

How Do I Develop a Personal Brand?

*Presented by Danielle Beauparlant
Moser*

Discussion Points

Having a Personal Brand:

- What is it and why does it matter
- The Career Management Diagnostic
- Building my own Roadmap
 - What answers do I already have?
 - What questions do I need to answer?
- Crafting a compelling personal brand

Why + to whom does it matter?



Transition: Exploring / Seeking New Role
Either Internal to Org or External



Advancement: Growing in Current Position /
Promotional Opportunity



Career Change: Translating Experience to a
New Function / Title / Industry



Entrepreneurship: Exploring / Seeking Self-
Employment Options

Who would you rather interview?



Take 30-seconds
to review
messaging

Select which message
has more impact



Using the Feedback Tools,
please vote for your choice ...



Select to vote for
the 1st Example

Select to vote for
the 2nd Example



BUSINESS TRANSITION CONSULTANT
Leader - Consultant - Facilitator - Coach

Results oriented and energetic leader with more than 15 years of experience in learning & development, program management, and human relations. Builds influential partnerships across the organization to effectively achieve agreed upon deliverables and objectives. Exercises sound judgment while balancing competing priorities with positive outcomes.

LEARNING & DEVELOPMENT LEADER

Develop Solutions that Enable Talent to Translate Learning-into-Action

In response to ever-changing needs in the healthcare landscape, create 'out-the-box' learning and development solutions that engage learners and bridge the gap between current and target performance goals.

By creating context, engage learners and facilitate ability to enable talent to more effectively internalize and translate learning-into-action that directly improves patient care, safety, quality, productivity, and performance. By focusing on outcomes, quickly engender trust and gain buy-in.

Human Resource Management | Leadership Development | Organizational Effectiveness

Learning Analysis | Platform + Virtual Facilitation | Performance Coaching | Program Management

Identifies Function / Title / Level

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Explains how you're a **Solution** to a
problem

What is a Personal Brand?

LEARNING & DEVELOPMENT LEADER

Develop Solutions that Enable Talent to Translate Learning-into-Action

- **Hooks** your audience into a conversation
- **Differentiates** you from competition
- Is a soundbite that's **Memorable + Repeatable**

Your Personal Brand is ...

who you are in terms of **where you add value**

TRUSTWORTHY EXECUTIVE SALES REPRESENTATIVE

Identifying Healthcare Market Opportunities that Increase Revenues and Market Share

HIGH LEVEL INTERIM LABORATORY DIRECTOR

Positively Impact Operations and Profitability during Short-term, Interim services.

HIGHLY VERSATILE MEDICAL ASSISTANT

Equally skilled at adeptly supporting both front and back office functions

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The Career Management Diagnostic

**Your
*Personal Brand***

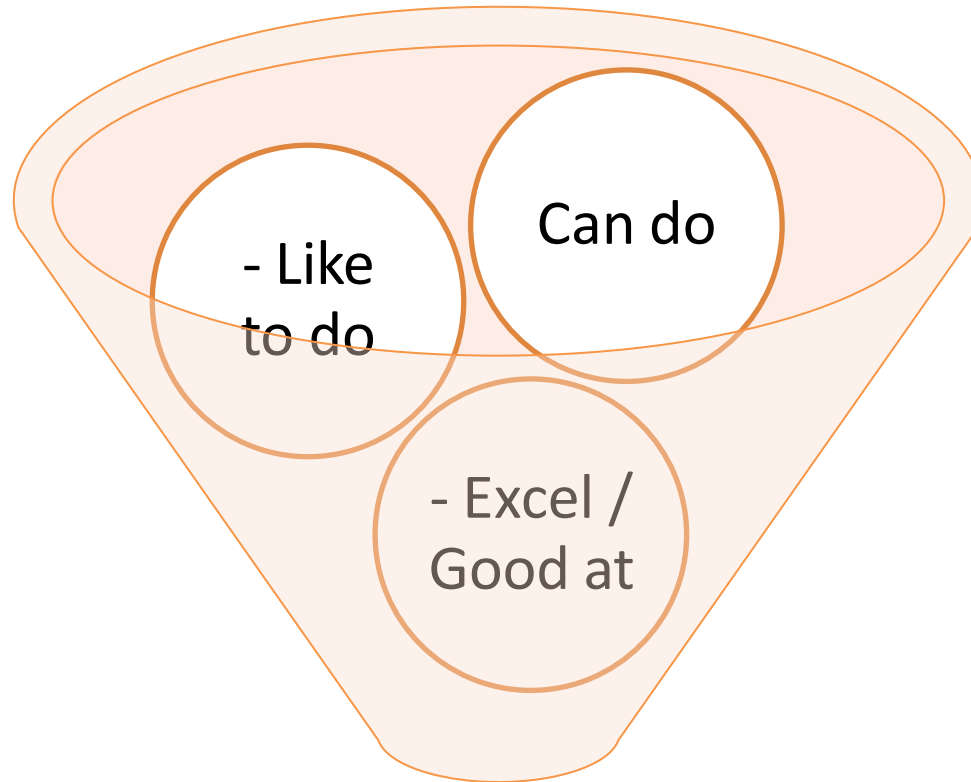
Q1: What do I
want to do?

