The Institute of Chartered Accountants of India

(Set up by an Act of Parliament)

Women & Young Members Excellence Committee

Organises

SkillUp Knowledge Webinar Series



CA. Purushottam H. Khandelwal
Chairman, WYMEC, ICAI



CA. Sripriya Kumar
Vice Chairperson, WYMEC, ICAI

ICAI PROFESSIONAL DEVELOPMENT SESSION

Building Your Personal Brand on LinkedIn

From Profile Optimization to Meaningful Connections

CA Vanshika Giria | Finance • Investing • Personal Branding

A practical workshop for CAs, CA students & finance professionals

BEFORE WE START

VG1

Your profile is being viewed right now.

The question is only whether it says what you want it to.

1 in 2

recruiters & clients check LinkedIn before they check anything else

7 sec

is roughly how long a visitor spends deciding if your profile is worth reading

0 cost

to fix a headline, a photo, or a banner — most of today's session is free

This session is not theory. Every slide ends in something you can do today.

Slide 3

VG1 Increase font size of everything, such that it looks better and more readble. (apart from numbers and heading)
Vanshika Giria, 2026-09-16T06:43:03.874

TODAY'S ROADMAP

Where we're headed in the next 45 minutes

VG1

1



WHY

Why LinkedIn matters

2



PROFILE

Your digital visiting card

3



CREDIBILITY

CAs already doing this well

4



CONTENT

The CA content idea engine

5



NETWORK

From strangers to relationships

6



POSITIONING

What you want to be known for

7



AI

Live demo — my Claude workflow

8



ACTION

Your checklist for tonight

Slide 4

VG1 Increase font size of everything, such that it looks better and more readble. (apart from numbers and heading) keep the text (apart from heading)at around 16

Vanshika Giria, 2026-09-16T06:43:20.995

WHY · 01

VG1

LinkedIn is not a resume site anymore



Career opportunities

Roles, referrals & recruiters finding you



Clients

Your next engagement often starts with a profile view



Network

Relationships with peers, seniors & regulators



Knowledge

Learning in public, faster than any classroom



Speaking

Panels, webinars & ICAI platforms find visible CAs



Partnerships

Collaborations with firms & platforms



Brand sponsorships

Fintechs & edtechs pay for trusted voices

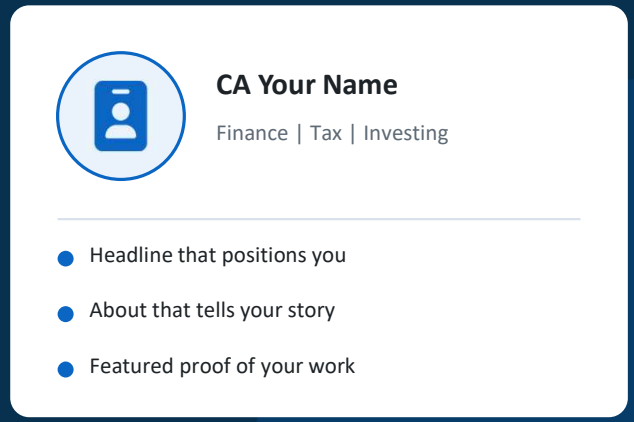
Slide 5

VG1 Increase font size of everything, such that it looks better and more readble.
Vanshika Giria, 2026-09-16T06:43:37.948

PROFILE · 02

Your LinkedIn profile is your digital visiting card

A visiting card doesn't shout. It's precise, credible and instantly tells the reader who you are and why they should remember you. Your profile should do exactly that — before they've read a single post.



PROFILE · 02

Eight elements, one connected story

VG1



Each piece hands the reader to the next — a stranger becomes someone who wants to connect with you.

Coming up: we'll open a real CA's profile as a working case study, then go section-by-section with an AI prompt you can use to improve each one.

Slide 7

VG1 Move the icons and name up and make the slide more presentable

Vanshika Giria, 2026-09-16T06:44:22.219

PROFILE · 02 — CASE STUDY

Let's open a real CA profile together

[BANNER — insert live from profile]

CA Vanshika Giria

[Headline — to be optimised live]

Gurugram, India

- Currently: Consultant, EY (Business Consulting Risk)
- Chartered Accountant — Institute of Chartered Accountants of India
- 500+ connections
- Posts on markets, M&A/PE deals, ICAI events and the CA journey

What we'll do with this profile

VG1

- Go section-by-section: Photo, Banner, Headline, About, Featured, Experience, Skills, Recommendations
- For each, see what a strong version looks like
- Use one ready-made AI prompt per section — copy, adapt, done
- Note: photo/banner shown here are placeholders — swap in the live profile when presenting

