

Personal Branding & Networking

In the digital Age

YAI Career Day / 10.3.2026

Thomas Herzberger

Schaffensgeist

Let's take a closer look on

LinkedIn

LinkedIn is like a business party



who are you?

1



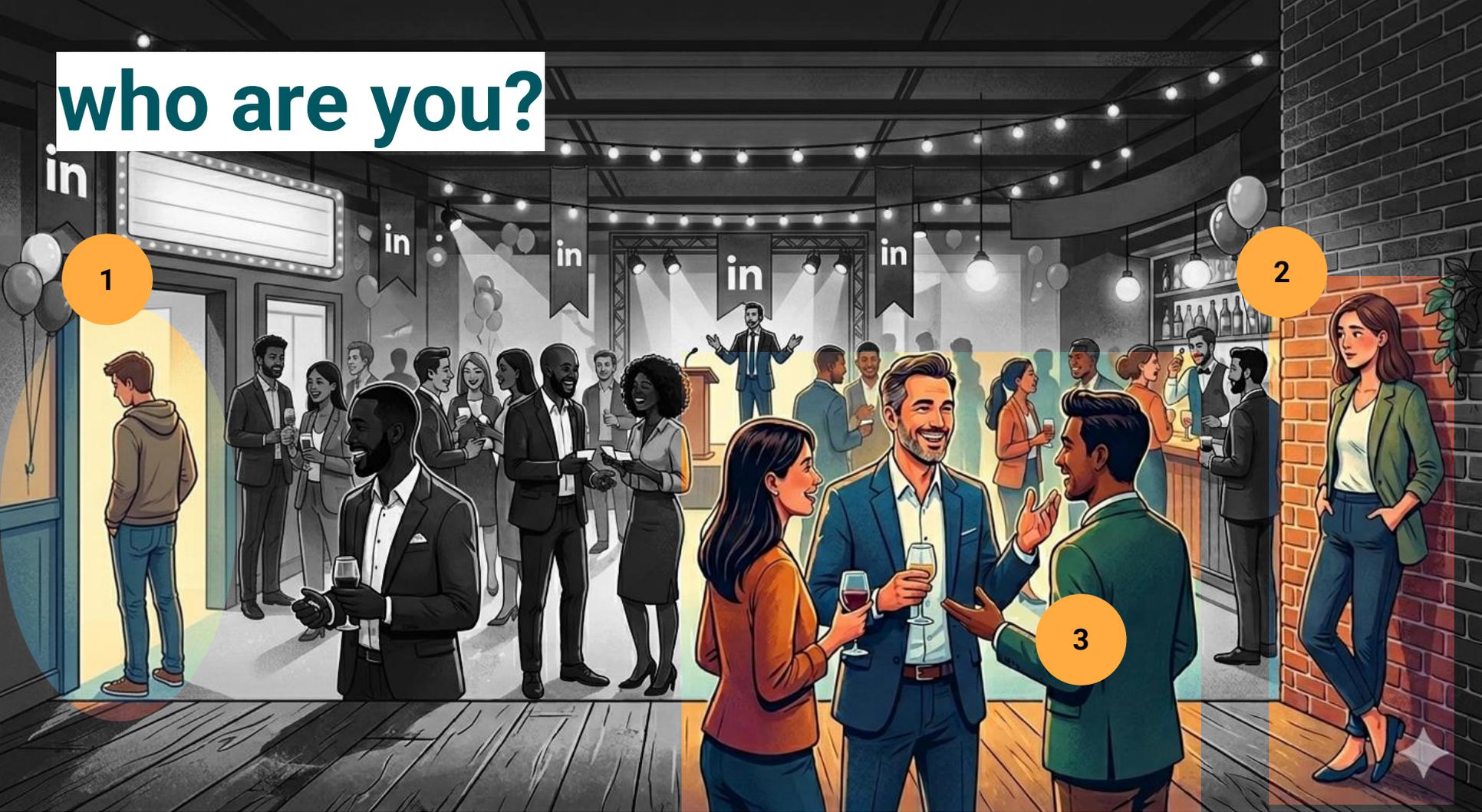
who are you?

