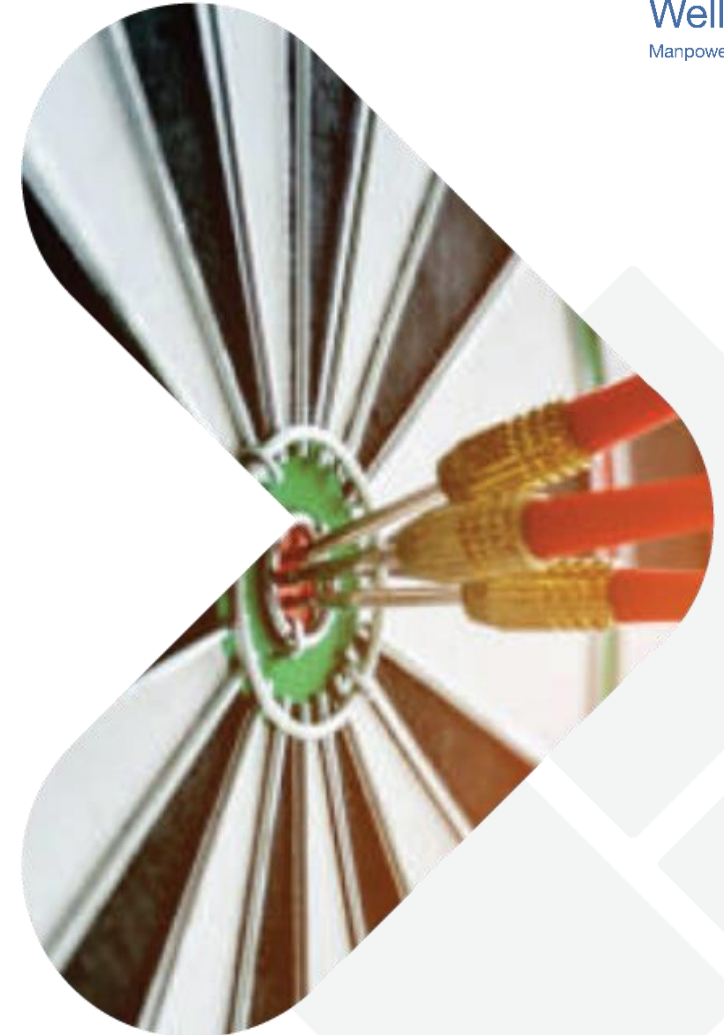
**Pre-NCG Conversation?**

**Post-NCG Conversation?**



# The NCG Factor Defined & Applied

**Set an NCG Goal**  
Daily, Weekly, Monthly



# The NCG Factor Action List

- 🔑 Self-Reflection
- 🔄 Build and Define your Inner and outer circles
- 🎯 Set a goal to help others – Embrace NCG
- 🧩 Create your introduction
- ▶▶ Pay it Forward / Share NCG with others



## Q&A / Contact Info



### **Larry Kaufman**

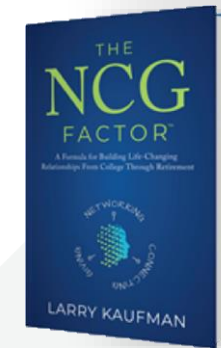
Regional Managing Director, Midwest Region

[larry.kaufman@jeffersonwells.com](mailto:larry.kaufman@jeffersonwells.com)

[www.jeffersonwells.com](http://www.jeffersonwells.com)

<https://manpowergroup.com/job-opportunities>

The NCG Factor



# THANK YOU FOR ATTENDING!