Slide 8

VG1 Move the bullet lines a bit up in line with bullet point. Increase the font size like other slides.
Vanshika Giria, 2026-09-16T07:00:05.894

PROFILE · 02

Photo & Banner: the first 2-second impression

What good looks like

- Clear, recent, well-lit headshot — face takes up ~60% of frame
- Professional but approachable; plain or softly blurred background
- Banner reinforces your positioning — not a random stock image
- Banner can state your focus area in one short line of text

VG1

AI Prompt — Banner concept

```
"I am a Chartered Accountant
specialising in [your focus area].
Suggest 3 simple, professional
LinkedIn banner concepts I could
briefly describe to a designer —
no clutter, my name + one-line
positioning only."
```

Slide 9

VG1 Move the bullet lines a bit up in line with bullet point. Increase the font size like other slides.
Vanshika Giria, 2026-09-16T07:00:59.458

PROFILE · 02

Headline: your 220-character pitch

What good looks like

- State who you help and how — not just your job title
- Use words your audience actually searches for
- Add 2–3 focus areas separated by a divider
- Avoid generic phrases like "Seeking opportunities"

Generic: "CA | Finance Professional"

Positioned: "Chartered Accountant @ EY | Decoding Markets, Deals & Personal Finance for CAs"

VG1

AI Prompt — Headline options

```
"I am a Chartered Accountant
working in [field] with interest in
[topics]. Write 5 LinkedIn headline
options under 220 characters that
position me clearly, avoid clichés,
and include searchable keywords."
```

Slide 10

VG1 Move the bullet lines a bit up in line with bullet point. Increase the font size like other slides.
Vanshika Giria, 2026-09-16T07:01:10.900

PROFILE · 02

About: your story, not your CV

Move the bullet lines a bit up in line with bullet point.
Increase the font size like other slides.

What good looks like

- Open with a hook line, not "I am a Chartered Accountant with..."
- Cover: journey, what you do now, what you're curious about
- Write in first person; short paragraphs, easy to skim
- End with a clear CTA — what should the reader do next?

VG1

AI Prompt — About section draft

```
"Using these facts about my career
[paste your journey, current role,
interests], write a first-person
LinkedIn About section. Start with
a hook line, use short paragraphs,
end with a clear call to action."
```

Slide 11

VG1 Move the bullet lines a bit up in line with bullet point. Increase the font size like other slides.
Vanshika Giria, 2026-09-16T07:01:19.011

PROFILE · 02

Featured: your proof, front and centre

What good looks like

- Pin your best 3–5 posts, articles or documents
- Include any press mentions, panels or certifications
- Update quarterly — stale Featured items signal inactivity
- Treat it as a mini portfolio, not a dumping ground

VG1

AI Prompt — Featured picks

```
"Here are the topics I've posted
about on LinkedIn this year:
[list them]. Suggest which 3–5
posts I should pin to Featured,
and why, based on what best
shows my expertise."
```

Slide 12

VG1 Move the bullet lines a bit up in line with bullet point. Increase the font size like other slides.
Vanshika Giria, 2026-09-16T07:01:31.350

PROFILE · 02

Experience & Skills: evidence, not job titles

What good looks like

- Describe outcomes and scope, not just duties
- Use CA-relevant keywords recruiters & clients search for
- List 15–20 skills; pin the 3 most relevant to the top
- Request skill endorsements from people you've worked with

VG1

AI Prompt — Experience bullets

```
"Turn this job description into
3-4 outcome-focused LinkedIn
Experience bullet points:
[paste rough notes]. Keep each
under 20 words, start with a
strong verb, avoid jargon."
```

Slide 13

VG1 Move the bullet lines a bit up in line with bullet point. Increase the font size like other slides.
Vanshika Giria, 2026-09-16T07:01:37.371

PROFILE · 02

Recommendations: let others vouch for you

Move the bullet lines a bit up in line with bullet point.
Increase the font size like other slides.

What good looks like

- Request from managers, seniors, and cross-team colleagues
- Make it easy — remind them of the specific project or result
- Aim for 3–5 strong ones over many generic ones
- Offer to write one for them first — it's rarely refused

VG1

AI Prompt — Recommendation request

```
"Write a short, warm LinkedIn
recommendation request message
to a senior I worked with on
[project]. Remind them of the
specific work, make it easy to say
yes, keep it under 80 words."
```

Slide 14

VG1 Move the bullet lines a bit up in line with bullet point. Increase the font size like other slides.
Vanshika Giria, 2026-09-16T07:01:45.107

PAUSE & PRACTICE

Your turn — 3 minutes

Before we move on, open your own profile and try one thing:

VG1



Rewrite your headline

Use the AI prompt from a few slides back



Read your About out loud

Does it sound like you, or like a résumé?