1

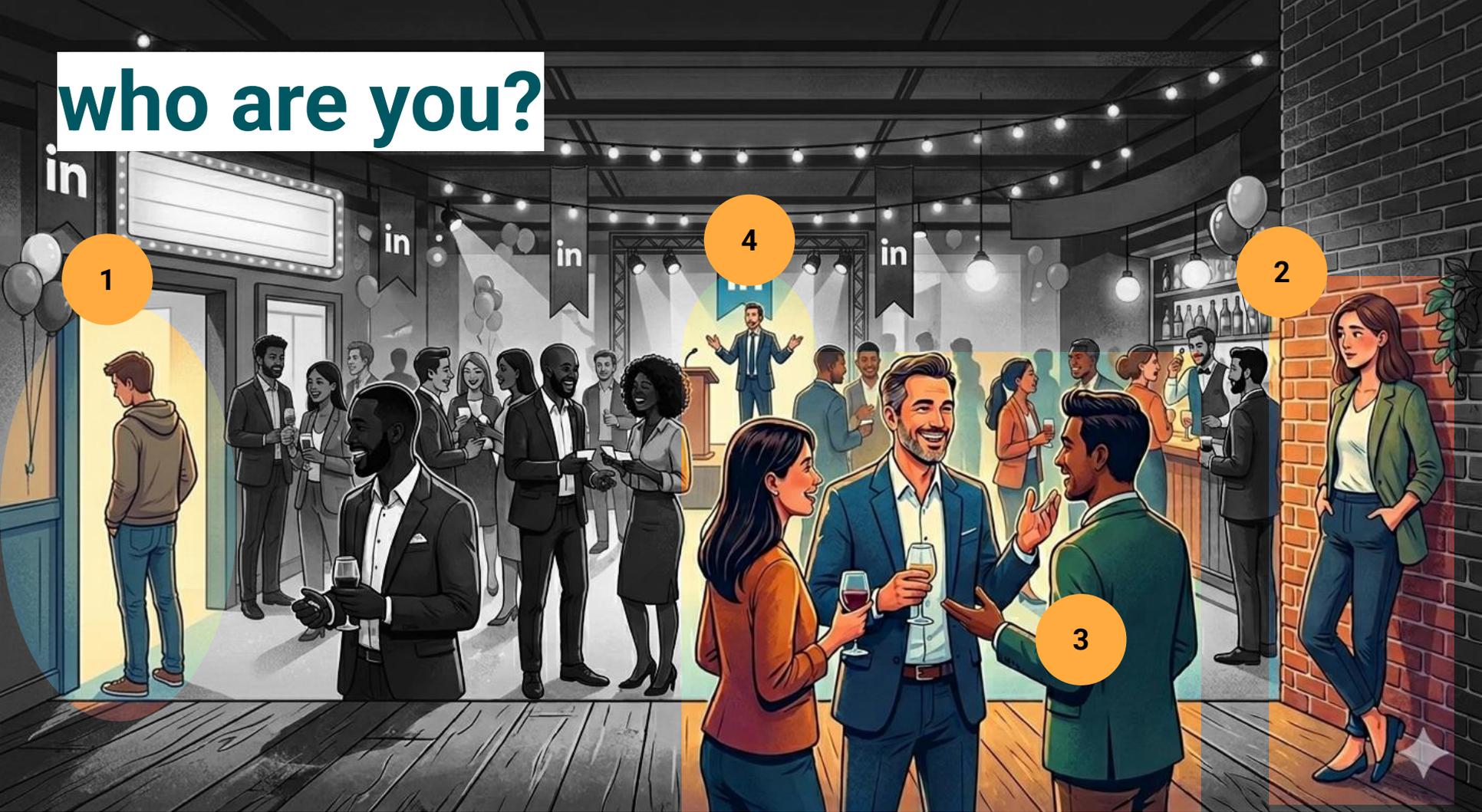
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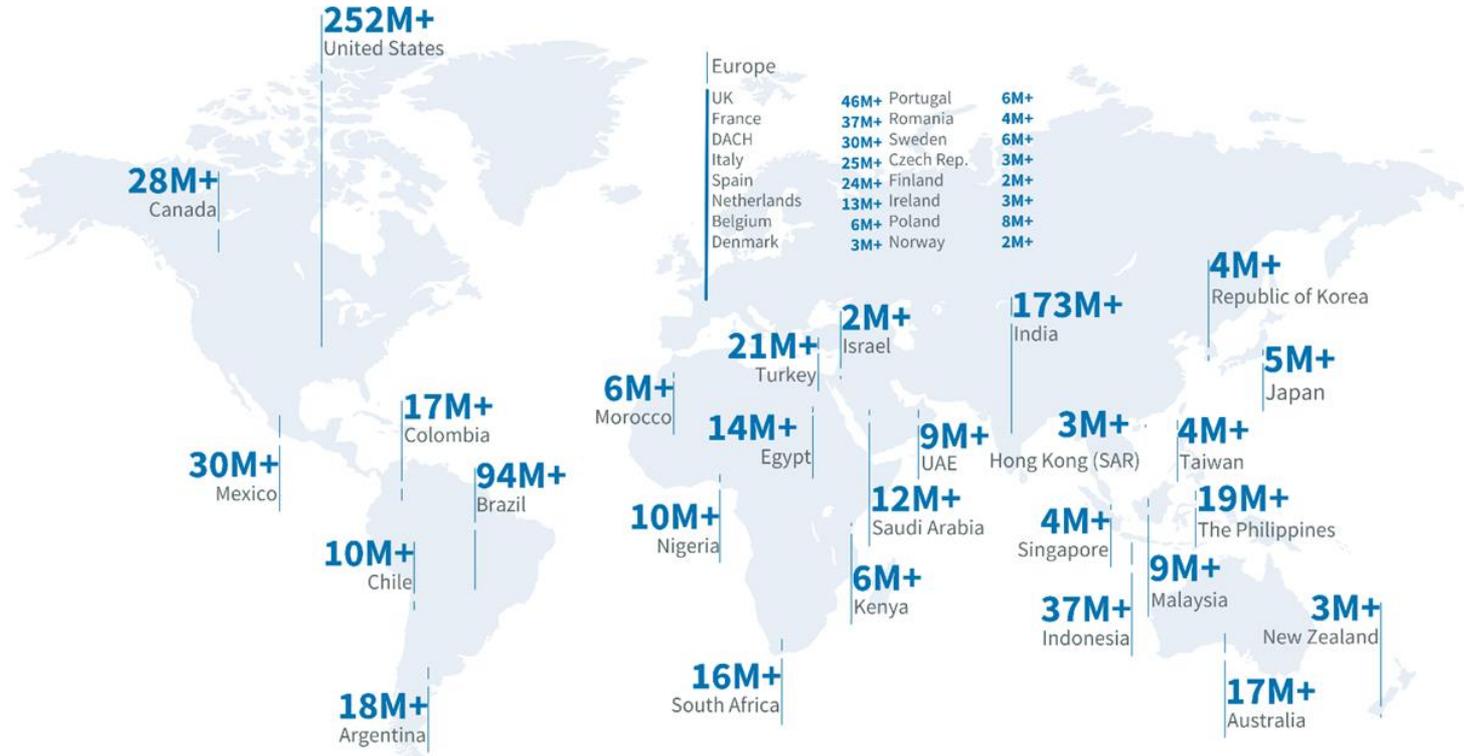
who are you?



who are you?



