



Own Your
Expertise:
LinkedIn and Beyond

Fractional Chief of Staff and Operations Leader

NIKKI DUNCAN

BSM

PMP

Agenda

- Why Visibility Matters
- Sharing Expertise, Not the Secret Sauce
- Using AI to Craft Stronger Messaging
- Content Ideas & Formats

Visibility is not
vulnerability. It's the
invitation into the room.

Invitations I've Received

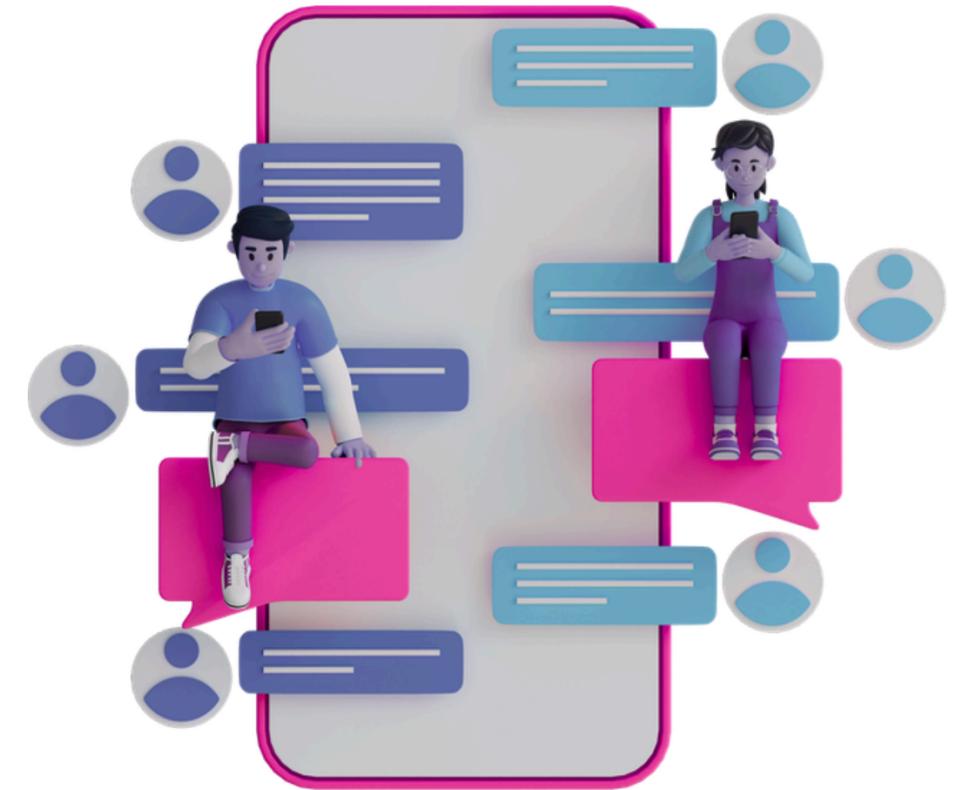
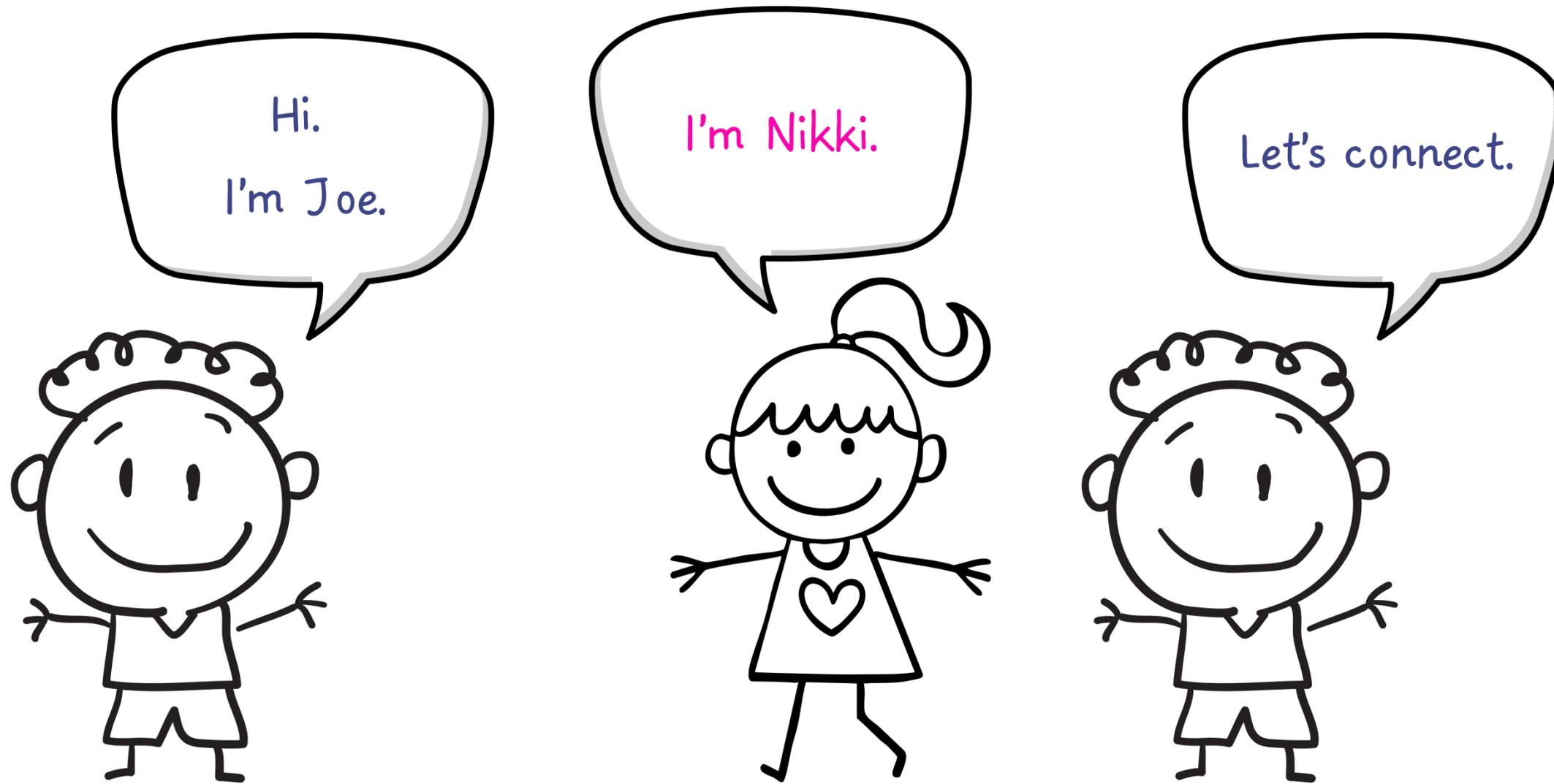


