



JOE PERRI & ASSOCIATES  
*infinite possibilities*

## LinkedIn an Unavoidable Growing Global Phenomenon for Businesspeople

**Wednesday April 11, 2012.** Internet science is a discipline that is constantly and intrinsically changing and redirecting the ways in which we live. In many countries, the technology far outpaces the learning curve and only a minority of the population is able (or willing) to tackle the challenges of mastering it said J.D Gershbein, CEO of US based Owlsh Communications.

As a full-immersion LinkedIn consultant since 2006, J.D. Gershbein has worked with businesspeople in a multitude of industries and delivered platform-specific educational programs on LinkedIn around the globe. Through this journey, he has explored the psychology of human interaction in the digital setting and has come to appreciate the wide variety of behaviours people exhibit in response to a disruptive technology.

“There are vast differences in people’s learning styles, tolerance levels and belief systems with respect to social networking and as a result, I’ve arrived at some stark realizations on how neuroscience drives action on LinkedIn,” said J.D. Gershbein.

“A great many people are hard-wired for this work and possess the innate ability to process raw data on a computer screen, convert it into usable business information, and monetize their outcomes in the real world. Others plug away at it daily, gaining incremental wisdom and achieving their professional objectives at their chosen pace.”

“Still, others – despite their best intentions – can’t seem to grasp even the most basic premise, and rue the day social networking sites came into being.”

Overall, social is what individuals make of it, and business owners command their own brands and destinies through a conscious choice of either involvement or avoidance.

Gershbein discovered LinkedIn at roughly the 30 million user level, a point at which interest and activity levels on the site pale in comparison to that of today. He observed that by word of mouth, its use grew – networks merged – insight accumulated and ‘*the universe*’ shrank.

Fast-forward to year-end 2010, and LinkedIn had 85 million users. 90 days later, it topped the 100 million user mark and became well-established as the *de facto* site for social business.

Two months after that, LinkedIn rocks the investor world, sells shares and becomes a publically held corporation. Currently, LinkedIn is well above 150 million and has the momentum of a runaway freight train.

Gershbein continued, “Many countries are still at the nadir of the adoption curve and have yet to click on all cylinders. This could stem from a dearth of qualified resources providing the knowledge and fostering the skill sets necessary to extract that acumen. Additionally, there are regions of the world that simply do not have the business infrastructure in place to support the kinetics of digital commerce.”

**Continues...**

From the onset of Gershbein's Owlsh Communications LinkedIn practice, he quickly became aware that the social communication platform was a global phenomenon. As his consultancy grew, the business email inbox became flooded with questions on strategy and invitations to connect from people all over the world as interest in LinkedIn by business people grew.

So he provided answers and began to build an international network. Gershbein took an active interest in how people in the United States and globally were leveraging LinkedIn in their pursuits.

"I came to notice that the ideation and processes associated with social business are the same, no matter the time zone in which the business is conducted. The language may be different; there are idioms and cultural parameters that dictate conversational flow, but best practices are best practices – no matter where you reside on the planet," added Gershbein.

Gershbein routinely accesses the demographics and user statistics that LinkedIn issues to the public and observed that the growth track of the site has been nothing short of stunning.

Although the United States consistently accounts for over half of all LinkedIn users, notable spikes in use have been witnessed in several emerging nations.

Gershbein said, "Australia is among a select cluster of countries that has embraced the technology with ardor and purpose. I am fascinated and focused on Australia's sweeping acceptance of LinkedIn as a business platform and its emphasis on developing strong, multi-tiered, international business relationships."

"Having eclipsed 3 million LinkedIn users this month, Australia is a social networking stronghold and one of the world's major players in the digital space."

Gershbein is on record as saying that the more we all know about social, the better we all will be on social. As more and more people gain solid footing on LinkedIn, the potential of the site in creating transformational professional outcomes rises dramatically. He sees it happening every day.

## ENDS

### Issued by Joe Perri & Associates Pty Ltd

Media enquiries:	Mr. J.D. Gershbein	
	Owlsh Communications	<a href="http://www.owlshcommunications.com">www.owlshcommunications.com</a>
	Tel:	+61 1 847 651 8989
	Email:	<a href="mailto:jdg@owlshcommunications.com">jdg@owlshcommunications.com</a>



**Notes to the Editor:** J.D. Gershbein (pictured) is the CEO of Owlsh Communications and a specialist in the art and science of LinkedIn. Drawing upon his background in business writing, traditional marketing, industrial/organizational psychology, neuroscience, broadcasting and improvisational comedy, J.D. is blazing a trail as one of the most original personalities in social media.

He is a globally acclaimed speaker and frequent media contributor who is helping advance the collective awareness of LinkedIn and inspiring opportunity-oriented professionals in all walks of business.

He has been featured on FOX TV News and WGN AM Radio and on prominent business talk shows coast-to-coast. He blogs for NBC Chicago and SUCCESS Magazine, and writes feature stories for LinkedIn & Business (Li & B) Magazine and other notable publications. Additionally, he serves a LinkedIn strategic adviser to several prominent Chicago, Illinois-based business organizations and civic groups.

J.D. Gershbein is also Adjunct Professor of Marketing at the Illinois Institute of Technology's Stuart School of Business where he teaches the school's first-ever course in social media marketing. His first book, an exploration of the psychology and behaviors in and around social business, is slated for publication in 2012.