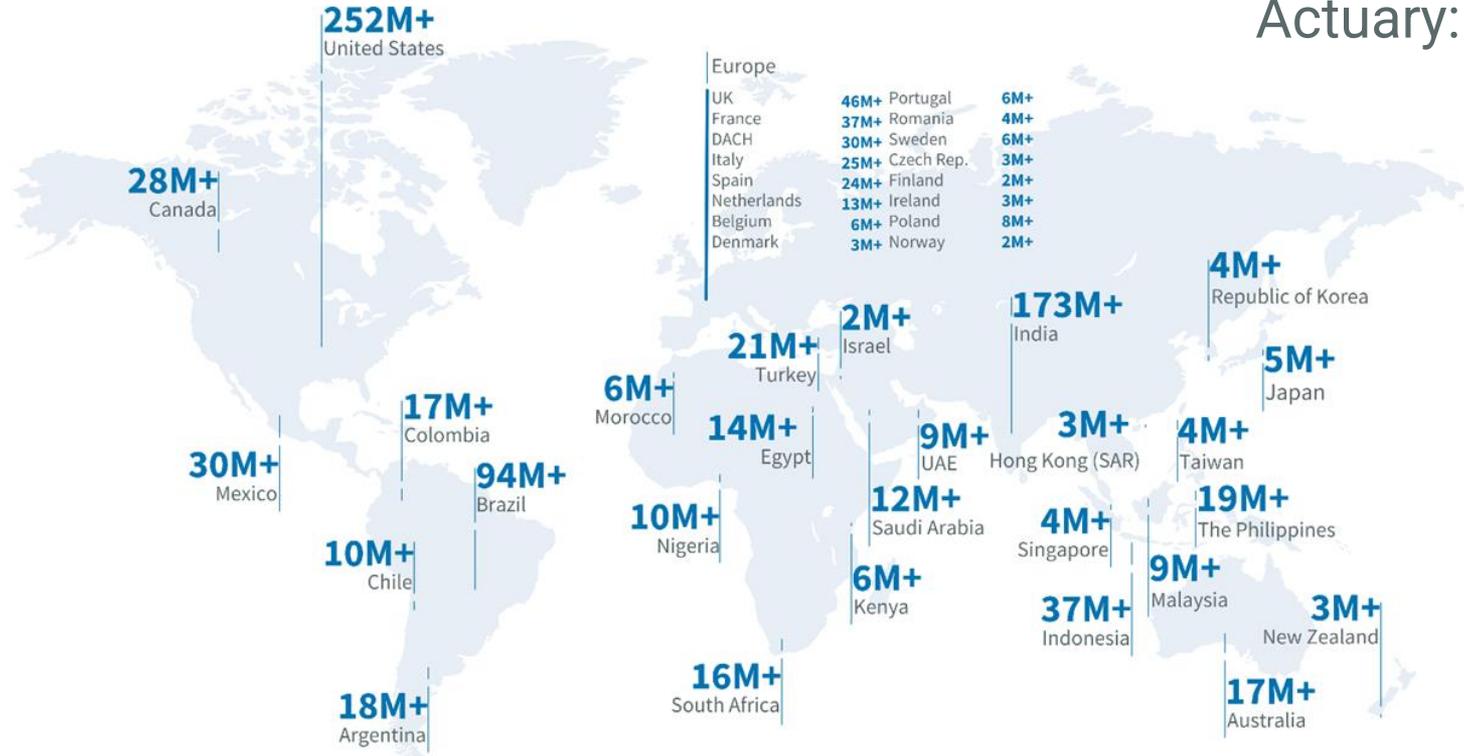
1.3+ billion members in 200 countries and regions worldwide*



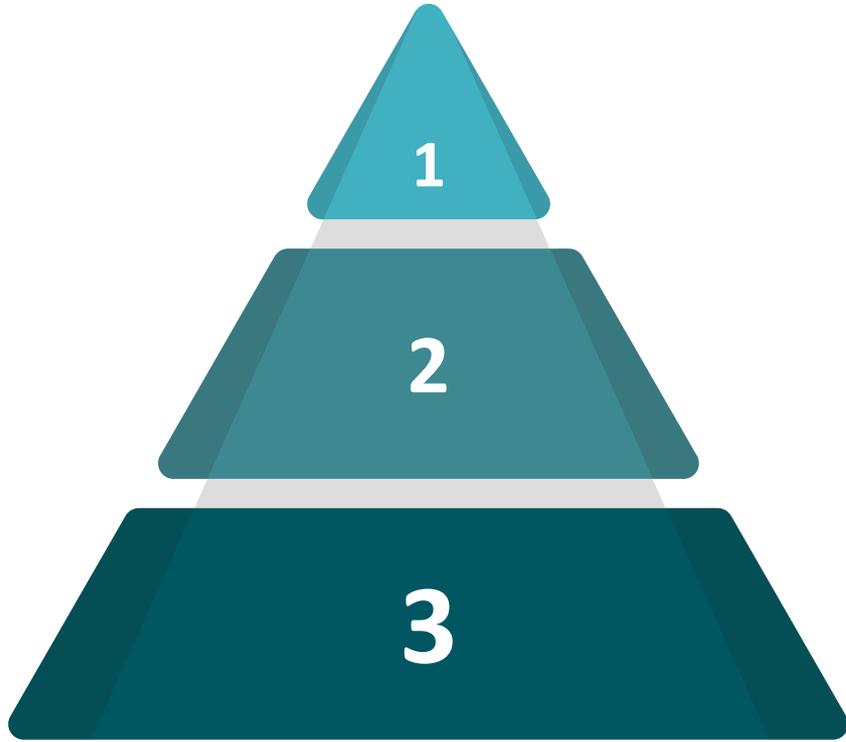
*FY26/Q2 Membership: numbers are updated quarterly after Microsoft Earnings

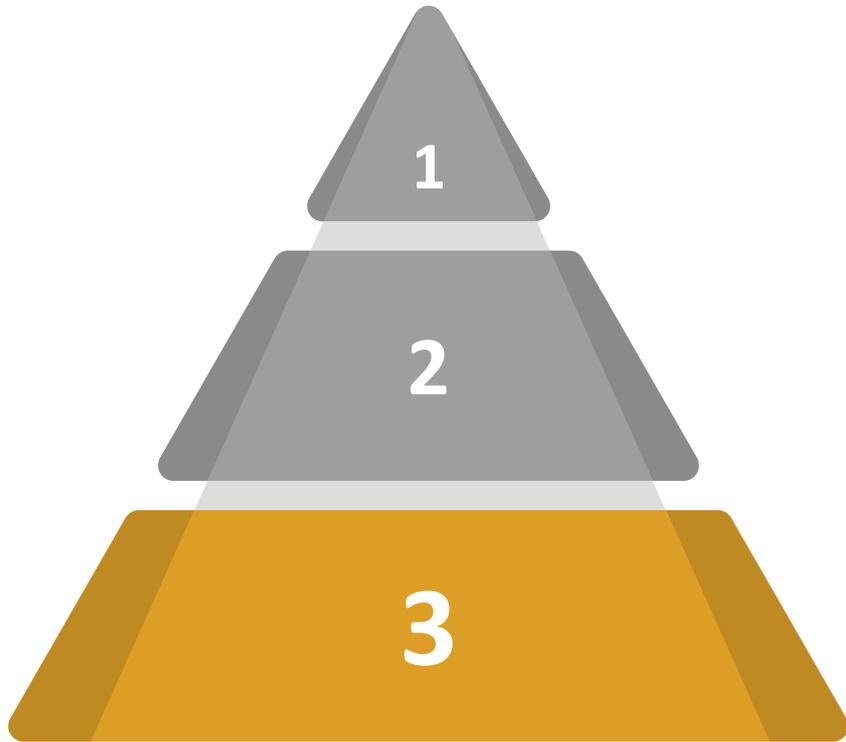
1.3+ billion members in 200 countries and regions worldwide*

Actuary: **74K+**



*FY26/Q2 Membership: numbers are updated quarterly after Microsoft Earnings





Profile

Your profile is your foundation.
Before anyone connects with
you, they judge who you are.