RESULTS

- APD Academy (8k)
- Dr Vivian Magnus (27k)
- Who Ya Know Show (42k)
- The Disgruntled PM (6k)
- Cashing Up Podcast (22k)
- Fort Worth PMI (1k)
- Southlake Focus Group
- 4 Inbound Job Interviews
 - 1 Commenting
 - 3 Content
- AHA Woman of Impact (1M)
- Sophia Learning (11k)
- Bob Sager Newsletter (19k)

Visibility doesn't guarantee
opportunity, but invisibility
guarantees you miss it.

And Then There Was Joe



insights

Joe didn't hire me, but he helped
make me visible for others.

Share Expertise,

Not The Secret Sauce

Value Proposition: Your North Star



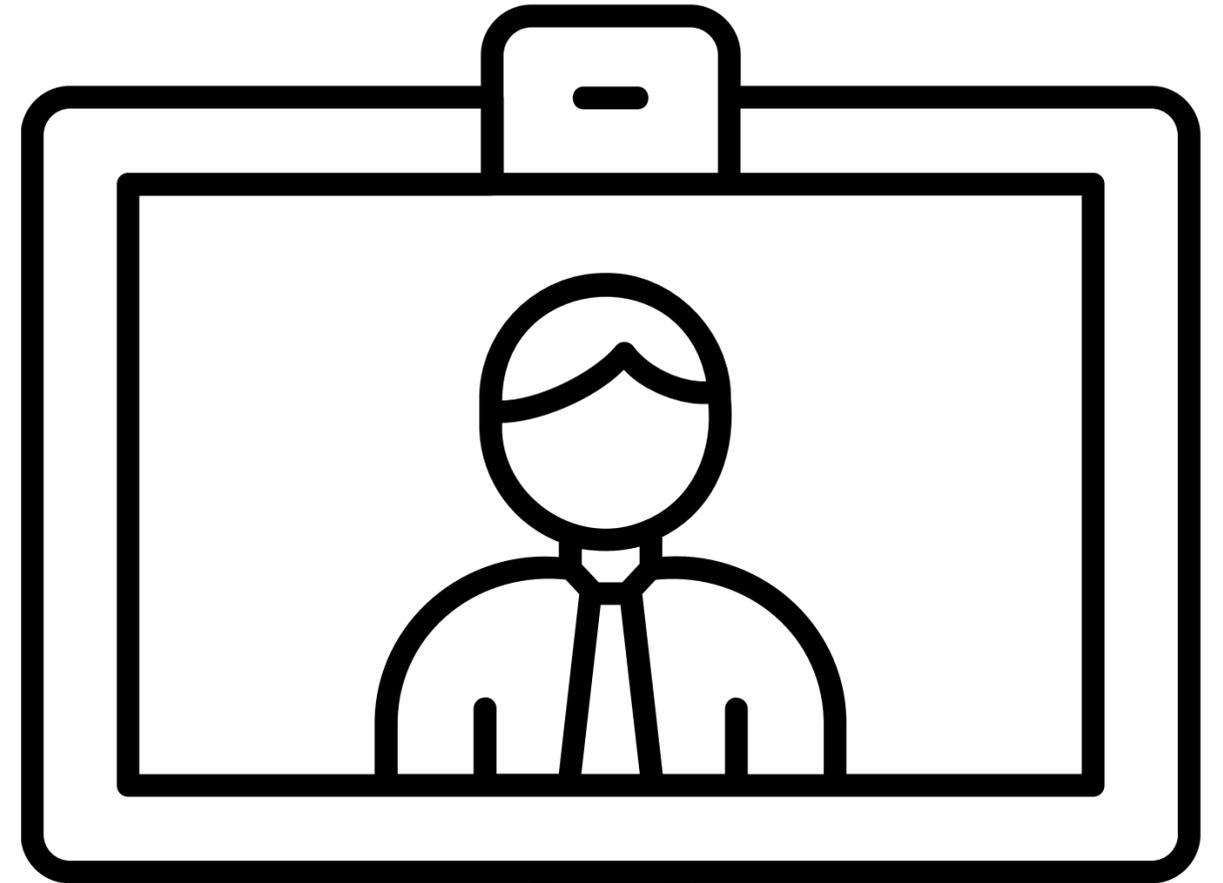
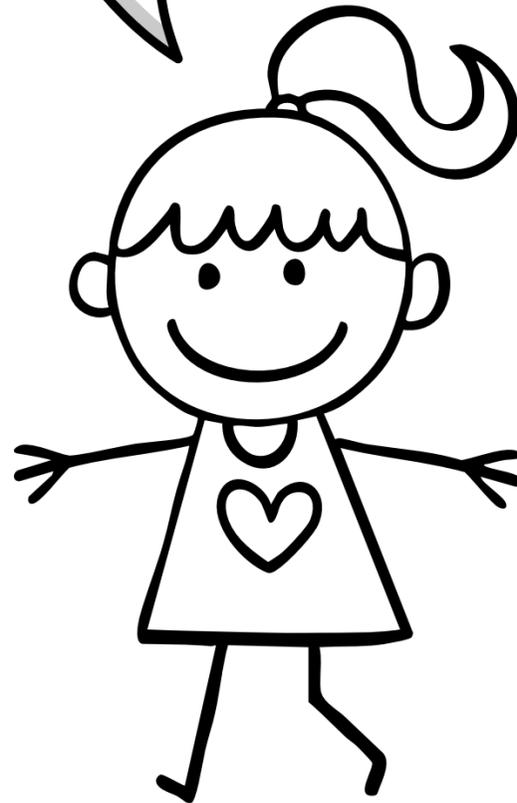
What problem do
I help solve?

And Then There Was Chris

Hi Nikki. Thanks for engaging... Let's chat about...



Hi Chris. I'd love to chat and learn more.



Interview

Value vs. Secret Sauce: The Difference

