

SANDLERSM

McDonnell Consulting Group

Schnabel Apprentice Training Program

August 28, 2025



LinkedIn for Engineers: Building Visibility, Credibility, and Opportunity

Core Objectives:

- Shift mindset: LinkedIn is not about self-promotion—it's about professional storytelling, visibility, and connection.
- Equip everyone with a polished presence: profiles that reflect their expertise and professional value.
- Teach basic but impactful engagement: how to comment, connect, and occasionally post.
- Show strategic value: how LinkedIn can help build industry reputation, attract talent, learn about projects, and even build business!

The “Why” Behind LinkedIn for Engineers

- Visibility within the industry (peers, potential clients, partners)
- Building professional credibility outside the company
- Discovering industry trends, thought leadership, and project news
- Supporting business development (even indirectly)
- Attracting future talent or collaborators

If a client Googled your name right now, would your LinkedIn profile make them feel confident in your expertise?

Search Your Name



Microsoft Bing

sharon krock

ALL SEARCH IMAGES VIDEOS MAPS NEWS COPILOT MORE TOOLS

About 176,000 results

SAME
<https://www.same.org> · person · sharon-krock

Sharon Krock, SPWS, F.SAME
SAME 105th President Sharon Krock, SPWS, F.SAME, Branch Leader/Senior Associate Scientist/Senior Vice President, Schnabel Engineering

Sharin' the Value! An Interview With SAME President Sharon Kro...
Sharon Krock, SPWS, F.SAME, was sworn in as the 105th SAME National President at the 2024 JETC in Orlando, Fla. Before her most recent tenure ...
[See results only from same.org](#)

Images >

Sharon Shenocca Tammy Bialek Erika Bialek Scott B >

Sharon Krock, SPWS, F.SAME - SAME
Sharon Krock Sworn in as SAME President | Schnabel Engineering
GKC Industry Day - Home - ...
Sharon Krock Elec Vice President of ...

Sharon Krock, SPWS, F.SAM...
SAME Philadelphia Post on LinkedIn: ...
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Sharon Schnab

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Schnabel Engineering
<https://www.schnabel-eng.com> · people · sharon-krock

Sharon L. Krock, SPWS, F. SAME | Schnabel Engineering
Now the leader of our Chadds Ford branch and the National President of the Society of American Military Engineers, Sharon draws on her background in environmental stewardship, management, and the engineering industry, to lead ...

LinkedIn
<https://www.linkedin.com> · in · sharon-krock-pws-fsame

Sharon Krock, SPWS, FSAME - National Past President - LinkedIn
Branch Leader / Principal at Schnabel Engineering / SAME National Past President · Experience: ...



Why LinkedIn Matters (Even for Engineers!)

- It's not about self-promotion—it's about professional credibility
- Be discoverable: Clients, partners, talent, and industry peers
- Stay informed: Trends, innovations, competitors
- Support BD and recruiting indirectly