Your personal profile

Why, actually?



***“You can not
not communicate.”***

- Paul Watzlawick

 **So why not do it really well?!**

Your LinkedIn profile also has an impact outside of LinkedIn



Google search results for "tomas herzberger".

Search filters: Alle Bilder Videos News Kurze Videos Bücher Web Mehr - Suchfilter -

Tomas Herzberger
https://tomasherzberger.net

Tomas Herzberger
*Tomas Herzberger war bei der OMX 2022 einer der Top-Speaker, und hat das Publikum mit seiner offenen Art und seinem Fachwissen überzeugt. Besonders sein Humor ...

- ✓ **ÜBER MICH**
Zunächst lernte ich das digitale Handwerk in der Mediaagentur ...
- ✓ **Branding mit LinkedIn**
Das volle Potenzial von LinkedIn nutzen. Branding mit LinkedIn ...

Weitere Ergebnisse von tomasherzberger.net »

LinkedIn - Tomas Herzberger
Ca. 13.970 Follower

Tomas Herzberger – Schaffensgeist
Veröffentlichungen · Growth Hacking: Mehr Wachstum, mehr Kunden, mehr Erfolg. Rheinwerk Verlag 8. September 2022. Wachstum ist King. · Branding mit LinkedIn.

Videos

- LinkedIn-Profi-Tipps für Podcaster – mit Tomas Herzberger
YouTube · Markus Tirok
25.04.2025
- #120 - Tomas Herzberger - Corporate Influencing und Digital ...
YouTube · Corporate Studio
02.07.2024
- *Schluss mit Trial & Error: Growth Hacking mit Methode ...
YouTube · InVision AG
28.02.2017

Mehr anzeigen >

121WATT
https://www.121watt.de/ profil · tomas-herzberger

Tomas Herzberger, Referent für Growth Hacking und ...
Tomas Herzberger's berufliche Leidenschaft gilt dem Growth Hacking und der Nutzung von LinkedIn für Personal Branding und Social Selling.

Tomorrow Academy
https://tomorrowacademy.org/ speaker · tomas-herzbe...

Tomas Herzberger
Tomas Herzberger ist Digital Marketing-Profi mit über 12 Jahren Erfahrung. Beim Thema Growth Hacking gilt er als einer der wichtigsten Experten in ...

Sandro Jenny

Bücher: Branding mit LinkedIn: Wie Du für Dich und Dein Unternehmen eine erfolgreiche Marke aufbaust · Mehr

Profile

- LinkedIn
- X (Twitter)

Your profile has **3 jobs**

What does this person do?

Is this person relevant to me?

Is this person trustworthy?





SCHAFFENSGEIST
Beratung für digitale Souveränität

- ✓ Personal Branding
- ✓ Corporate Influencer
- ✓ Social Selling
- ✓ Growth Mindset



Tomas Herzberger (Gute)

Co-Founder bei Schaffensgeist | Experte für Alles rund um LinkedIn (Branding, Social Selling, Corporate Influencer); Storytelling und Growth Mindset | Bestselling-Autor & Podcast-Host | Entfache deinen Schaffensgeist

Frankfurt, Hessen, Deutschland · [Kontaktinfo](#)

12.304 Follower:innen · 500+ Kontakte

Offen für

Profil ergänzen

Zur Website

Ressourcen



Schaffensgeist



Hochschule RheinMain

English

Deutsch



Öffentliches Profil bearbeiten

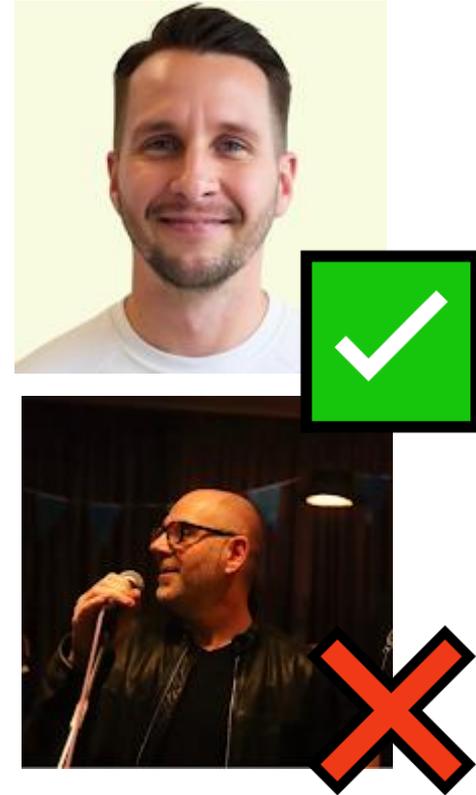


Make the first impressions count:

The right profile picture

Your profile picture should ...

- ✓ Be authentic and up to date
- ✓ Face large and clearly visible (no shadows)
- ✓ Eyes in the camera or on the profile
- ✓ fit the industry
- ✓ Neutral background
- ✗ Vacation photos
- ✗ Children and family
- ✗ Restless, striking backgrounds



Please do **NOT** use a picture...



- ✗ with shadow in your face (especially your eyes)
- ✗ which is not focused on your face and shows too much background
- ✗ when it does not fit the image you want to represent

Not perfect, but it's a start



1 prompt and
10" later



What do you want to stand for?
Your “About” section

Components of “about”

- ✓ What is the personal added value for the customer?
- ✓ What does the company do?
- ✓ the first 2-3 lines are critical!

Optional

- 💡 **Your own story:** Why are you doing what you are doing right now?
- 💡 **Why** are you on LinkedIn?
- 💡 **Call-to-action:** How can potential partners and customers reach you?