- Value is **What** You Solve
- Secret Sauce is **How** You Solve It



BSM **NIKKI DUNCAN** **PMP**
Fractional Chief of Staff for Calm, Capable Operations

Then This Happens

Additional projects added overnight.

Share This, Not That

- Share
 - Before and After Stories
 - Lessons Learned
 - Outcomes and Transformations
- **Don't Share**
 - Internal Workflows
 - Confidential Tools or Systems
 - Client Names

insights

You are everything you need. You're not creating expertise. You're revealing it.

Why **Visibility** Matters,
And Why We Hold Back

Visibility: Why We Hold Back

- Uncertainty
- Sounding self-important
- Revealing too much

insights

Invisibility means you miss valuable connections and insightful conversations.

Visibility: Why It Matters

Visibility  Clarity = NOISE

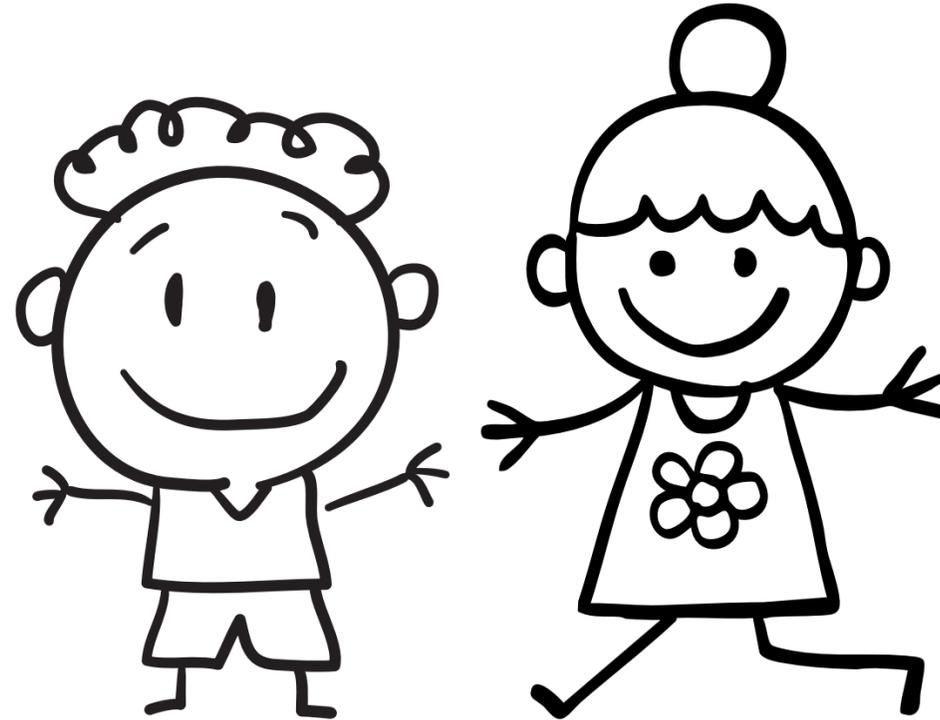
Clarity  Visibility = MISSED OPPORTUNITY

