

# The Procure

# ment Leader ship Play book

Five steps to help make your  
LinkedIn profile show you are ready  
to lead, not just ready to do.

For the:  
Senior procurement  
professional stepping into  
their first leadership role



**D1 ADVISORY**

# How to Use This Playbook

Your LinkedIn profile is the only signal a CPO has before they decide whether to take you seriously as a leader.

This playbook shows you how to make it earn the call.

## How this works

### Who it's for

Experienced procurement professionals with 7 to 15 years in the field who are ready for their first leadership role. You're MCIPS or working toward it. You've led work streams but not held a formal manager title.

### What it delivers

Five AI prompts that audit your profile, fix your headline, rewrite your summary, build your content strategy, and turn the whole thing into an inbound machine. Plus a 6-month plan and a language guide.

### How to use it

Work through one step a week for five weeks. Each step has a prompt you paste into Claude or another AI assistant. Read the rules, gather the inputs listed, then run the prompt.

# Do The Prep Before You Start

Before you run the first prompt, take 30 minutes to gather the four inputs that drive every step in this playbook. They will save you hours of generic AI output.



## Your inputs

### Your profile

Your current LinkedIn URL, or a clean copy of your headline, summary, and experience descriptions. This is the raw material every prompt works from.

### Your scope

Your current role title, team scope, and the target leadership role you're aiming at. Be specific. Head of Procurement at a mid-size organisation in 18 months is workable. Something more senior is not.

### Your outcome

The one outcome you want this playbook to drive. A promotion conversation. A recruiter call. An internal leadership appointment. Name it before you start.

### Your proof

The moments where you led without the title. A project you ran, a colleague you trained, a decision you drove above your pay grade. One or two specific examples. This is what separates a strong operator from a first leadership candidate.

# Audit Your Personal Brand

Find the gap between specialist and leader before you write a single new word.

Your experience section is full of things you did. That's not what a CPO or senior leader needs to see. They need to know what changed because of you. The decision you shaped, the risk you caught, the team you moved forward. Most experienced practitioners describe what they do with exceptional skill. Leaders describe what they enable, decide, and change.

Before you rewrite a single line, find out where the gap actually sits. Gather your current LinkedIn URL, your role and team scope, the leadership role you're targeting, and the one outcome you want this profile to drive. Then run Prompt 1 on the next page. It maps how a senior leader reads you in eight seconds.



# Prompt 1

PASTE THIS PROMPT INTO YOU AI LLM



## ROLE:

Act as a personal brand strategist who has diagnosed hundreds of experienced procurement specialists' LinkedIn profiles and knows the specific gap between a high-performing individual contributor and a profile that reads as ready to lead a function. Every element of the audit is focused on surfacing what is missing from the leadership evidence trail.

## TASK:

Step into a CPO's, procurement director's, or executive recruiter's first impression and show exactly what they see when they land on this profile. This gives a clear understanding of the gap between strong practitioner and credible first-time leader before a single word changes.

**RULES:** Brand perception must be mapped from a senior leader's hiring perspective. The gap between technical depth and leadership readiness must be named explicitly. Every problem element must be specific. Every fix must build the leadership evidence trail, not just polish the existing profile.

## STEPS:

1. Ask for the current LinkedIn URL or bio, current role, target leadership role title, and the one outcome the profile should drive.
2. Map the current brand perception: what the profile says about capability, scope, and leadership readiness, and what a senior leader concludes in 8 seconds.
3. Identify the gap. Practitioners describe what they do. Leaders describe what they enable, decide, and change.
4. Map every element working against the leadership candidate narrative.
5. Predict the exact first impression a CPO forms right now.
6. Deliver the audit, specific fixes, and the one repositioning shift that changes the profile from 'great at procurement' to 'ready to lead procurement.'

## OUTPUT:

Current Brand Perception Map. Specialist vs Leader Voice Gap. Profile Elements Working Against Leadership Positioning. Senior Leader First Impression Prediction. Specific Fixes to Implement Today.

# Write Your Magnetic Headline

The first 10 words make the leadership case before anyone reads a single experience bullet.

Most senior practitioner headlines describe technical depth. They name a specialism, a category, and a CIPS credential. Leadership headlines describe scope of authority, commercial accountability, and team impact. CPOs scrolling LinkedIn make a decision in two seconds about whether to click through. Your headline either makes the case for the next role or it confirms the current one.