About

✨ I love making complex relationships tangible and continuously improving processes. ✨

From an early age, I was fascinated by how numbers can reveal relationships and how structure and logic can be used to make complex systems understandable. This enthusiasm led me to actuarial science and later to actuarial consulting.

Today, I am a DAV actuary and have been working in the insurance industry for more than 5 years, 2 1/2 of which as a senior consultant in actuarial consulting at Cominia.

My areas of focus:

 Project work, project management, and process improvement

 Combining expertise, IT, and organization

 Optimization and automation of (actuarial) processes

 Analysis and management of life insurance portfolios

It is important to me that work is organized efficiently and sustainably. At the same time, it should be enjoyable and fulfilling. 🌱 Sport and exercise are therefore an integral part of my everyday life. 🏊 I find that (beach) volleyball in particular provides me with balance and energy. 🌍

I want to make women in actuarial science more visible 👩 and enjoy networking and exchanging ideas 🤝 – whether on actuarial issues, process optimization, project management, or modern work culture.

 pitch.schaffensgeist.com

Tool: snappr.co/photo-analyzer



Book a Snappr

How Good is Your LinkedIn Profile Picture?

Snappr's Photo Analyzer uses the latest research, combined with image recognition and machine learning technologies, to determine how well your photo will perform.

By using this tool, I agree to receive communications from Snappr.

Analyze my LinkedIn photo

Cosmo's Photo Score:
73/100

It's not awful, but given this is people's first impression of your professional profile, it's not great either. Plenty of actionable tips below!

[Get a new photo](#)

Full analysis below

Face
59/100

- Smile** **OKAY** [>](#)
- Jawline** **OKAY** [>](#)
- Squinch** **BAD** [>](#)

Smile
You have a passable smile, but there's a lot of room for improvement. Try showing some more teeth, the corners of your mouth are raised - a true smile!

More Information
In short, smiles are good, so don't be too serious. Based on the evidence, the ideal business photo smile needs to strike a good balance. Teeth should be showing, and the corners of the mouth should be pointing up. But don't go too far - a laughing smile (before there is a gap between your teeth) can be a bad thing in a business context.

Maybe the most underrated feature
Your profile slogan

Why the slogan is so important

Suggestions

Personen, die Sie aufgrund Alle anzeigen



Deana Wenz 
Senior Brand Manager |
FMCG / Beauty | Business...
Frank und 4 weitere gemeinsame Kontakte
[Vernetzen](#)



Mihriban Sila Cakar 
Junior Brand Manager
@NOBILIS Group GmbH...
Caroline und 5 weitere gemeinsame Kontakte
[Vernetzen](#)



Linda Tessmer
Head of Brand Experience
Alena und 43 weitere gemeinsame Kontakte
[Vernetzen](#)



Thomas Graf 
Meine Mission: Kommunikation • Transformation ...
Kouscha und 120 weitere gemeinsame Kontakte
[Vernetzen](#)

Comments

 **PD Dr. med. Anne Braczynski**  • 1
Coachin - Neurologin - Wissenschaftlerin. Karriere strategisch u...
4 Tage ...
Oh ja...Bilder...für mich als Selfiekeusche Person ein Riesenthema.
Hab's mir abgespeichert für den zu planenden Fototermin 🤩.
Gefällt mir | Antworten

 **Oliver Lang**  • 1
Fotografie und Film für Unternehmen. Corporate. Klar. Wirksa...
1 Woche ...
Klasse zusammengefasst
Gefällt mir | Antworten

 **Paula Landes**  • 1
Creative | onstage & online | Marketing & Social Media
2 Wochen ...
 **Joshua Marquez** fürs Shooting buchen 🤩
Gefällt mir • 🍷🍷 2 | Antworten

 **Paula Charlotte Berg**  • 1
Talent Attraction Expertin @REWE Group 🍷🍷🍷 | Co-Proj...
2 Wochen ...
Ein professionelles Shooting haben wir mit unseren
[#rewegroupvoices](#) auch gemacht. Dabei sind nicht nur tolle Fotos
entstanden, sondern auch gemeinsamer Spaß vor der Kamera und
gute Gespräche mit den Kolleg:innen. Kann das allen
Programmverantwortlichen nur ans Herz legen, regelmäßig zu ... mehr
Gefällt mir • 🍷 2 | Antworten

Search results

 **Lennard Schmidt** **13.997 Followers**  • 2.
Co-founder & CEO at Langdock
Berlin
13.997 Follower:innen • Sarik Weber (Digital Pioneer), Björn Radde und 107 weitere gemeinsame Kontakte

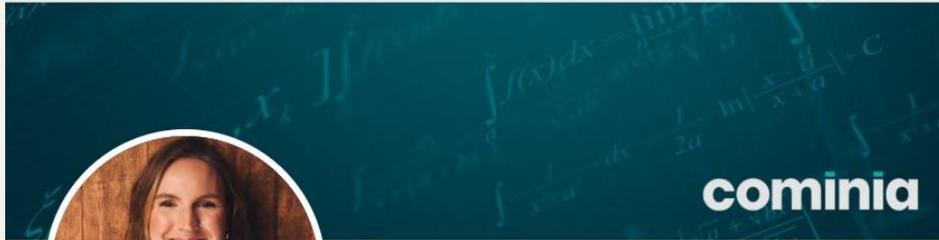
 **Oliver Anhuth** **2.418 Followers** • 2.
Global Head of Marketing
Frankfurt
Nico Lumma, Niklas Kolster und 131 weitere gemeinsame Kontakte

 **Dirk Schmitz** **4.538 Followers**  • 2.
Country Head of Germany, Austria and Eastern Europe & Regional Head of DACH at...
Deutschland
Sarik Weber (Digital Pioneer), Mavie John und 107 weitere gemeinsame Kontakte

 **Sylvia Heß** **1.351 Followers**  • 2.
Head of People & Culture bei Hormosan Pharma GmbH
Frankfurt
Danny Mansour, Andreas Kuhn und 43 weitere gemeinsame Kontakte

 **Hêlin Acar** **2.002 Followers**  • 2.
Founder bei Louco
Frankfurt/Rhein-Main
Jörg Dennis Krüger, Ram Shoham und 87 weitere gemeinsame Kontakte

Great Examples



cominia



Jennifer Schollmeier  · 1st

Senior Consultant at Cominia Aktuarielle Services GmbH | Actuary DAV | Life & Health Insurance | Mathematician from the Ruhr region | Female Empowerment in STEM | Hybrid Athlete 🏋️



cominia
Aktuarielle Services neu gedacht.