CREDIBILITY

Profile Optimization

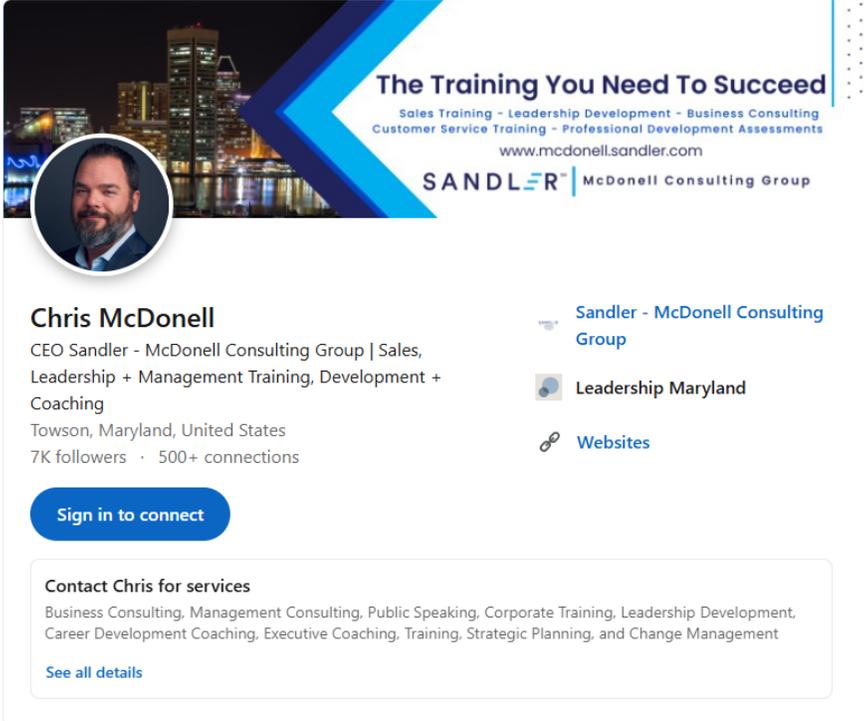
Breakout!

- Photo – Clean, professional headshot
- Headline – Not just job title; consider: “Geotechnical Engineer | Dam & Levee Specialist | Delivering Resilient Infrastructure”
 - Civil Engineer | Specializing in Dam Safety & Levee Design
 - Geotechnical Engineer | Helping Municipalities Build Resilient Infrastructure
 - Structural Engineer | Delivering Safe, Smart Solutions for Complex Facilities
- About/Summary – Short, engaging description of what they do, who they help, and the problems they solve
- Experience – Use bullet points that focus on results, not just duties
- Featured Section – Add key project links, articles, or speaking engagements
- Skills/Endorsements – Prioritize 3–5 core specialties
- Custom URL – Make the profile easy to share

Editing your Profile

Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



Chris McDonell
CEO Sandler - McDonell Consulting Group | Sales, Leadership + Management Training, Development + Coaching
Towson, Maryland, United States
7K followers · 500+ connections

[Sign in to connect](#)

Contact Chris for services
Business Consulting, Management Consulting, Public Speaking, Corporate Training, Leadership Development, Career Development Coaching, Executive Coaching, Training, Strategic Planning, and Change Management
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About

As the Owner, President, and CEO of McDonell Consulting Group, a certified Sandler Training center in Baltimore, I specialize in empowering organizations with transformative solutions in sales and sales management training, customer service enhancement, leadership development, professional assessments, and executive coaching. With over 16 years at the helm of McDonell Consulting Group and more than three decades of experience in sales, sales management, and executive leadership, I've developed a deep understanding of the challenges and opportunities that businesses face across a variety of industries.

My approach is centered on fostering growth, creating cultures of accountability, developing talent, and designing sustainable strategies for success, tailored to both small ventures and global enterprises. My commitment is to your growth and success—I thrive on seeing our clients excel and am passionate about working alongside teams that are as dedicated to their development as we are.

Edit your custom URL

Personalize the URL for your profile.
www.linkedin.com/in/chris McDonell [Edit](#)

Edit content

This is your public profile. To edit its sections, update your profile.
[Edit contents](#)

Edit visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.
[Learn more](#)

Your profile's public visibility

Basic (required)

Name, number of connections, number of followers, and region

Profile photo

Only 1st-degree connections
LinkedIn members directly connected to you.

Your network
Your connections, up to three degrees away from you.

All LinkedIn members

Public
All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).

