



Culinary Career & LinkedIn Workbook

A step-by-step guide for chefs, culinary professionals, and food leaders

Section 1: Set Your Culinary Foundation

Exercise 1 – My Career Goal:

- Grow within kitchens (line cook → sous chef → exec chef)
- Specialize (pastry, butchery, plant-based, etc.)
- Move into leadership (chef de cuisine, culinary director, F&B manager)
- Own a business (caterer, food truck, private chef)
- Teach, consult, or enter culinary media

Write your top 2 goals:

Exercise 2 – My Audience: Who do I want to notice me? (check all that apply)

- Restaurant owners / GMs
- Recruiters / HR for hotels & resorts
- Suppliers & producers
- Culinary schools / associations
- Food journalists & media

Top 3 people I want to connect with:

Section 2: Build a Standout Chef Profile

Profile Checklist

- Professional headshot in chef whites or attire
- Compelling headline beyond job title
- Strong About/Summary (philosophy, expertise, personal note)
- Experience with achievements & results
- Culinary specialties & skills
- 3+ recommendations
- Upload menus, dish photos, or press links

Sample Headline Formulas:

- Executive Chef | Seasonal Italian Cuisine | Mentor of Young Talent

- Pastry Chef | Sugar Art & Chocolate Specialist | International Competitor
- Sous Chef | Farm-to-Table Innovator | Banquet Operations Leader

 Write your headline (try 2 versions):

1. _____
2. _____

Experience Template (Achievement-Driven):

- "Launched ___ [dish/menu/event] that resulted in ___ [% increase, # covers, recognition]."
- "Reduced ___ [waste/food cost] by **% while maintaining quality.**"
- "**Led a team of** ___ cooks to deliver ___ [service/banquet/competition] with ___ result."

 Write 3 achievements:

1. _____
 2. _____
 3. _____
-

Section 3: Grow & Nurture Your Culinary Network

Golden Triangle of Networking:

- **Give:** Share recipes, leads, introductions.
- **Ask:** Request advice, introductions, insights.
- **Thank:** Express gratitude, publicly or privately.

Networking Checklist:

- Connect with peers & mentors
- Add suppliers, sommeliers, food writers
- Join 3+ culinary groups
- Message 2 new contacts each week

Networking Scripts:

- *After event:* "Chef, it was great meeting you at [event]. I'd love to connect here to stay in touch."
- *To a supplier:* "We've enjoyed using your [product]. I'd love to stay connected on LinkedIn."
- *To a recruiter:* "Hi [Name], I noticed you recruit for [hotel/resort]. With my experience in ___, I'd love to connect and stay on your radar."

 Draft one outreach message:

Section 4: Position Yourself as a Visible Culinary Expert

Content Ideas:

- Post weekly: Seasonal ingredient spotlight.
- Share photos/videos: Signature dish, behind-the-scenes prep.
- Write short articles: "5 Lessons from Running Valentine's Day Service."
- Upload media: Menus, demos, interviews.

Consistency Plan:

- 10 minutes/day → like, comment, or share
- 1 post per week → original insight or dish photo
- 1 article per quarter → culinary philosophy or leadership lesson

 *Brainstorm 3 post ideas:*

1. _____
 2. _____
 3. _____
-

Section 5: Activate LinkedIn for Culinary Career Moves

Job Search Checklist:

- Use Advanced Search to find recruiters
- Follow 5 restaurant or hotel groups
- Join job-focused culinary groups
- Request 3 recommendations from past managers

Career Search Script (Magic Mail style):

"Hi [Mutual Contact], I noticed you know [Hiring Manager at XYZ Restaurant]. I'm pursuing opportunities in [city/region] and would be grateful if you could introduce us."

 *List 3 target employers or groups:*

1. _____
 2. _____
 3. _____
-

Section 6: Leverage LinkedIn Beyond Jobs

Beyond Job Hunting – Opportunities:

- Recruit & mentor apprentices
- Build partnerships (pop-ups, events, suppliers)
- Research culinary trends (plant-based, fermentation, sustainability)
- Share thought leadership (articles, interviews, presentations)

 *One way I can use LinkedIn beyond jobs:*

Chef's LinkedIn Action Plan

- Update profile photo & headline this week.
 - Write & upload 3 key achievements.
 - Send 5 new connection requests.
 - Draft & post 1 seasonal ingredient post.
 - Request 2 recommendations.
 - Join at least 2 industry groups.
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 **Reminder:** LinkedIn is your **digital kitchen pass**. Keep it clean, sharp, and full of flavour — just like your dishes.