Charlotte Thiede  · 2nd

Senior Consultant at Cominia Aktuarielle Services GmbH | Actuary (DAV) 🏢 | Project Manager (CAPM®)  | Brand Ambassador  | Process Optimization, Modern Work Culture & Female Empowerment  

Recommendation

Position @ Employer |



your job, as you would introduce
yourself

Recommendation

Position @ Employer |

Target group |

your job, as you would introduce yourself

who do you want to meet at the business party?

Recommendation

Position @ Employer |

your job, as you would introduce yourself

Target group |

who do you want to meet at the business party?

Added value |

Which problem are you solving for your target group?

Recommendation

Position @ Employer |

your job, as you would introduce yourself

Target group |

who do you want to meet at the business party?

Added value |

Which problem are you solving for your target group?

Own topic

What else do you like to talk about?

Recommendation

Position @ Employer |

Target group |

Added value |

Own topic

Pricing Actuary at Swiss Re

Making Risk Measurable for Better
Decisions

Co-organizer After
Work Social Club

Recommendation

Position @ Employer
topic

Chief Actuary at AXA

Target group

Turning Uncertainty into Financial
Clarity for Insurers

Added value

Own

AI Enthusiast

What would you like to
feature?

Featured: important posts

Featured

Post

“Wow, als Mathematikerin kannst du ja bestimmt voll gut rechnen....”



   123 · 25 comments

Post

 „Wenn ich groß bin, möchte ich Aktuarin werden.“ ...



   150 · 10 comments

Post

„Aktu-was?“  ...



   150 · 25 comments

Uses for “featured” section

- ✓ important posts
- ✓ links to upcoming events
- ✓ links to studies, use cases
- ✓ links to job openings & services

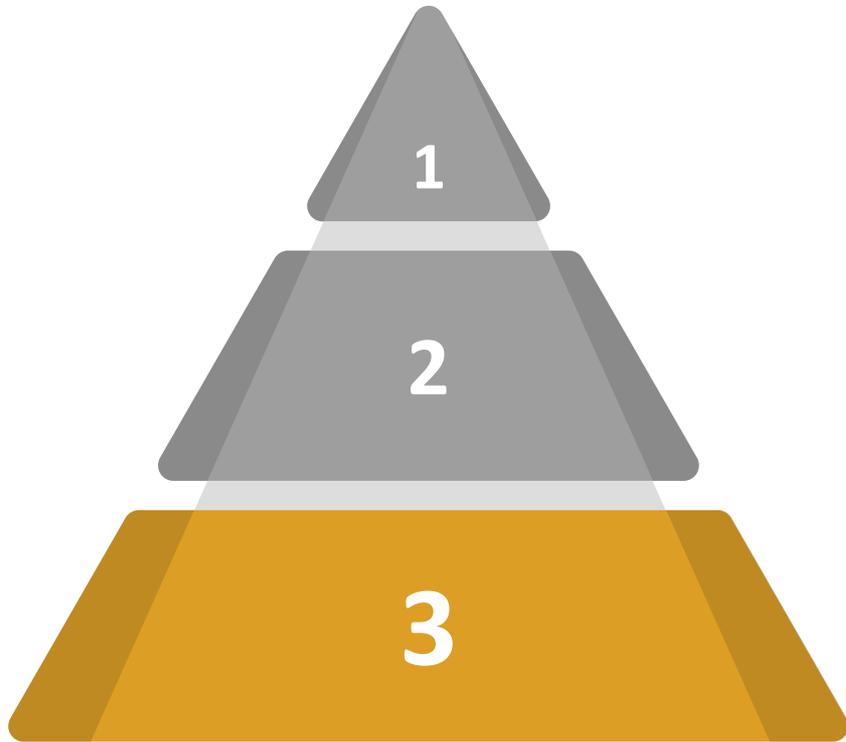
→ **your most important “stuff”**

How to add “featured”

Profile header for Tomas Herzberger, featuring a circular profile picture and a teal banner with the text "SCHAFFENSGEIST Beratung für digitale Souveränität". To the right of the banner are four green checkmarks: "Personal Branding", "Corporate Influencer", "Social Selling", and "Growth Mindset". Below the banner is a blue "Open to" button and a blue "Add profile section" button. The profile name "Tomas Herzberger" is followed by "(Gude)" and a description: "Schaffensgeist | Experte & Speaker für alles rund um Personal Branding, Social Selling, Corporate Influencer; Storytelling, Podcasting, Growth Mindset | Bestselling-Autor & Podcast-Host". It also lists "Frankfurt, Hesse, Germany" and "Contact info", "11,663 followers · 500+ connections", and buttons for "Request services" and "More".

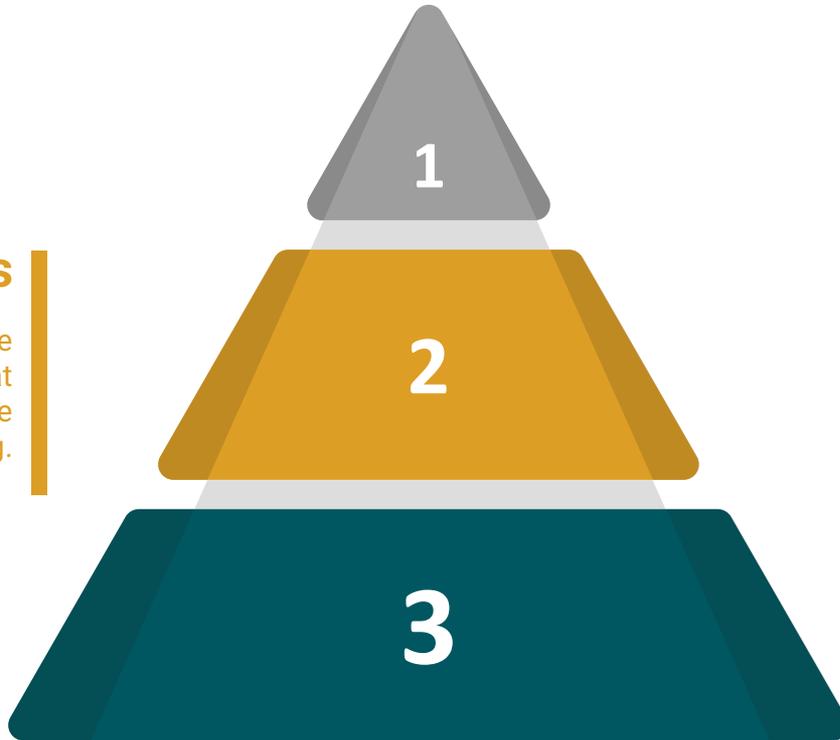
A dropdown menu titled "Add to profile" with a close button (X). It contains sections: "Core" (with a downward arrow), "Recommended" (with an upward arrow), and "Additional" (with a downward arrow). The "Recommended" section includes the text "Completing these sections will increase your credibility and give you access to more opportunities". The "Add featured" option is highlighted with an orange box and a large orange arrow labeled "2" pointing to it.

