

**FASTER!**

**ENTERTAIN  
THEM!**

**WIN THE  
ALGORITHM!**

**UNLOCK  
YOUR  
POTENTIAL!**

**SCALE  
YOUR IMPACT!**

**BE VIRAL!**

**6-FIGURE  
INCOME!**

**DISRUPT  
OR DIE!** \$



Your job is ... **to protect.**

Your job is ... **to clarify.**

Your job is ... **to prevent expensive mistakes.**

~~FLASHY~~ ▶ **valuable**



**88% of business cards ...**

**... are thrown away within a week.**

# LinkedIn



> **1 billion users** in more than 200 countries  
**16K+ connection** are made every minute



**Let's be part of it!**

- Optimizing your profile **headline**
- Posting during **#MSIVienna2025**
- Strategic **networking**

Understanding change.  
Shaping transformation.  
Developing culture.

Partnering with companies in transition



**Christian Decker** ✓ He/Him

Communication Trainer | Keynote Speaker | Transformation Coach | Guiding individuals, teams, and organizations toward impactful communication, strategic growth, and sustainable transformation.

Vienna, Vienna, Austria · [Contact info](#)

[2,539 followers](#) · [500+ connections](#)

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[Add profile section](#)

[Book an appointment](#)

[More](#)



Partner at XYZ LLP

Tax Advisor at ABC

Consultant at XYZ

Legal Counsel at X & Partners





# Your optimized [headline]



[Job Title]

[Target Group / Area of Focus]

[Problem You Solve / Value You Add]



IP & Trademark Lawyer | Working with creatives and entrepreneurs to protect what makes them unique

Tax Advisor | Helping family-owned businesses preserve wealth across generations

Tax Advisor | Helping family-owned businesses preserve wealth across generations

- ✓ Optimizing your profile **headline**
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# LinkedIn



posts during events receive  
**up to 3 x more** engagement



## Let's start a conversation!

# Cheat Sheet [LinkedIn post]





**Christian Decker** ▾  
Post to Anyone

Excited to be at **#ViennaMSI2025** with colleagues from around the world. Looking forward to exchanging ideas and learning from other professionals in the MSI network.

Just heard a great point on [topic] during the afternoon session at **#ViennaMSI2025** - already giving me new ideas to take back to the team.

Great to connect with fellow professionals at **#ViennaMSI2025**. If we haven't met yet, I'd love to say hello over the next two days!

😊

✦ Rewrite with AI   +

 **Post**

- ✓ Optimizing your profile **headline**
- ✓ Posting during **#MSIVienna2025**
- Strategic **networking**

# LinkedIn



connections made at events are among the  
**highest-converting into future collaborations**



## Let's connect!

# Strategic [networking]



Who have I already spoken to today?

Who would I like to talk to during **#MSIVienna2025**?

Who has already impressed me? (speaker, organizer, attendee)



# Cheat Sheet [networking]



# Cheat Sheet [networking]



-  View in Sales Navigator
-  Save in Sales Navigator
-  Send profile in a message
-  Share via...
-  Contact info
-  Follow
-  Personalize invite
-  Report or block
-  About this profile

# Cheat Sheet [networking]



Great chatting with you during coffee break!

Enjoyed your point on M&A during the panel.

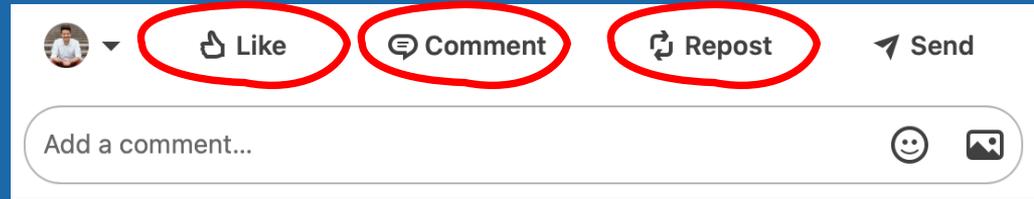
Looking forward to hearing more about your work at XYZ LLP.

Christian Decker



- ✓ Optimizing your profile **headline**
- ✓ Posting during **#MSIVienna2025**
- ✓ Strategic **networking**

For the extra mile ... [interact!]



# Let's keep [in touch]



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