Check your Featured section

Is it still relevant to what you do today?

Slide 15

VG1 Increase the font size like other slides.
Vanshika Giria, 2026-09-16T07:01:55.491

CREDIBILITY · 03

CAs are already winning at this

A growing group of Chartered Accountants have built real followings by sharing what they know. There's room for one more.



Nandini Agarwal

CA · Content Creator

Kushal Lodha

CA · Content Creator

Shivam Agarwal

CA · Content Creator

Priyal Jain

CA · Content Creator

Twinkle Jain

CA · Content Creator

and then...

YOU

CONTENT · 04

The CA content idea engine

You will never run out of things to post if you know where to look.

VG1

News & regulations

ICAI circulars, tax & compliance updates

Markets & business

IPOs, M&A, results season, macro trends

Job / work

Projects, tools, wins at your workplace

Practice / client work

Lessons from client situations (anonymised)

Events

Conferences, ICAI programs, webinars you attend

CA journey

Articleship, exams, transitions, milestones

Learning

Courses, certifications, new concepts

Everyday observations

Money, work-life & career thoughts

Slide 17

VG1 Increase the font size like other slides.
Vanshika Giria, 2026-09-16T07:02:07.720



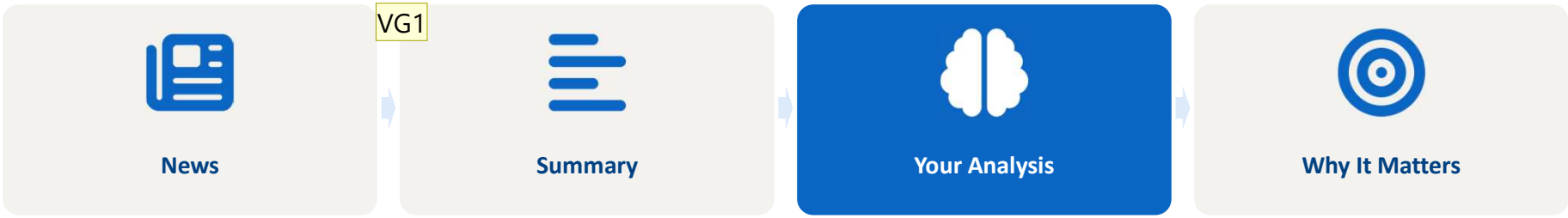
Don't just post the news.

Process the news.

Anyone can forward a headline. Your value is the analysis you add on top of it — that's what makes a reader follow you instead of the news channel.

CONTENT · 04

Turn a headline into a post



Worked example — an ICAI / regulatory update

News:	ICAI extends the tax audit due date by 15 days.
Summary:	Practitioners now have until [date] to file audit reports without penalty.
Your Analysis:	For small practices, this eases the year-end crunch — but it also compresses next quarter's timeline. Here's how I'm using the extra days.
Why It Matters:	Helps articled clerks and young CAs plan workload realistically instead of just reacting to deadlines.

Slide 19

VG1 Increase the font size like other slides for all slides from here
Vanshika Giria, 2026-09-16T07:02:19.659

CONTENT · 04

Your 8-step writing process

A repeatable checklist to go from a raw thought to a post worth publishing.

1

Know your reader

Write for the one specific person who could hire or refer you

2

Choose your intent

Growth, authority, conversion, or purely personal

3

Brain dump first

Get every raw thought out — messy is fine at this stage

4

Write the body

Specifics, numbers and real examples beat generalities

5

Mine for the hook

Your best opening line is usually already buried in the draft

6

Add a visual only if it helps

Skip it if it doesn't make the point clearer

7

Match your CTA to your intent

Growth → follow/save · Authority → DM/comment · Conversion → link/buy · Personal → often no CTA

8

Edit ruthlessly

Cut the fluff — if it sounds generic, delete it

CONTENT · 04

Hooks: the first line decides everything

LinkedIn shows 2-3 lines before "...more". If that line doesn't earn a click, the rest of your post is never read.

GENERIC OPENER

"In today's fast-paced world, personal branding has become very important for professionals..."

SPECIFIC HOOK

"I almost didn't apply for my EY role because my LinkedIn headline said 'CA Finalist.' Here's what I changed."

GENERIC OPENER

"Let's talk about the importance of networking for Chartered Accountants."

SPECIFIC HOOK

"A client once rejected our firm's proposal — then hired me 8 months later because of one LinkedIn comment."