Use Influence and AI to
Sharpen Your Message

And Then There Was Amy

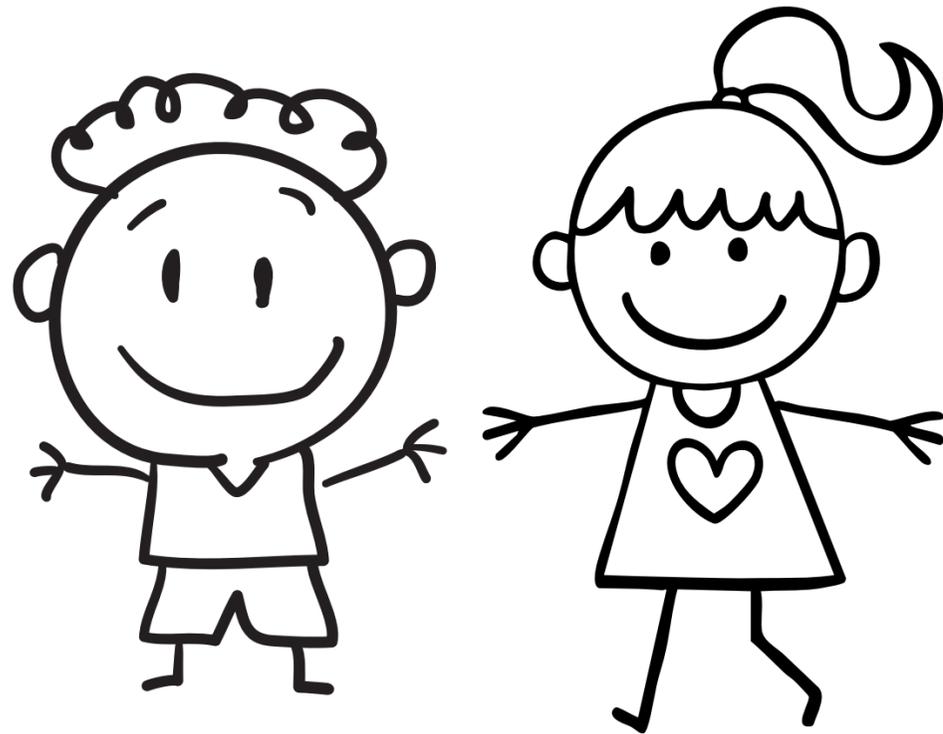
Joe

Amy



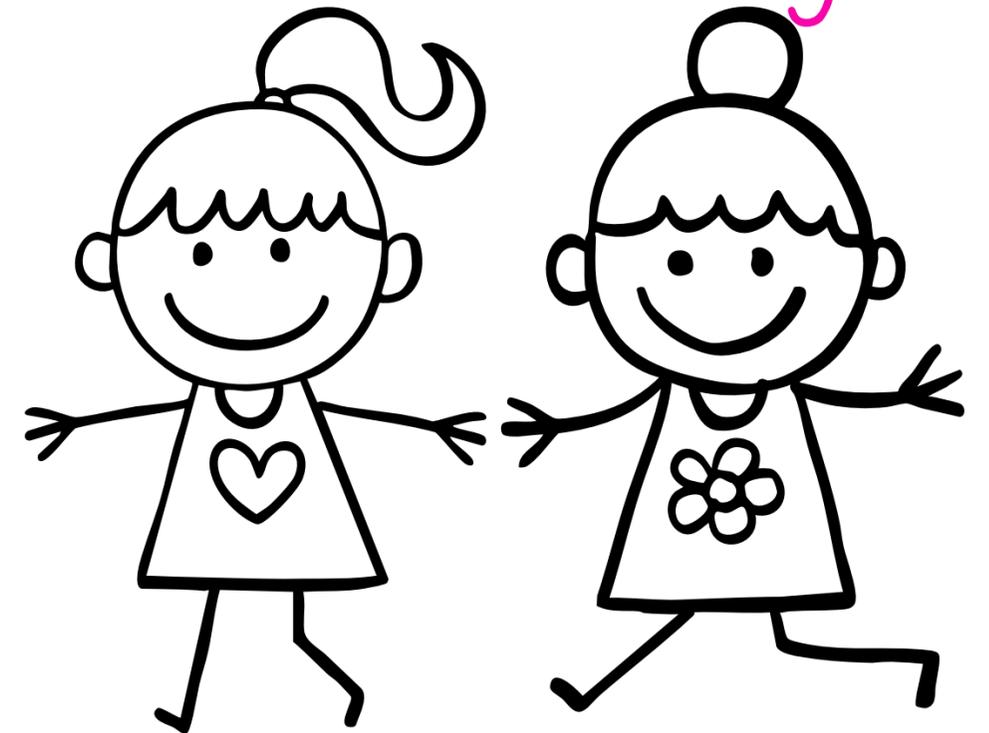
Joe

Nikki



Nikki

Amy



Influence: Strategy

- Influence is Built On
 - Credibility
 - Connection
 - Clarity

insights

Visibility builds familiarity. Familiarity builds trust. Trust builds opportunity.

Influence: via Comment Engagement



Brian Conroy • 1st
Transformational Leader | Crisis & Strategic Innovator | Resilient Team Builder |...
2h •



So true. I've learned that the biggest growth comes from actually leaning into the discomfort, even if it's scary as hell.

Rejection used to feel like the end of the world, but now I see it as just part of the process. The more you risk, the stronger you get. Gotta keep pushing those boundaries!



Simon Sinek • Following
Optimist, New York Times bestselling author of "Start with Why" and "The Infnit...
3h •

Young men are taking way too many risks... and not the good kinds.

Scott Galloway argues that good risk is essential to real growth. In today's world, young people aren't engaging in social risks like applying for jobs they might not get, reaching out to new people, hearing "no" and trying again.

Confidence used to be built, in part, through rejection: asking, getting turned down, and asking again. That muscle only grows when we step outside our comfort zone.

Because the only way to get a meaningful "yes" is to risk a lot of "no's."

Listen to the full episode of A Bit of Optimism wherever you get your podcasts.



Nikki Duncan, PMP, BSM • You
Fractional Chief of Staff | Clarity, Calm, and Consistent Execution for Growing ...
1h •

1h •



Brian For a few weeks now, I've been reflecting on all the times I leaned in instead of backing away.

Then, last week I interviewed **Lisa Riggs** for my podcast and she spoke about the importance of leaning in, learning to handle rejection, and the min ...more