**Bottom-line:
What are you
paid to deliver?**

Q2: How will
my personal
priorities
impact my
next step?

Q3: Who
needs what I
have?

Question #1: What do I want to do?

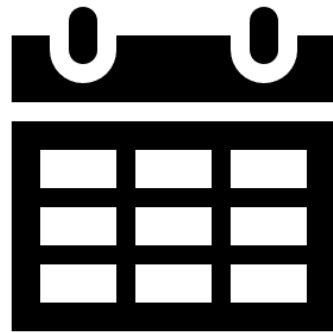
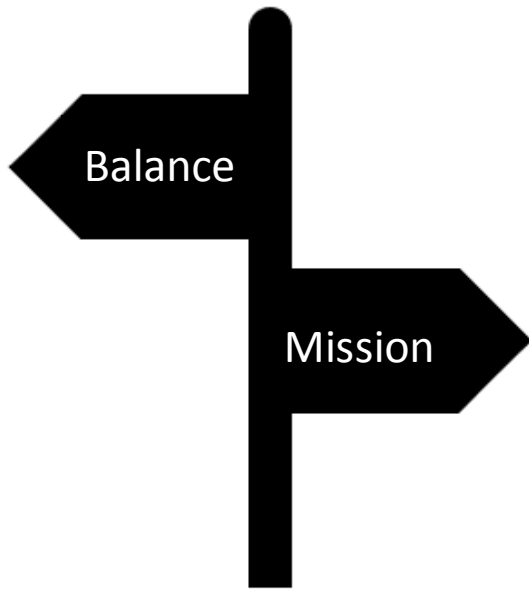


FOCUS

What's my sweet spot or Super Power?



Question #2: How will my personal priorities impact my next step?



Question #3: Who needs what I have? Where am I most relevant?



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The Career Management Diagnostic

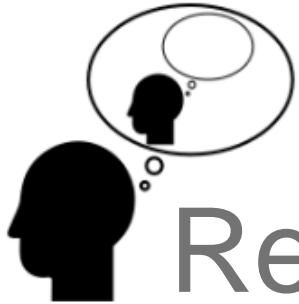
**Your
*Personal Brand***

Q1: What do I
want to do?

Q2: How will
my personal
priorities
impact my
next step?

Q3: Who
needs what I
have?

If you need to answer Q1 (Want to do / Focus)



Reflect

- Core competencies
- Strengths
- Interests
- Talents / Passions

Calibrate

?s to Ask:



- Value created
- Why it matters
- Adjectives used to describe
- At best ...

Write STARS Stories

Examples of Experiences to Find PATTERNS

S – **Scope:** Challenge or problem faced

T – **Task:** Why specific tasks were challenging or important

A – **Action:** What you did / led others to do (Think action verbs)

R – **Result:** The benefits / outcomes

S – **Significance:** Why did it matter?

Be a Better Storyteller

Find patterns in your experience

See the handouts



Exercise to Answer Q1: STARS Stories

Look for Patterns in your STARS Stories

- Outcomes
- Lifecycle
- Process
- Purpose

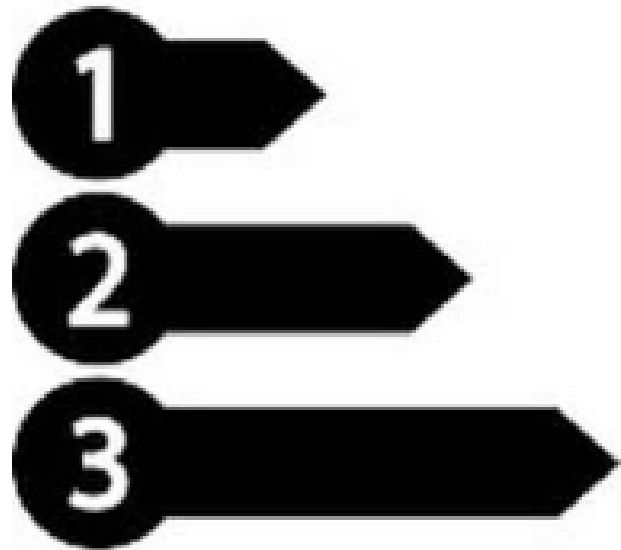
HEALTHCARE DIGITAL SALES & MARKETING LEADER

Craft Strategies that Decrease Patient Acquisition Costs & Increase Patient Engagement

Drive efficiencies in marketing (decrease patient acquisition cost) by utilizing advanced digital marketing techniques to target (the) ideal patients and procedures. Pair MBA with experience to increase market share, brand awareness, and patient load through exceptional ability to leverage in-depth data analysis to shape winning marketing strategies.