Background photo Show

Headline Show

Websites Show



CULTIVATE YOUR NETWORK

Grow Your Network Thoughtfully

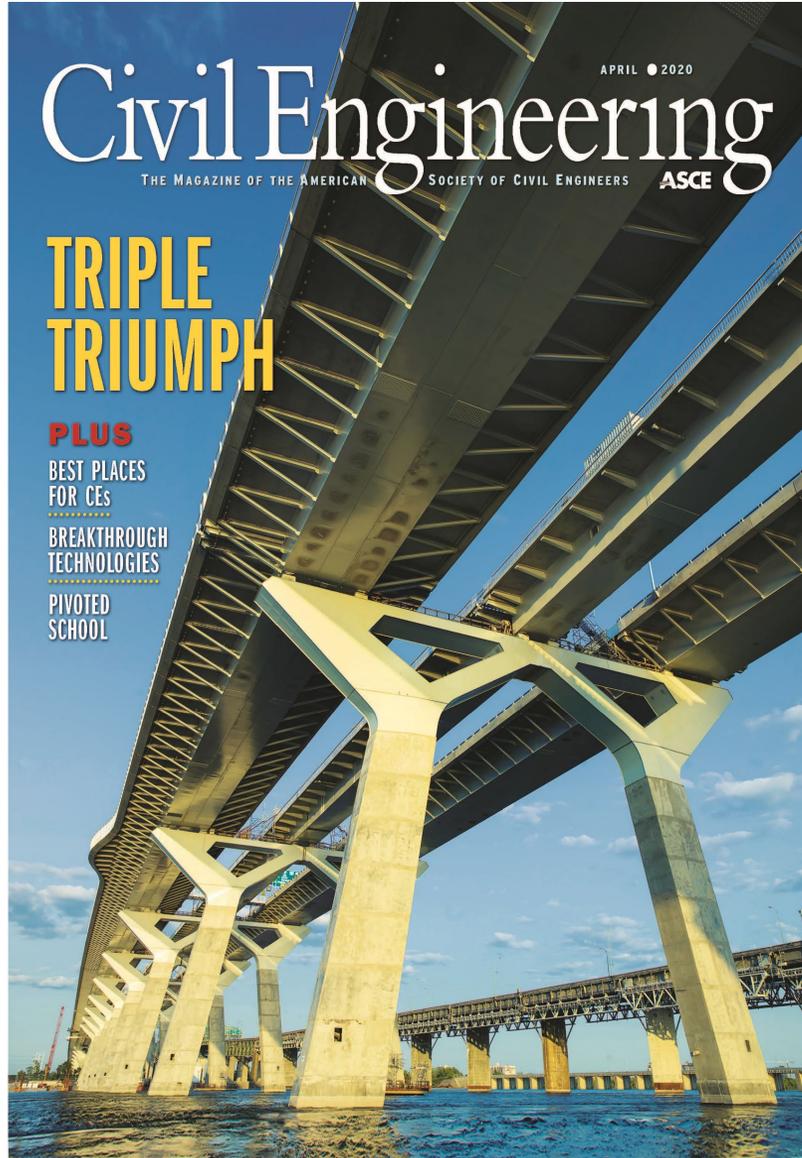


- **Connect with:**
 - **Coworkers**
 - **Industry partners (contractors, architects, clients)**
 - **Alumni**
 - **Industry influencers**
- **Customize connection requests (simple templates you can provide)**

Engage Without Overcommitting

- 10–Minute Weekly Routine:
- Like or comment on posts from industry groups or colleagues
- Repost company content with a short comment
- Share milestone or project completion
- Join 1–2 relevant LinkedIn groups (e.g., ASCE, geotechnical forums)

Tip: Start a “Monday Morning LinkedIn Coffee Routine” – 10 minutes with their coffee to stay top of mind.