Like • 1 | Reply • 2 replies | 9 impressions



Brian Conroy **Author**
Transformational Leader | Crisis & Strategic Innovator | Resilient Team B...
1h •

1h •

Nikki, when we lean in—despite fear or doubt—we open doors to growth, resilience, and clarity. Every rejection, every challenge, is a lesson in disguise, shaping us into stronger leaders and more authentic versions of ourselves.

...more

Like • 1 | Reply



Nikki Duncan, PMP, BSM • You
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1h •

1h •

Brian Conroy I couldn't agree more, and I love the message in the video you've selected to go with the post. It's powerful to think about how we should reallocate our risks, where we're not building those muscles and how we can.

Like | Reply | 1 impression

Using AI to Sharpen Your Message

write a short (up to 40 words) and authentically thoughtful
reply to Brian's post

INSERT POST HERE

Use my experience in X to connect to what I've learned
about leaning in despite fear and how that's shown up
recently



Content Formats

That Work

Content Formats: LinkedIn Friendly

- Lessons Learned
- Behind-The-Scenes Leadership
- Frameworks, Not Full Playbooks
- Mini Case Studies

insights

You're not posting to prove you know something. You're posting to show the problems you solve.

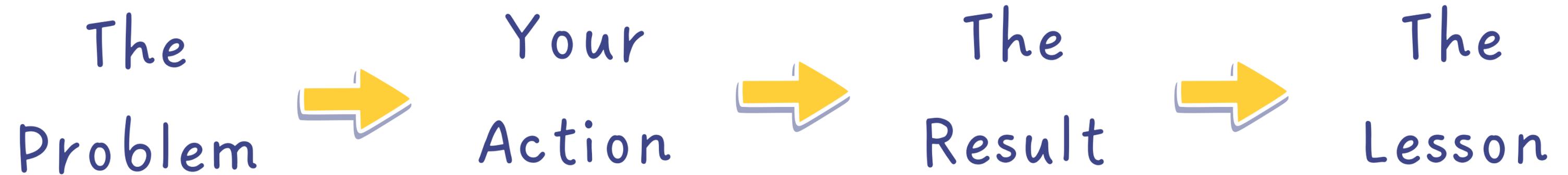
Content Formats: Sources

- My Career Story
- Pictures / Memories
- Project Management Plans
- Favorite / Powerful Quotes
- Books I've Read
- Shows I've Watched
- Podcasts Listened to
- Workshops Attended



Tag people who
inspired your post.
Hello connection!

Content Formats: Use the Bridge



Using AI to Sharpen Your Message

write a post from a senior operations leader
POV about how creating processes/systems
that tame chaos is like this button braid and
make sure it's tied to what I do as a fractional
chief of staff / operations leader



Content Formats: Example

Order from chaos. Pattern from pressure. Strength from structure.