Trusted at executive-level to drive significant organizational changes, build-out new business units, and create new healthcare initiatives. Leverage strong business acumen to elicit buy-in from physicians and healthcare executives by demonstrating the impact of and methodology behind each marketing plan.

If you need to answer Q2 (Personal Priorities)



Know your
Workplace Priorities

“Must-Haves” + “Deal-Breakers”

Exercise to Answer Q2

What are Your Workplace Priorities?

Company Focus	Focus of Position	Compensation
<input type="checkbox"/> Company Size	<input type="checkbox"/> Matches Brand / Focus	<input type="checkbox"/> Base Salary
<input type="checkbox"/> Sales Volume	<input type="checkbox"/> Duties / Responsibilities	<input type="checkbox"/> Bonus (Guaranteed / Potential)
<input type="checkbox"/> Number of Employees	<input type="checkbox"/> Authority	<input type="checkbox"/> Incentive
<input type="checkbox"/> Public / Private	<input type="checkbox"/> Independence	<input type="checkbox"/> Profit sharing
<input type="checkbox"/> Profit / Non-Profit	<input type="checkbox"/> Challenge	<input type="checkbox"/> Performance Evaluations
<input type="checkbox"/> National / Global Footprint	<input type="checkbox"/> High Risk / Low Risk	<input type="checkbox"/> Deferred Compensation
<input type="checkbox"/> Academic	<input type="checkbox"/> Job Visibility	<input type="checkbox"/> Healthcare Benefits
<input type="checkbox"/> Product / Service	<input type="checkbox"/> Reporting Relationships	<input type="checkbox"/> Vision / Dental / HSA
<input type="checkbox"/> Centralized / Decentralized	<input type="checkbox"/> Direct Line Reporting	<input type="checkbox"/> Insurance (Life, Disability STD / LTD)

If you need to answer Q3
(Where you're Relevant)



Research
**In-Demand
Skills**

Exercise to Answer Q3: In-Demand Skills

- Use language from AUDIENCE to influence messaging
- Find Keywords
- Match demands to your experience

HIGH LEVEL INTERIM LABORATORY DIRECTOR

Positively Impact Operations and Profitability during Short-term, Interim services.

Experience in multi-institutional healthcare laboratories and institutional commercial laboratories. facilitates ability to **implement and expand hospital laboratory outreach programs.**

Exceptionally skilled in **hospital laboratory consolidations** and **program implementation and management.** Able to lead organizational change, turn-around, and growth.

Leverage Lean Six Sigma (Green Belt) to achieve sustainable cost reductions, significant client service improvements, and notable gains in patient / worker safety.

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Let's Connect the Dots

How did this personal brand **evolve**?

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Start with Attributes (Features)
and explain as **Impact (Benefits)**



Develop
creative
learning
solutions

Why
does it
matter?