Before you rewrite it, gather your current headline, your role and team scope, the leadership role you're targeting, and the credential or experience you want to lead with. Then run Prompt 2 on the next page. It generates three variations, each making the leadership case in different ways.



# Prompt 2

PASTE THIS PROMPT INTO YOUR AI LLM

## ROLE:

Act as a positioning specialist who has written LinkedIn headlines for experienced procurement professionals stepping into leadership for the first time. You know that the headline is the only signal a senior leader has before deciding whether to click through or move on.

## TASK:

Step into a CPO's or executive recruiter's scroll and show exactly what headline would signal that this person is not just good at procurement but ready to lead people and a function.

## RULES:

Headline must signal leadership scope, not just procurement depth. CIPS or equivalent qualifications are credibility markers, not headlines on their own. Every variation must reflect actual scope and evidence. No overclaiming. Every variation must fit within LinkedIn's 220-character limit.

## STEPS:

1. Ask for the current headline, role and team scope, target leadership role, and the credential or experience to lead with.
2. Map what the current headline communicates: implied scope, implied authority, implied ambition.
3. Identify the gap. Senior practitioner headlines describe technical depth. Leadership headlines describe scope of authority, commercial accountability, and team impact.
4. Generate three variations: one scope-led, one commercial-accountability-led, one people-and-function-led.
5. Deliver the three variations with explanations and a recommended first test.

## OUTPUT:

Current Headline Perception Map. Specialist Depth vs Leadership Scope Gap. Three Headline Variations. Explanation for Each. Recommended First Test.

# Rewrite Your Summary as a Story

The About section makes the leadership case that a list of experience bullets cannot.

Most experienced practitioners write summaries full of procurement competence. They list categories, processes, and qualifications. A leadership summary needs to show commercial judgement, people development instinct, and a view of what a procurement function should do. The shift from 'I do' to 'I lead' must be legible from the first paragraph.

Gather your current summary, the biggest commercial or people outcome you've achieved, and the one thing readers should do after reading. Then run Prompt 3 on the next page. It rewrites the whole section in a direct, commercially confident, leadership-forward voice.



# Prompt 3

PASTE THIS PROMPT INTO CLAUDE

## ROLE:

Act as a narrative brand writer who has rewritten LinkedIn summaries for experienced procurement professionals ready to lead. You know that the summary is the only place where the journey from practitioner to leader can be told as a story rather than implied by a job title change.

## TASK:

Step into a CPO's or executive recruiter's reading experience and show exactly what summary would make them feel they have found someone ready for their first leadership role.

**RULES:** Summary must open with a commercial outcome or strategic observation, not a job title.

The shift from 'I do' to 'I lead' must be legible from the first paragraph. Proof must include people influence, commercial scope, and strategic initiative. Call to action must be leadership-appropriate.

## STEPS:

1. Ask for the current summary, current role, biggest commercial or people outcome achieved, and the one thing readers should do after reading.
2. Map what the current summary communicates: implied ceiling, implied drive, whether it reads as practitioner pride or leadership ambition.
3. Identify the gap between practitioner competence and leadership ambition.
4. Map the structure: the hook, the commercial impact story, the people or team evidence, the vision for what the function could do, and the call to action.
5. Rewrite in a direct, commercially confident, leadership-forward voice.
6. Deliver the full rewrite, structural breakdown, and specific call to action.

## OUTPUT:

Current Summary Perception Map. Practitioner Ceiling vs Leadership Readiness Gap. Leadership-Ready Summary Structure. Full Summary Rewrite. Structural Breakdown. Specific Call to Action.

# Build Your Content Strategy

Content is the only public evidence of leadership thinking a CPO can see before the interview.

Posting about procurement processes and compliance is the fastest way to stay exactly where you are. Experienced practitioners post about what they know deeply. People ready for leadership post about what they are changing, deciding, and driving. The content is the proof. There's no shortcut to it.

Gather your specialism, your team scope, your target leadership role, and your current posting frequency. Then run Prompt 4 on the next page. It builds three content pillars and ten specific post ideas that signal leadership ambition consistently over six months.

# Prompt 4

PASTE THIS PROMPT INTO CLAUDE

## ROLE:

Act as a personal brand content strategist who has built content systems for experienced procurement professionals seeking their first leadership role. You know that posting about procurement processes and compliance is the fastest way to stay exactly where you are.

## TASK:

Step into a CPO's or procurement director's LinkedIn feed and show exactly what content would make them take notice of someone thinking at the level above their current role.