That's what you're looking at here.

A button braid.

It's structured. Intentional. Controlled.

But it isn't rigid.

It bends. It stretches. It moves with the horse. And when the pressure shifts, it settles right back into its intended shape.

That's what strong operations should do.

A braid works because the sections are defined and the tension is consistent. There is a repeatable pattern, and the person braiding knows what comes next. If one strand is ignored, it unravels. If one is pulled too tight, the whole design distorts. But when it is built well, it can handle movement.



NIKKI DUNCAN
Fractional Chief of Staff. Vision Clarified. Traction Amplified.

SCALING *with* HEART
SH
Fractionals LLC

Button Braids and Business Backbones:
Structured Enough to Hold and Flexible Enough to Bend

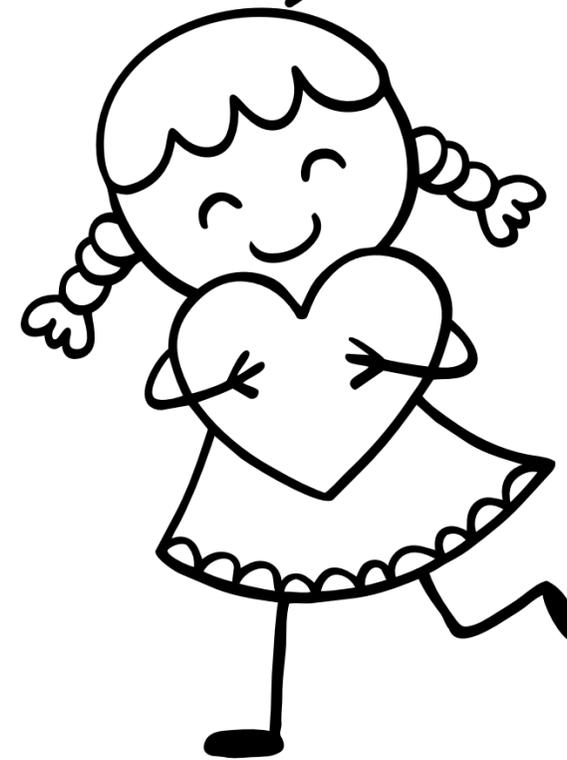
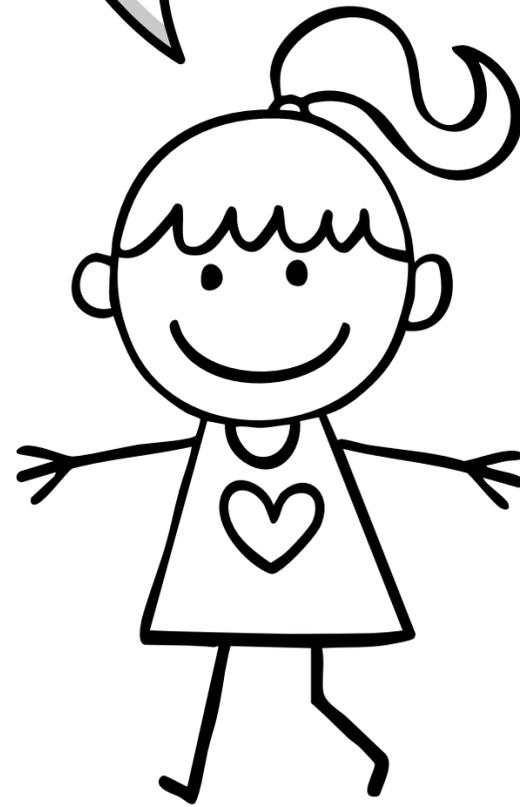
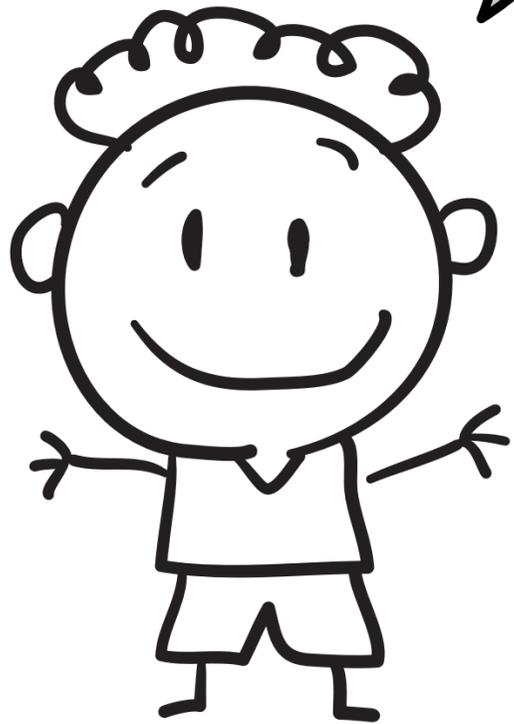
And Then There Was Candice

Hey Nikki, I want to introduce you to someone.

Sure Joe. Who do you have in mind?

I'm Candice. I'm looking for...