Using LinkedIn to Learn and Stay Sharp

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- Follow:
 - Engineering publications
 - Industry associations (ASCE, ENR)
 - Clients and competitors

Use the “Follow” button to stay updated without needing to connect



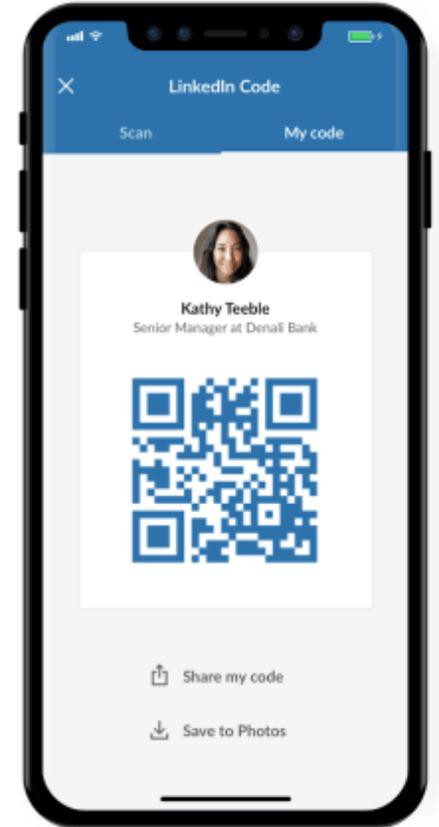
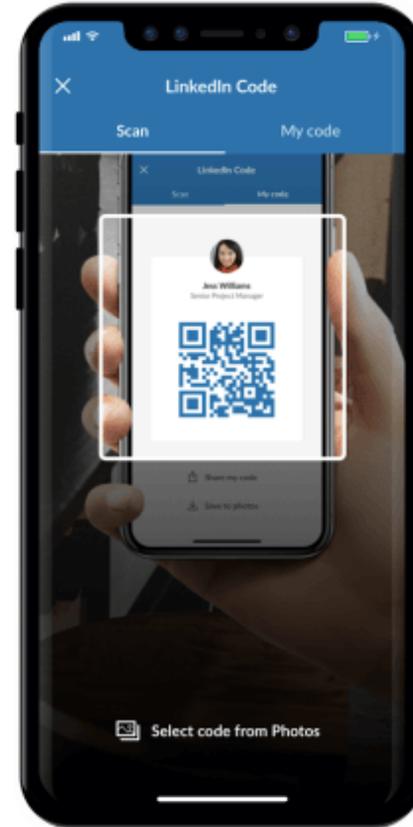
Optional Advanced Segment: LinkedIn for Thought Leadership

- Share lessons from projects (without violating client confidentiality)
- Post about speaking engagements or site visits
- Congratulate a colleague
- Write 3-4 posts per quarter (even this helps!)—tips, industry trends, or things learned



Your LinkedIn Profile = Your Digital Business Card

- Does it reflect your expertise?
- Would you be confident sharing it with a prospective client?



Connection Message Example

- "Hi [Name], I enjoyed working with you on [Project]. Would love to stay connected here on LinkedIn."
- "Hello [Name], fellow ASCE member. I'm a civil engineer at Schnabel focused on [discipline]. Let's connect!"

Simple Content Ideas (No Bragging Required)

- "Just wrapped up a challenging [project type] in [location]..."
- "Proud of the team for delivering under pressure on [X]..."
- "Learning from peers at [conference/event]..."
- Share project lessons (high-level, no NDA violations)
- Insights from events or articles



Hands-On Exercise

- Write your new headline
- Draft a short About section
- Find and follow 3 relevant profiles or groups
- Build a connection message

Final Reminders

- You don't need to post constantly—just be present
- A strong LinkedIn = digital handshake
- Visibility builds trust, even in technical fields