Hook formulas that work: a surprising number · a mistake you made · a question your audience already has · a before/after moment.

CONTENT · 04

One idea per post + specificity



One idea per post

A post trying to say five things says nothing memorably. Pick the single takeaway you want the reader to walk away with — everything else is a different post.

Ask yourself: "If someone reads only my first and last line, do they still get the point?"



Specificity beats generality

VAGUE

"Tax planning is important for everyone."

SPECIFIC

"Missing this one Section 80C deadline cost my client ₹46,000 in extra tax."

Specific numbers, names (where allowed) and moments make a post feel true — and true things get shared.

CONTENT · 04

Storytelling + readability



Storytelling structure

1. Situation — where you were
2. Tension — what went wrong or was hard
3. Turn — what you did or learned
4. Takeaway — what the reader can use



Readability rules

- 1-2 sentences per line, then a line break
- Short paragraphs — white space is your friend
- Simple words over jargon; explain acronyms once
- One clear ask or question at the end

CONTENT · 04

Content formats — vary the medium



Text post

Fastest to write, best for hooks & analysis



Carousel / PDF

Great for frameworks & step-by-step content



Poll

Quick engagement, useful for gauging opinion



Video / talking post

Builds trust & recognition fastest

CONTENT · 04

Engagement: give before you get

The algorithm rewards conversation, not just posting. Comments you leave are content too.



Comment with a real point of view

Not "Great post!" — add a number, a counter-example, or your own experience



Reply within the first hour

Early engagement on your own post signals relevance to the algorithm



Engage before you post

Spend 10 minutes commenting on others' posts before publishing your own

CONTENT · 04

Build your system: idea bank & tracker



Idea Bank

A running note (phone notes app, Google Sheet, Notion) where you drop every raw idea the moment it strikes — a client question, a headline, a thought in the shower. Never write a post from a blank page.

Aim for 15-20 banked ideas at any time — that's roughly a month of posts.



LinkedIn Tracker

A simple sheet logging: post date · topic · format · impressions · comments · one learning.

Date	Topic	Format	Impr.	Learning
12 Sep	ICAI update	Text	3.2k	Hooks matter

Review this sheet monthly to spot what resonates.

CONTENT · 04

The monthly review ritual

15 minutes, once a month — this is what compounds your growth.

1. Which post performed best — and why?
2. Which pillar (news / journey / learning...) got the most response?
3. Am I still posting in the voice I want to be known for?
4. What's one thing I'll do differently next month?

NETWORK · 05

From stranger to opportunity

Networking on LinkedIn is not collecting connections — it's climbing this ladder, one step at a time.



The mistake most people make

They jump straight from "See" to "Connect" — sending a request to a stranger with no context. The ladder works because each step earns the next: you engage before you ask, and you comment before you connect. By the time you send a request, the person already half-recognises your name.

NETWORK · 05

The connection request that actually works

GENERIC

"Hi, I would like to connect."

PERSONALISED

"Hi Rohan — saw your post on SME credit risk after the RBI circular, really sharp take on the collateral angle. I'm a CA at EY tracking similar deals from the audit side. Would love to stay connected and swap notes sometime."

What made it personal

- Referenced something specific they posted or wrote
- Named a shared interest — markets, deals, regulation, investing
- Gave a one-line reason connecting helps both sides

POSITIONING · 06

Choose what you want to be known for

You don't need to cover everything. Pick a lane — it's easier to be remembered for one thing than to be forgotten for ten.



Tax



Finance



Investing



Startups



Career



ESG



Personal Finance



Your lane doesn't lock you in forever — it gives people a reason to follow you now. You can always widen it later.

AI · 07 — LIVE DEMO

My Claude workflow, from thought to post

Not technical — just a repeatable habit. Let's do this live with a real idea from the room.



What's happening at each step

I speak or type a rough idea → my Claude Skill applies my voice, structure and hook rules → it returns a full draft → I edit for accuracy and add my own specifics → I post. The AI never invents facts or opinions — it organises mine.

BEFORE YOU GO

Your action checklist for Monday

- Update your photo & banner this week
- Rewrite your headline with the AI prompt
- Rewrite your About in first person
- Add 10 ideas to your Idea Bank today
- Post one "processed news" piece this week
- Send 3 personalised connection requests
- Pick your one positioning lane
- Set up your LinkedIn tracker sheet

Don't use LinkedIn just to be found.

Use it to be remembered.

Thank You

CA Vanshika Giria

Finance | Investing | Personal Branding

Let's stay connected:

linkedin.com/in/vanshikagiria

Scan to connect