## RULES:

Content must signal the next level, not just demonstrate the current one. Commercial framing is mandatory. Procurement content that does not connect to business outcomes will not attract leadership attention. Every post must have a specific hook that earns the read in the first two lines. Cadence must be consistent. One post per week for six months builds more credibility than a burst campaign.

## STEPS:

1. Ask for procurement specialism, current role and team scope, target leadership role, and current posting frequency.
2. Map current content perception: what existing posts say about ambition, scope, and leadership thinking.
3. Identify the gap.
4. Map three content pillars: the commercial impact pillar that proves procurement creates value, the people and function pillar that proves leadership instinct, and the industry opinion pillar that proves a point of view worth following.
5. Generate 10 specific post ideas across the three pillars with hooks.
6. Deliver the strategy, the three pillars, the 10 post ideas, and a six-month cadence.

## OUTPUT:

Current Content Perception Map. Specialist vs Leadership Voice Content Gap. Three Content Pillars. 10 Post Ideas With Hooks. Sustainable Posting Cadence.

# Your Three Content Pillars



## What good looks like

One post per week for six months. Three pillars, rotated. Every post earns the read in two lines and lands on a commercial outcome.

## The three pillars

### Commercial Impact

Proves procurement creates organisational value. Stories about the deal you shaped, the cost you avoided, the risk you flagged, the negotiation you led.

### People & Function

Proves leadership instinct. Stories about coaching a junior, resolving a stakeholder standoff, or building a process that gave a team six months back.

### Industry Opinion

Proves a point of view worth following. A take on a regulation, a market shift, a procurement practice that needs to change.

# Convert Your Profile into an Inbound Machine

A leadership profile makes a CPO feel certain you are ready for the step up. Not hopeful about it.

By this point the audit is done. The headline signals scope. The summary tells the leadership story. The content is building proof. Now the profile needs to do the closing work: move a CPO or executive recruiter from scanning to reaching out. That requires every section to serve the leadership readiness narrative.

Gather your current profile, your target leadership role, and a note on whether any CPOs, directors, or executive recruiters have reached out in the last 90 days. Then run Prompt 5 on the next page. It builds the complete conversion funnel and names the one addition most likely to generate a leadership conversation in 30 days.



# Prompt 5

PASTE THIS PROMPT INTO CLAUDE

## ROLE:

Act as a conversion strategist who has turned experienced procurement practitioners' LinkedIn profiles into active leadership career pipelines. You know that a leadership profile has one job: make a CPO or executive recruiter feel certain this person is ready for the step up, not hopeful about it.

## TASK:

Step into a CPO's decision-making process and show exactly what profile changes would move them from scanning to reaching out.

## RULES:

Every element must serve the leadership readiness narrative. Experience descriptions must lead with scope of commercial authority and team or stakeholder influence. Featured section must hold the three best pieces of evidence that this person operates at the level above their current title. Call to action must be present in at least three places and calibrated for a leadership audience.

## STEPS:

1. Ask for the current profile URL or description, target leadership role, and whether any CPOs, directors, or executive recruiters have reached out in the last 90 days.
2. Map the current profile conversion path: what a senior visitor sees first, what signals readiness, what signals a ceiling, where they lose interest.
3. Identify the gap between a profile that confirms excellent procurement work and a profile that signals leadership readiness.
4. Map every conversion element currently missing: banner, featured section, experience descriptions, recommendations.
5. Build the complete conversion funnel: the hook, the commercial credibility, the leadership evidence, and the call to action.
6. Deliver the audit, specific section changes, and the one addition most likely to generate a leadership conversation in 30 days.

## OUTPUT:

Current Conversion Path Map. Specialist Ceiling vs Leadership Potential Gap. Missing Leadership Evidence Elements. Complete Profile Funnel. Specific Section Changes. Highest-Impact 30-Day Addition.

# Your 6-Month Leadership Profile Plan

Six months. One step at a time. Don't skip the early work.

By month six, this profile should be doing the work for you. Recruiters reaching out. Senior peers engaging with your content. Internal leaders noticing. Most experienced practitioners try to rush this.

They post twice in week one, run out of ideas, and stop. The professionals who land their first leadership role hold the cadence for the full six months. That's what builds the case.

## Month 1

Run Prompts 1 to 3. Implement the audit fixes. Publish your new headline and summary.