Why BD Problems Occur



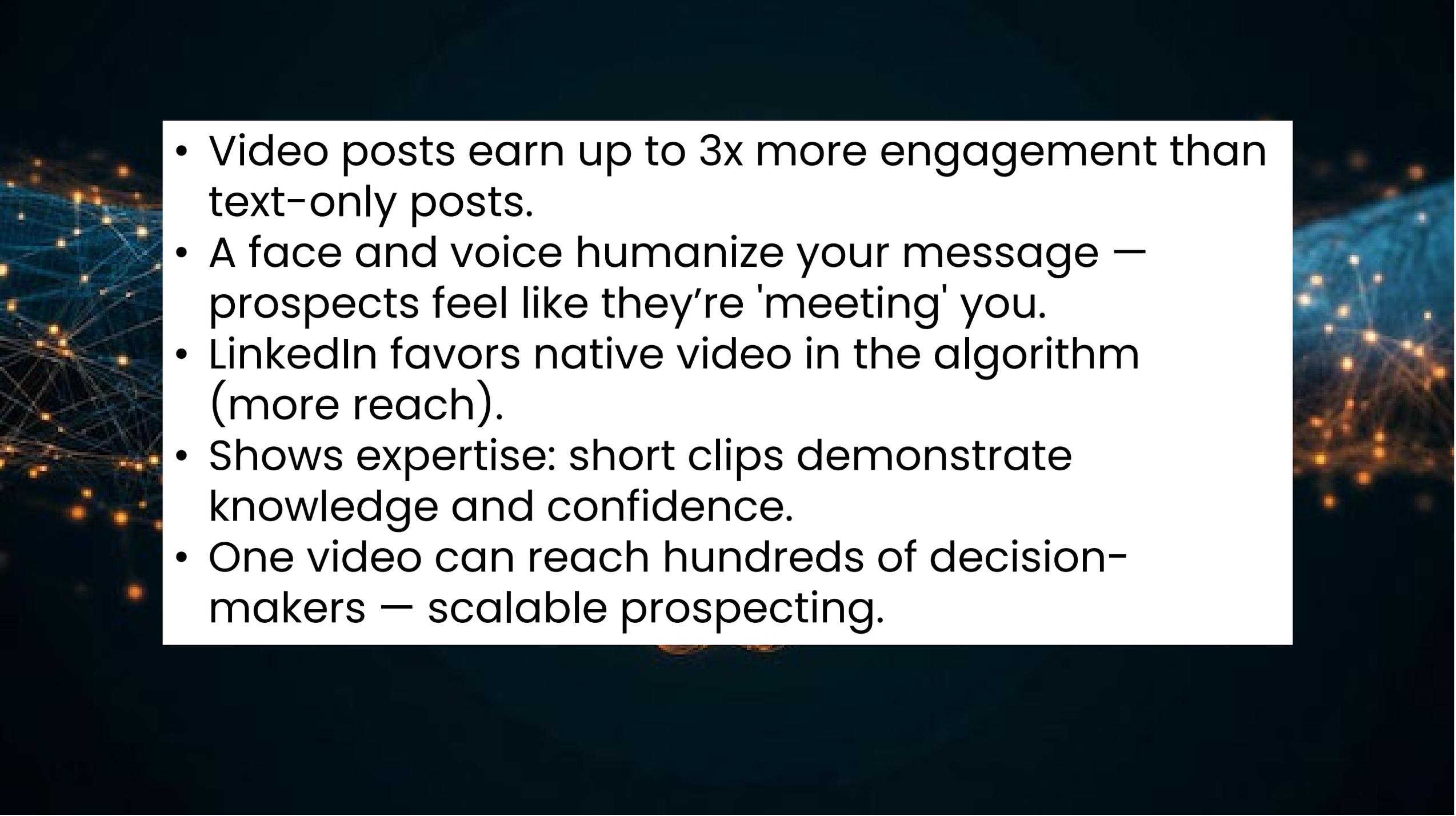
- You did or said something that you weren't supposed to.
- You didn't do or didn't say something you were supposed to.



Why Video?

