

Your comms team can support three executives. It can't support thirty.

Most organizations have more expertise inside them than anyone outside can see. The experts who actually know the work are invisible where buyers, candidates, journalists and partners are looking. The leaders who should be the public face of the category post four times a year. Sales is still cold-pitching into an empty room.

This isn't a content problem. It's a capability problem — and it's trainable.

Thirteen years teaching this. Not thirteen months.

Karen's oldest LinkedIn recommendation is from January 2013. They haven't stopped since — more than a hundred, the newest from this week. All public, timestamped, verifiable in ninety seconds. The curriculum has been rebuilt each time the platform changed. More than 500 people have been through it.

Programs

Executive thought leadership

Senior leaders become the credible public face of the category — on LinkedIn and on stages.

Media readiness for subject-matter experts

The technical experts your comms team wishes were quotable, ready to be pitched and booked.

Employee advocacy & social selling

Revenue teams that build relationships producing referrals, instead of cold outreach volume.

Women's leadership visibility

For women's leadership programs, high-potential cohorts, and March programming.

Delivered as: 90-day cohorts (12–30 seats) · half- and full-day workshops · executive intensives · keynotes (45–60 min)

Every program is built around your people, your topics, and what you need to show for it.

How we work

We never log into your accounts.

No credentials, no managed profiles. Your executives' accounts stay entirely in your control.

Everyone leaves with the work already done.

A written profile and a first piece of leadership content published — then we teach them to sustain it.

It's measured.

Baseline and endpoint measurement, so your sponsor has something concrete to report.

Everything has an end date.

No open-ended retainers, no ongoing execution. Defined scope, delivery date, MSA and SOW.

Karen Yankovich

Seventeen years in telecom sales and operations — Verizon, then building a reseller's Verizon agent program to #1 in the channel, then founding her own firm negotiating Fortune 500 contracts. She has sat on the buying side of a training budget. Teaching LinkedIn and PR strategy since 2012. Host of Good Girls Get Rich, a top 2% podcast.

NJBIZ · Damon Brooks & Associates · NJ Conference for Women · PA Women's Conference · NAWBO · Texas Women in Business
Product Development & Management Association · Mid-Atlantic Podcast Conference · NJ chambers of commerce

Start with a conversation. Thirty minutes, no pitch.

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