Hello new opportunity, new chain of connections, new rooms!



Wrap-Up And

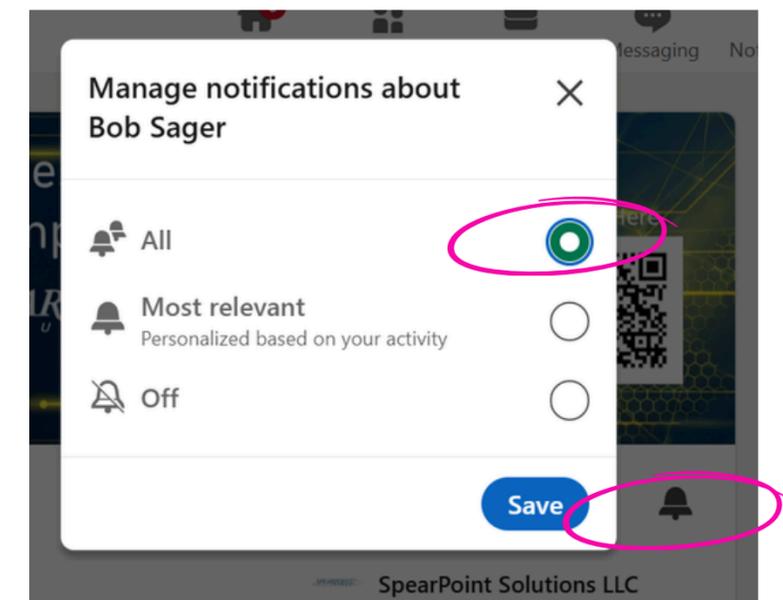
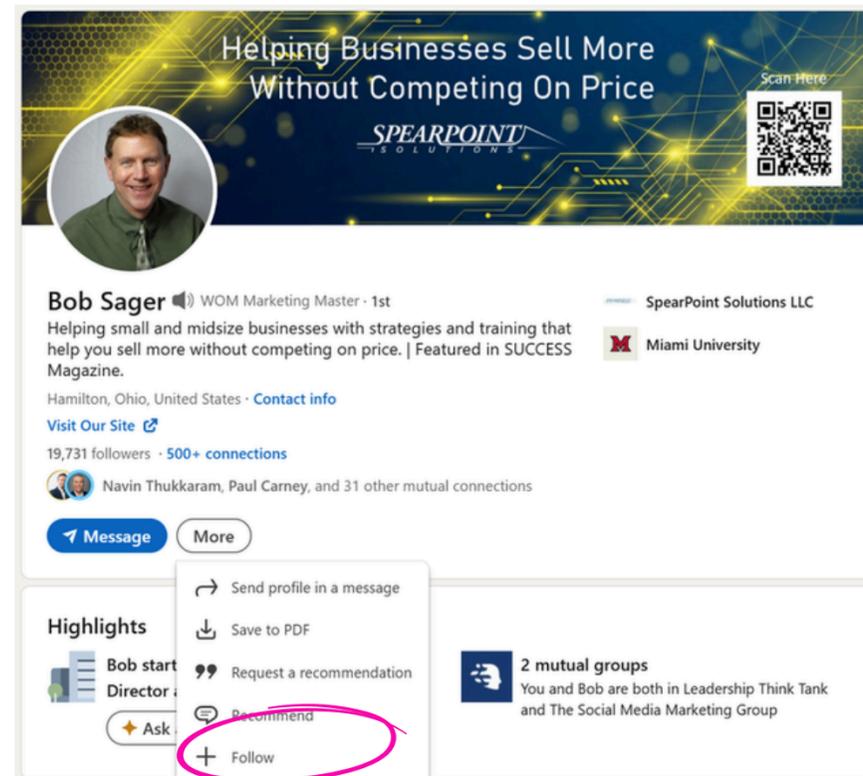
Activation Strategy

Activation: Where To Start

- Make Sure Your Profile Shows Your Value Proposition
 - What you're known for
 - What you repeatedly help with and how
 - Has a short section to show your credibility
 - Touches on what you post about (if you post)
 - A call to action for your target audience

Activation: The Strategy

- Identify 1 Person to Follow / Engage With



Activation: Know Your Ask

It's been awhile since I checked in!

I wanted to share a quick note to let you know I'm on the job hunt, and am exploring opportunities in **X**. I've created a short video resume to share my story and value proposition.

I'd be grateful if you'd give it a watch and engage with it. A comment or repost might help me land in the right room at the right time.

Here's the link: https://www.linkedin.com/posts/nikki-duncan-pmp_im-nikki-duncan-i-tame-chaos-clear-ambiguity-activity-7354259666182234112-okjW

I appreciate your time and support, and I'm eager to help you however I can!

Best,

Nikki Duncan | nikki@nikkiduncan.com | 214-334-0435

insights

And then

make the ask!

Activation: Know Your Ask

Thank you for connecting. If I can ever be a resource or help you, please let me know!

I've started my own company offering operations leadership and chief of staff support to small business owners. AND, as you know, I'm focusing a healthy portion of my skills and energy on the Woman of Impact campaign!