Value of LinkedIn Videos for Civil Engineers

- **Humanizes Technical Experts** – Civil engineering can feel abstract or “behind the scenes.” Videos help put a face and voice to the expertise, making them more approachable to clients, partners, and future recruits.
- **Builds Credibility & Authority** – Short videos explaining how Schnabel tackles geotechnical, dam, or tunnel challenges position the engineers as trusted experts in their field. This reinforces Schnabel’s brand as a leader.
- **Amplifies Employer Brand** – Engineering firms compete for talent. When young engineers share authentic insights, it showcases Schnabel as a forward-thinking, people-focused company.
- **Drives Business Development** – Clients and partners are on LinkedIn. Seeing consistent, insightful content keeps Schnabel top-of-mind when opportunities arise.
- **Develops Communication Skills** – Recording videos forces engineers to simplify complex ideas. This makes them better communicators in proposals, client meetings, and leadership roles.
- **Algorithm Advantage** – LinkedIn pushes video content more than text alone, so their reach and visibility will be higher.

- 
- Video posts earn up to 3x more engagement than text-only posts.
 - A face and voice humanize your message — prospects feel like they're 'meeting' you.
 - LinkedIn favors native video in the algorithm (more reach).
 - Shows expertise: short clips demonstrate knowledge and confidence.
 - One video can reach hundreds of decision-makers — scalable prospecting.

Social Media Video Ideas

- **Day in the Life of a Civil Engineer**
 - Share what a typical project day looks like (site visit, modeling, design reviews).
 - Humanizes the role and shows the variety of engineering work.
- **Behind the Scenes: Designing Safer Dams & Levees**
 - Explain in simple terms why dams and levees are critical, and how Schnabel ensures public safety.
- **What Surprised Me Most About Working in Engineering**
 - A personal reflection from an early-career engineer—great for authenticity.
- **The Biggest Challenge in Tunnel Design (and How We Solve It)**
 - Short explanation of technical complexity in plain language.
 - Position as thought leaders in underground projects.
- **How Civil Engineers Protect Communities**
 - Frame Schnabel's work as protecting lives, not just building structures.

Social Media Video Ideas

- **3 Lessons I've Learned So Far in My Engineering Career**
 - Personal insights + professional growth = relatable and inspiring.
- **What It's Like to Work on a Schnabel Project Team**
 - Highlight collaboration across disciplines and the importance of teamwork.
- **From Classroom to Construction Site**
 - Contrast between academic theory vs. real-world application.
 - Encourages students or young professionals to consider Schnabel.
- **Sustainability in Civil Engineering**
 - Share how Schnabel projects support long-term resilience and environmental protection.
- **Advice I'd Give to Students Interested in Engineering**
 - Provides value to the next generation, positioning the engineer as a mentor figure

The Biggest Challenge in Tunnel Design

“Tunnels are some of the most challenging projects engineers work on. The ground is unpredictable—you don’t always know exactly what you’ll encounter until you start digging.

At Schnabel, we solve that by combining advanced modeling with decades of field experience. We design for flexibility, so if conditions change, our solutions adapt.

What I find fascinating is that every tunnel is unique—no two projects are the same. That constant challenge keeps us sharp and pushes innovation.

It’s problem solving at its best—and it’s why tunnel engineering is so exciting.”

What Surprised Me Most About Working in Engineering

“When I started at Schnabel, I thought civil engineering was going to be mostly technical—designs, calculations, reports. What surprised me most was how much of it is about people.

We spend just as much time communicating with clients, collaborating with teammates, and explaining complex issues in plain language as we do crunching numbers.

That balance between technical skill and communication has been eye-opening—and honestly, it’s what makes the work so rewarding. Engineering is as much about relationships as it is about structures.”