A "Featured" section showing two cards. The first card is titled "BERATUNG" and features a photo of Tomas Herzberger with the text "Corporate Influencer", "Personal Branding", and "Social Selling". The second card is titled "Buche mich als Speaker" and features a photo of Tomas Herzberger with the text "Moderator" and "Tomas Herzberger". To the right is a menu with a plus sign icon and a pencil icon. The menu items are: "Add a post", "Add a newsletter", "Add an article", "Add a course", "Add a link" (with subtext "Use for videos, articles, and websites"), "Add media" (with subtext "Upload pictures, presentations, or documents"), and "Add content from profile" (with subtext "Spotlight key details with Premium"). A large orange arrow labeled "3" points to the plus sign icon.



Profile

Your profile is your foundation.
Before anyone connects with
you, they judge who you are.



Posts

Every piece of content you share is a signal: that you're active, that you have perspective, that you're worth following.

Profile

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You are on stage
What would you say?

1,5K

of actuaries posted in the
last 30 days

Post ideas: Successful formats

Career Reality

- *“What nobody tells you in your first year as an actuary.”*
- *“The 3 skills that matter more than stochastic modeling.”*
- *“Why technical excellence is not enough.”*
- *“How to survive your first pricing cycle.”*
- *“From Excel to influence: what changes after year one.”*

creates identification and trust.

Model vs. Business Reality

- *“Your model is correct. The decision can still be wrong.”*
- *“Why assumptions matter more than formulas.”*
- *“What I learned when management challenged our results.”*
- *“When data is not the problem.”*
- *“Why simplicity often beats sophistication.”*

Encourages critical thinking beyond formulas and highlights how actuarial work influences real decisions, trade-offs, and outcomes.



Tomy Dijoux • 1st • 11.124 Followers

IT Recruiter & Business Developer | Suisse Romande (Geneva, Lausanne, Switz...

[Visit my website](#)

3mo •

Do you still think that a "French-style" CV works in French-speaking Switzerland?

✳ Stop everything!

When I'm coaching IT candidates, this is the first mistake I encounter — and it's costly.

In Switzerland, your CV is your first interview with the recruiter. No useless talk, no frills: here, we want concrete, market-oriented, clear.

I've seen too many strong profiles get eliminated in the pre-selection because:

- Key skills are not highlighted with the right IT keywords,
- The structure is too dense or too vague,
- The format does not meet Swiss standards, which are often misunderstood.

Concrete example: a fullstack developer I coached had a classic, long CV, with technical explanations in French. With a few adjustments — summary, targeted keywords, and above all, the right format — he multiplied his positive feedback on Geneva by 3.

Do you want to play in the league of Swiss scouts?

Don't just translate your resume. Adapt it. Pedagogical, clear, and in a local format.

My advice: analyze each line of your CV through the filters of the ATS used in Switzerland and the precise expectations of local IT recruiters.

Are you an IT candidate and tired of never getting feedback?

Write me "CV" in the comments, I will share with you my best tips to match your CV with the French-speaking Swiss market and finally get that job you deserve.

[#RecrutementIT](#) [#SuisseRomande](#) [#CVParfait](#) [#EmploiIT](#) [#ConseilsCarrière](#)

what this post is about?
Who is it for?



Tomy Dijoux • 1st • 11.124 Followers

IT Recruiter & Business Developer | Suisse Romande (Geneva, Lausanne, Switz...

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[#RecrutementIT](#) [#SuisseRomande](#) [#CVParfait](#) [#EmploiIT](#) [#ConseilsCarrière](#)



your example / story



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[Visit my website](#)

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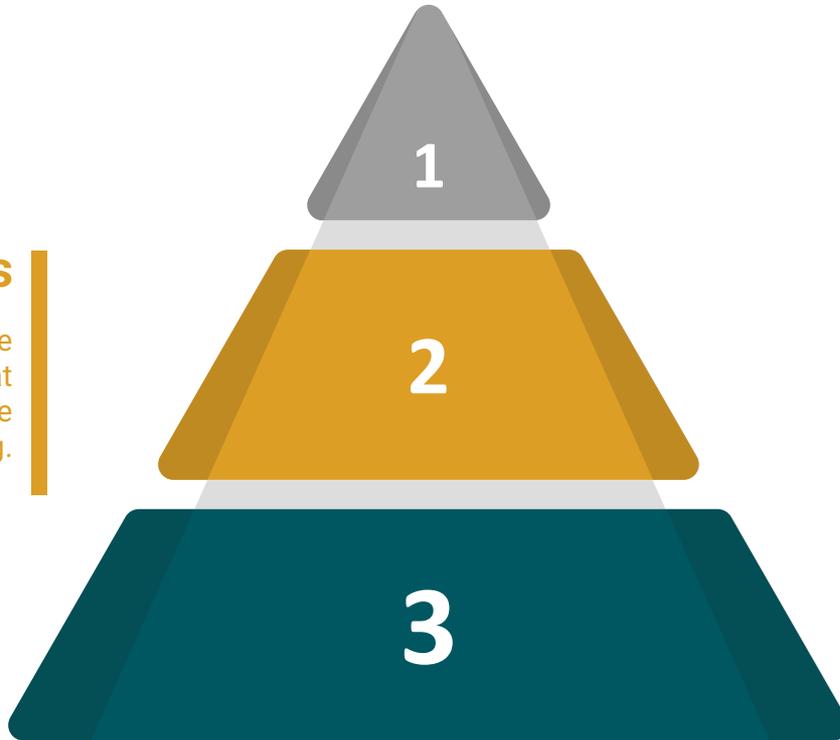
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[#RecrutementIT](#) [#SuisseRomande](#) [#CVParfait](#) [#EmploiIT](#) [#ConseilsCarrière](#)

what did you learn?
What did you change?