## Month 2

Run Prompts 4 and 5. Set up your featured section with three pieces of strategic evidence. Start the weekly content cadence.

## Month 3

Maintain weekly posting. Engage thoughtfully with three CPOs or procurement directors per week.

## Month 4

Review what's landing. Adjust the content mix. Start tracking which posts attract senior engagement.

## Month 5

Refresh the featured section with new evidence. Reach out to two senior contacts for a 30-minute conversation.

## Month 6

Apply for leadership roles with a profile that's already doing the work. The case is built.

# How to Hold the Cadence

The plan only works if you actually run it

Block one hour every Sunday evening to write the week's post. Schedule it for Tuesday or Wednesday morning. Don't post and ghost. Reply to every meaningful comment within 24 hours. This is how the algorithm and senior peers both notice you. Most professionals quit by week three. The ones who don't are the ones who get the role.

Track three things monthly: profile views from senior titles, content reach trend, and inbound conversations. If senior viewership isn't climbing by month three, revisit the headline and featured section. If reach is flat, your hooks need work. Run the audit prompt again at month four with the new content as input. The work compounds. Trust the cadence.



# Five Leadership Profile Mistakes

The traps experienced practitioners fall into when positioning for a first leadership role

- 1** Leading with CIPS, MCIPS, or your category specialism in the headline. These are credibility markers. They are not the leadership case.
- 2** Writing experience bullets that name activities rather than outcomes. 'Led tender process' tells a CPO nothing they don't already assume.
- 3** Hiding the people work. If you've coached, mentored, or built a process for a team, name it. Quiet leadership invisible to a recruiter is the same as no leadership.
- 4** Posting compliance content. Process diagrams, regulation summaries, and policy explainers signal specialist depth. They do not signal leadership ambition. A CPO has a compliance team. They are looking for someone with a view.
- 5** Treating LinkedIn as a CV. A CV explains what you have done. A leadership profile makes the case for what you are ready to do next. That is a different document. Build the second one.

# The Specialist-to-Leader Language Shift

Same experience. Different framing. Five pairs to rewrite your profile by.

## BEFORE · Specialist voice

1. Managed a tender process for IT infrastructure across three business units.
2. Responsible for supplier relationship management across the category.
3. Supported the implementation of a new procurement system.
4. Conducted contract negotiations with key suppliers.
5. Performed market analysis to support sourcing decisions.

## AFTER · Leadership voice

1. Led a cross-functional sourcing programme for IT infrastructure, aligning three business units on a shared evaluation criteria set that reduced total cost of ownership by 18%.
2. Built a supplier performance framework across the category that reduced reactive spend by 22% and gave the commercial team six months of forward visibility on renewal risk.
3. Drove procurement system adoption across a 40-person organisation, resolving stakeholder resistance that had stalled the project for three months and delivering the implementation on schedule.
4. Led a contract renegotiation programme that recovered \$1.2M in annualised value, repositioned three single-source contracts as competitive, and rebuilt commercial terms in line with current market benchmarks.
5. Built the market intelligence brief that informed a \$5M category strategy decision, shifted the executive view on a contested supplier, and set the buying position for the next 18 months.

# About Sylvia & D1 Advisory

Independent procurement advisory. Built in the grass roots of Australian small-business into enterprise

Sylvia is a Chartered Institute of Procurement and Supply (CIPS) Member who brings 10+ years of operational and strategy-focused experience in highly regulated environments focusing on:

Procurement Transformation

Process and Customer Intake Design

Acquisitions

End-To-End Procurement Lifecycle Management

Team Capability Uplift

Team Capability Development And Mentoring

Policy and Strategy

Governance and Risk

Sylvia's core belief is "you learn from the start to the end of your life, and it's become a healthy habit with a great reward at the end." Sylvia has formal qualifications including:

- [Graduate Diploma of Applied Corporate Governance and Risk Management](#)
- [Graduate Diploma of Legal Practice](#)
- [Master of Property](#)
- [Bachelor of Laws](#)
- [Bachelor of Business \(Logistics and Supply Chain Management\)](#)

Sylvia's spend category expertise include:

- Grant funding program design and delivery;
- Property and leasing
- Legal, engineering, and ICT professional services
- CMT manufacturing
- Telecommunications (Hardware and Software)
- Product manufacturing

Away from leading D1 Advisory, Sylvia enjoys spending time with her family, particularly learning to play backgammon with her father over a baklava and coffee.



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