Breaking Through the Noise – Outbound Prospecting

01 | BLUEPRINT

02 | MINDSET

03 | MECHANICS

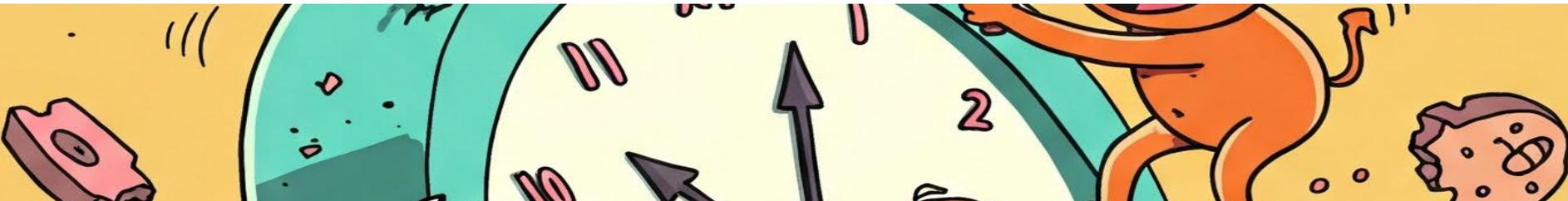


01 | BLUEPRINT



Barriers:

- What gets in the way of your BD Efforts?
- Why do you avoid it?