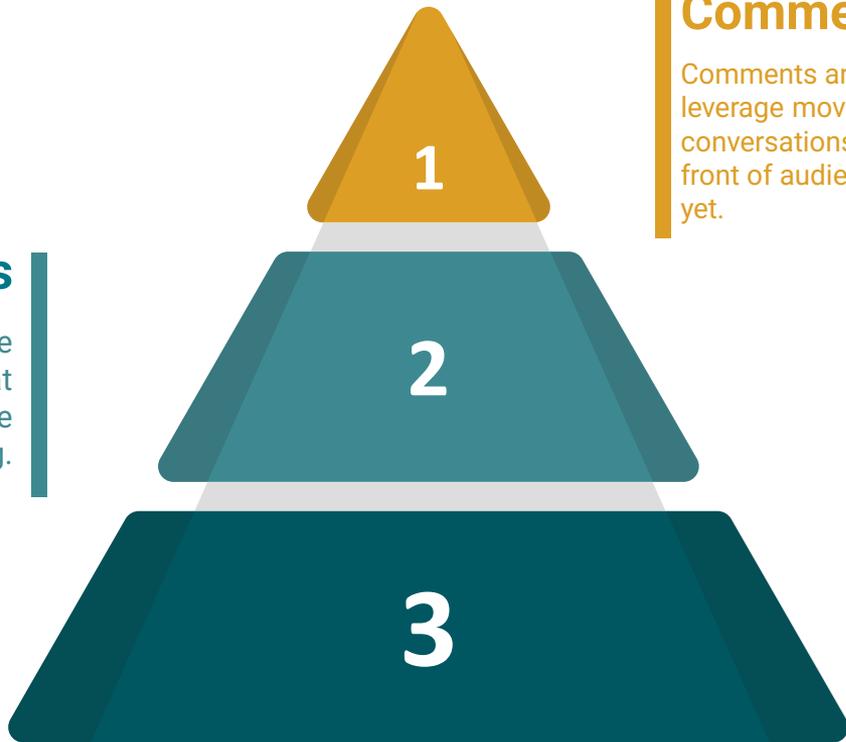


Posts

Every piece of content you share is a signal: that you're active, that you have perspective, that you're worth following.

Profile

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Posts

Every piece of content you share is a signal: that you're active, that you have perspective, that you're worth following.

Comments

Comments are your highest-leverage move. They put you in conversations you didn't start - in front of audiences you don't have yet.

Profile

Your profile is your foundation. Before anyone connects with you, they judge who you are.

Think audience, not author:

You're not just talking to the person who posted.

You're talking to everyone who reads it.

Including people who don't follow you yet.



1. Choose the right people!

Follow target clients, potential candidates, industry voices, and colleagues. **Their posts are your stage.**



1. Choose the right people!

Follow target clients, potential candidates, industry voices, and colleagues. **Their posts are your stage.**

2. Add something!

Never just agree. Add a perspective, a question, a short experience, or a counter-argument. **Make the author – and their Audience – stop and think.**

Bring in Other Voices

"@[Name] – you recently wrote about climate risk assumptions. Would be interesting to hear your opinion on that matter."

Ask a Thoughtful Question

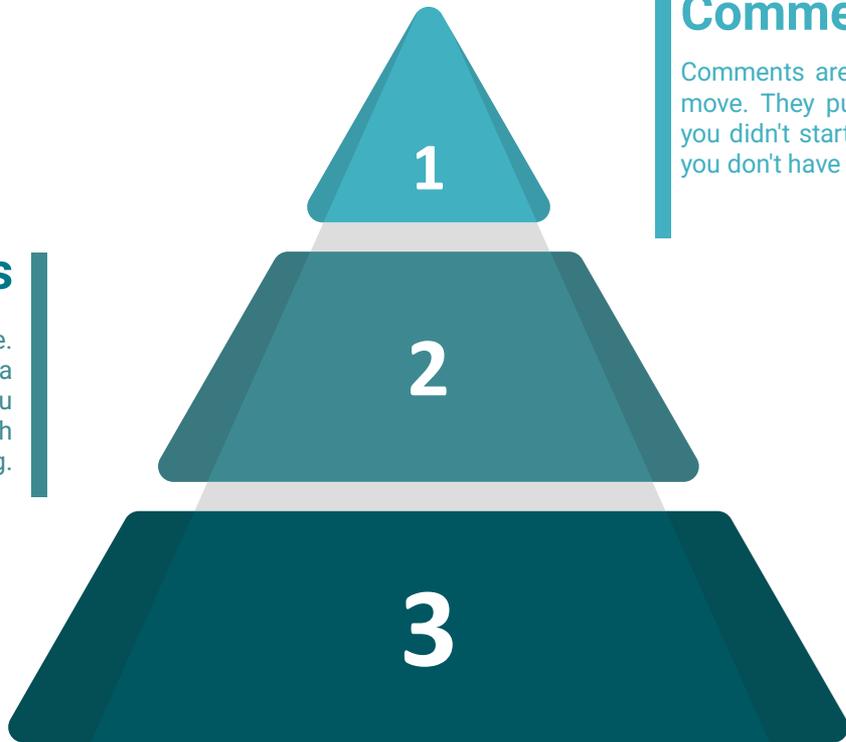
"Curious – how do you communicate this level of uncertainty to non-technical stakeholders?"

Show Real Emotion

"I appreciate the honesty here. These are exactly the discussions most teams avoid publicly."

Add Value

"One thing that helped us in a similar situation: we simplified the assumption set before improving the model structure. The clarity alone improved internal alignment."



Posts

Posts build your presence over time. Every piece of content you share is a signal – that you're active, that you have perspective, that you're worth following.

Comments

Comments are your highest- leverage move. They put you in conversations you didn't start - in front of audiences you don't have yet.

Profile

Your profile is your foundation. Before anyone reads what you write, they judge who you are. A strong profile turns visibility into credibility.



THANK YOU!