I'd be grateful if you could help amplify the campaign by engaging and sharing it to your network!

Here's the link: https://www.linkedin.com/posts/nikkiduncanpmp_stroke-is-the-3rd-leading-cause-of-death-activity-7430623528023969792-kkhX

I'm grateful for you and your support!

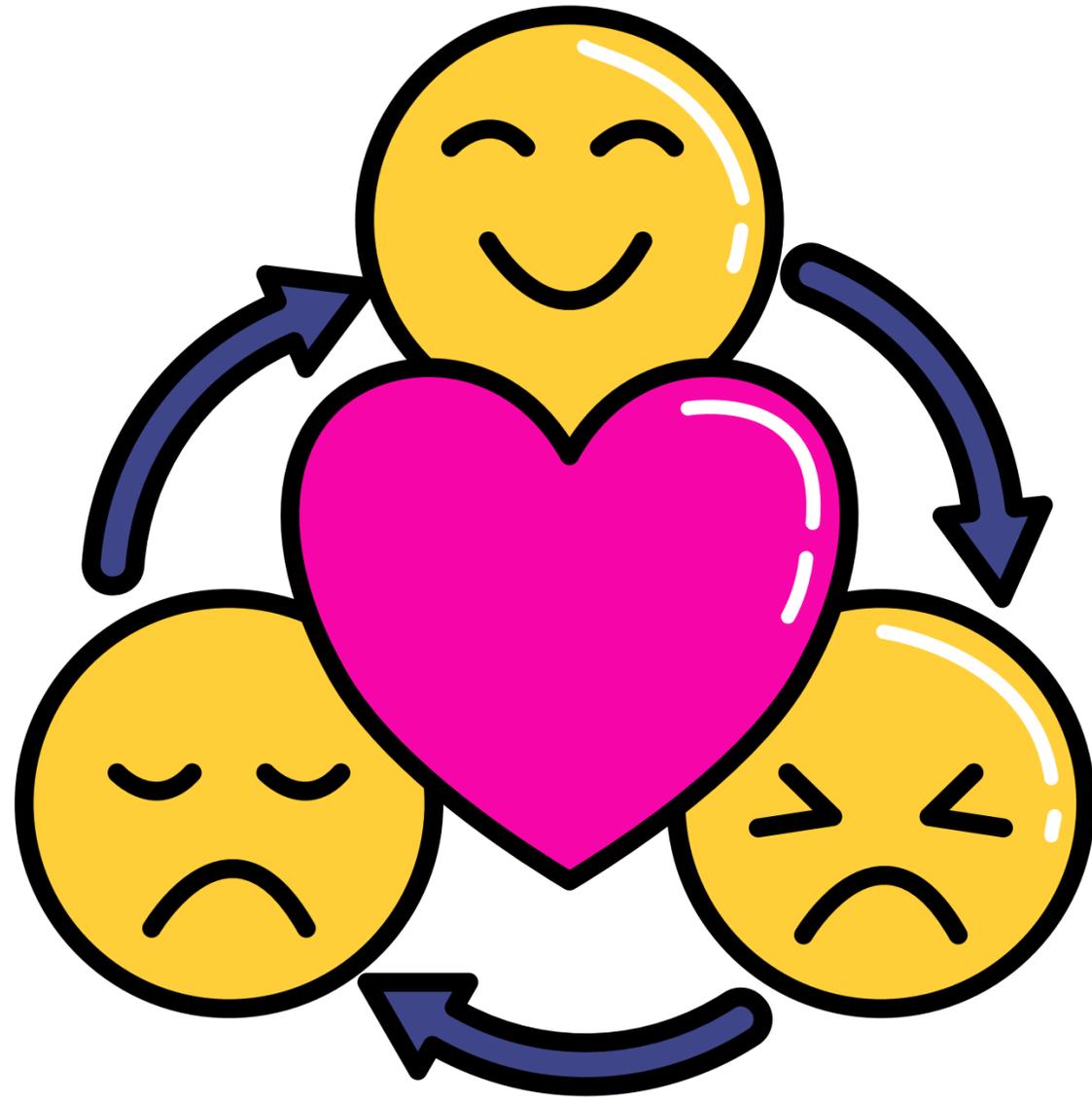
Nikki Duncan | nikki@nikkiduncan.com | 214-334-0435

insights

And then

make the ask!

Activation: Final Step



Identify your bandwidth and
keep showing up!

Give yourself a bonus if you
post once or more a week.

Activation: A Repeatable Plan

- Foundation
 - Strengthened my profile.
- Visibility
 - Stopped doom scrolling through following.
 - Engage with target audience / connections.
 - Average 5-10 minutes per post. (AI helps here.)
- Opportunity
 - Respond to DMs, because they could open interesting doors.
 - Cold outreach if needed.

Identify What You Want
and Take Ownership in
making it happen!

Value Proposition: Identify Yours





Let's Connect



Fractional Chief of Staff and Operations Leader

NIKKI DUNCAN

BSM

PMP