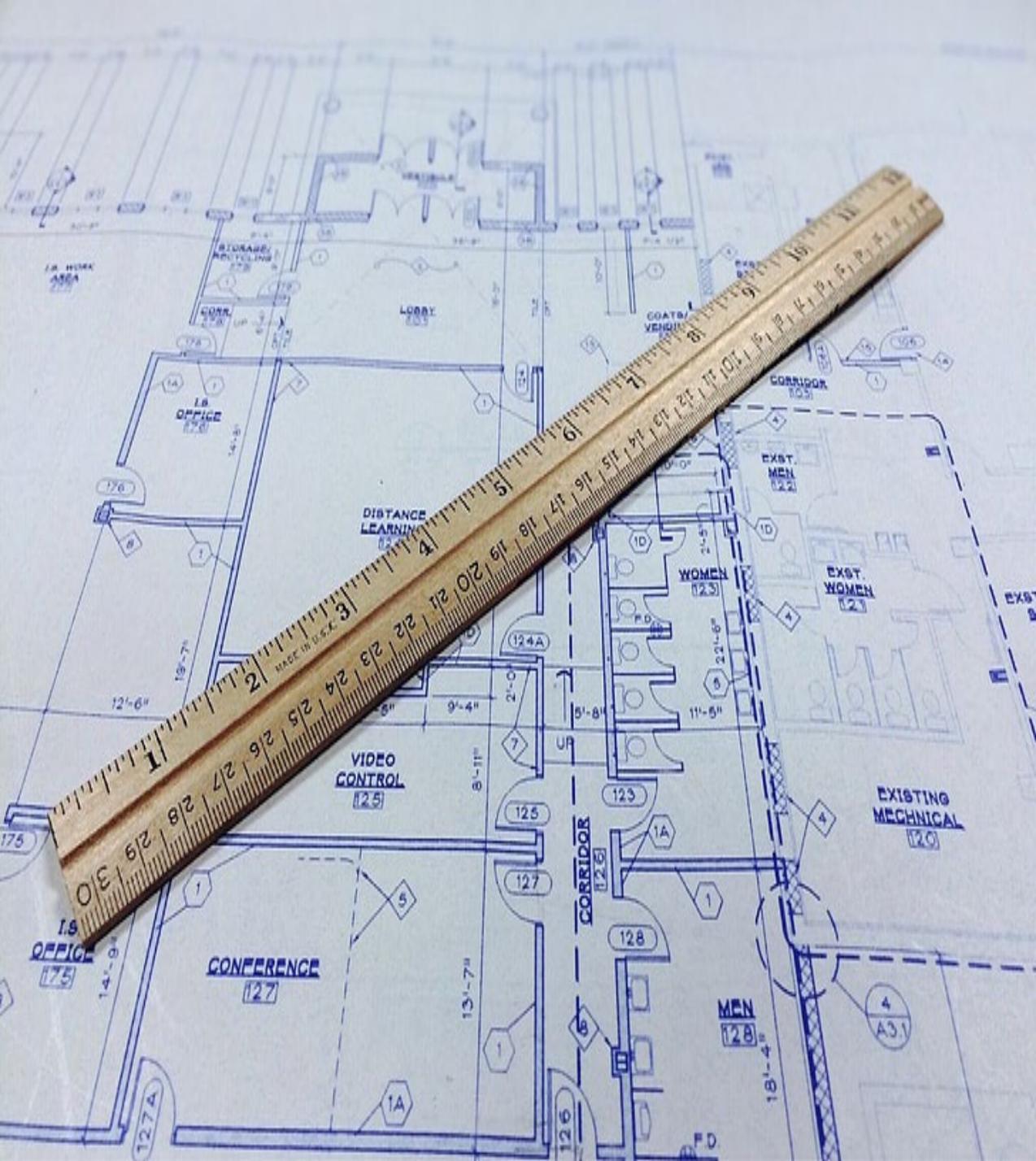


Group barriers into three themes:

- Mindset
 - Skills
 - Process
- 

“ Every well-built house started in the form of a definite purpose plus a definite plan in the nature of a set of blueprints ”

– Napoleon Hill



BLUEPRINT FOR SUCCESS

- Dental Orientation (Schedule It!)
- Behaviors (Outreach Activities)
- Leading Indicators (Conversations)
- Lagging Indicators (Results)
- PAIN vs. PLEASURE (Motivation)

What Counts Can't Always Be Counted

- The *quality* of a conversation—building rapport, uncovering pain, earning trust—can't be measured in a spreadsheet.
- You may not book a meeting on the spot, but planting a seed, creating familiarity, or building credibility could pay off later.
- These “invisible wins” matter even though they don't show up on a daily activity report.

What Can Be Counted Doesn't Always Count

- Dials, emails sent, and LinkedIn messages are easy to measure, but quantity alone doesn't guarantee results.
- 10 outbound calls with zero progress if the conversations aren't meaningful.
- Activity without strategy = busy but not productive.

02 | MINDSET





It is not the feelings that influence the actions. It is the **actions** that influence the **feelings**.



- David Sandler



MANAGING MINDSET

- **Gumball Theory**
- **Sort DON'T Sell**
- **Conviction – No is OK! Ask...**
- **Curiosity**
- **Candor**



Typical Outbound Opening vs. Pattern Interrupt

- **Typical Opener:**

"Hi, I'm Chris from Schnabel. We (blah, blah, blah)... I wanted to see if you had a minute to talk..."

- **Pattern Interrupt Opener:**

"Hi Bob - this is a cold outreach... Not the most comfortable thing to do... Would it be ok if I took 30 seconds to tell you why I called, and you can determine if we should talk further?"

Which one makes you stop and listen?

True Meaning

- When someone hasn't mastered a skill, their *technique* is obvious — you can see them trying. It looks forced, mechanical, or scripted.
- In contrast, true mastery makes technique invisible. A great golfer's swing looks effortless. A great salesperson's questioning feels like a natural conversation, not a checklist of tactics.
- In short: the more you practice and internalize a skill, the less people *notice* the technique — they just notice the *connection* and the *results*.

“Technique is noticed most markedly in the case of those who have not mastered it.”

Leon Trosky



TACTICAL TRAINING

- Memorize
- Internalize
- Conversationalize
- DON'T Weaponize

If your prospect feels attacked, pressured, or pitched at, they'll defend themselves. Our job isn't to force our way in — it's to lower the walls, earn a few moments of attention, and create curiosity for a real conversation."



Life is about **AND** not **OR**.

It's about **integration, not exclusion.**

- You can be **ambitious *and* content.**
- You can value **career success *and* family time.**
- You can be **practical *and* creative.**
- You can **outbound call *and* build trust on the first call**

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Thank you for coming!

Share your feedback and
lessons learned!