Start with Attributes (Features)
and explain as **Impact (Benefits)**

```
graph LR; A((Engages Learners)) -- So what? --> B((Learn more)); B -- So what? --> C[ ]; style C fill:none,stroke:none
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Engages
Learners

So
what?

Learn
more

So
what?

Start with Attributes (Features)
and explain as **Impact (Benefits)**

Increases
transfer
of
learning

So
what?

Ends with **Impact (Benefits)**

Improves
performance

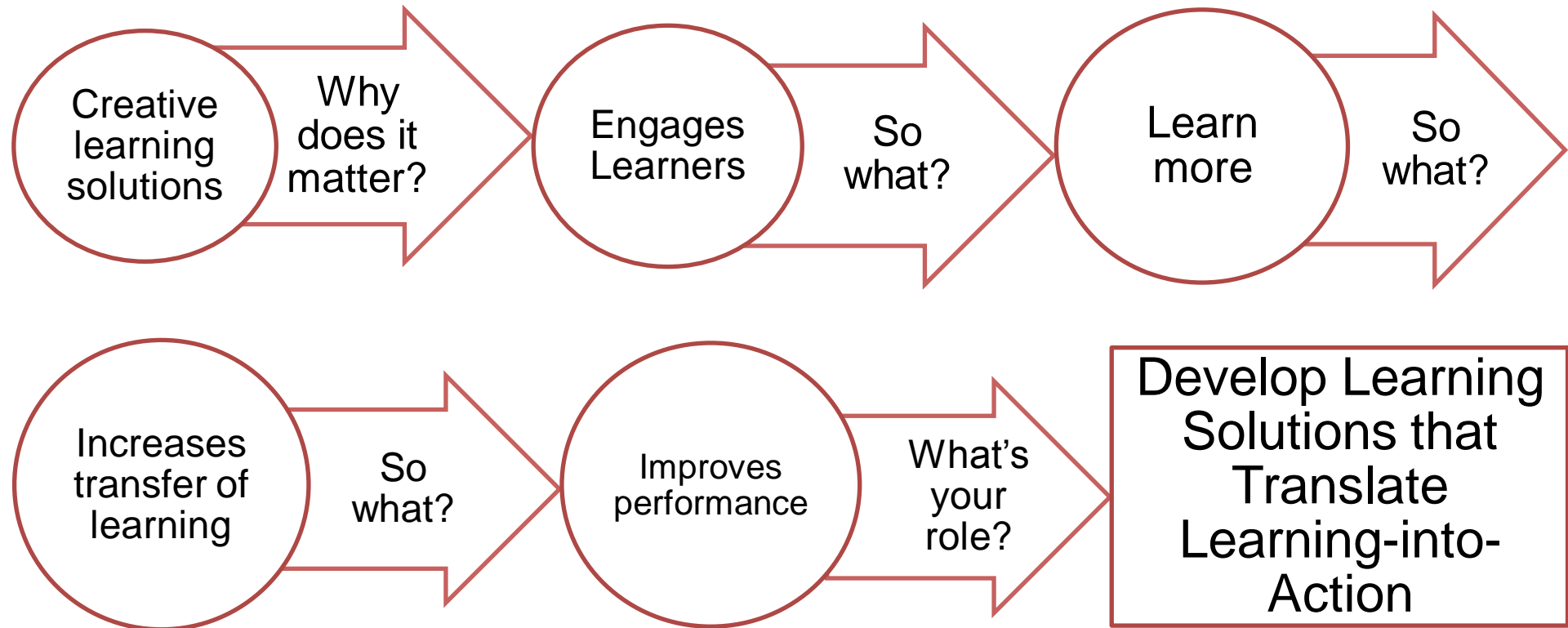
What's
your
role?

Develop Learning
Solutions that
Translate Learning-
into-Action

LEARNING & DEVELOPMENT LEADER

Develop Solutions that Enable Talent to Translate Learning-into-Action

Start with Attributes (Features) and explain as **Impact (Benefits)**



Thank you

Questions

Additional Resources

*Sample Healthcare
Branding Statements (with summaries)
across Functions*

Any next step
will fall into
1 of these 4
categories



ADAPTABLE EXECUTIVE PHARMACEUTICAL SALES REPRESENTATIVE

Identify market opportunities that increase revenue + market share

Pair natural-born sales ability with extensive experience launching and selling new pharmaceutical products to drive double-digit sales revenue. Recognized for maximizing bottom-line profits by quickly bonding and building trusting relationships with stakeholders.

Skilled at exploiting all opportunities through exceptional listening / questioning skills. Leverage extensive knowledge of the sales process, ability to communicate product knowledge, and impeccable follow-through skills to deliver superior service that generates referrals and repeat business. Areas of expertise include:

Business Planning | Sales & Marketing | New Product Launch & Promotion

Relationship Management | Account Development | Market Share Growth

THERAPEUTIC AREAS OF EXPERTISE

- Dermatology
- Plastic Surgery
- Allergy
- Pulmonology
- Pediatrics
- Primary Care
- Cardiology
- Internal Medicine
- Otolaryngology

DIRECTOR OF STRATEGY & PORTFOLIO

Grow Portfolio ROI by Driving Strategy and Optimizing Funding + Critical Resource Allocation

Expert at targeted execution of Drug Development / Medical Devices R&D and Operations. Through strategic systems analysis, design integrated infrastructure that optimizes allocation of critical resources. Leverage business and financial acumen to deliver bottom line impact.

As trusted advisor drove senior management's strategic decision-making process maximizing funding and critical resources to pursue projects with the biggest ROI. Areas of expertise include:

Regulatory Compliance | Process Development | Strategic Planning | Portfolio Management
Project Management | Capital Planning | Global Team Management

ENTREPRENEURIAL EXECUTIVE SALES PROFESSIONAL

**Achieve New Product Sales Penetration & Competitive Product Conversions that
Increased Revenue (5-fold) and Captured Market Share (85%)**

In consultative capacity, introduced and supported growth of bariatric surgery practices including shepherding surgical staff's ongoing learning and mastery.

Extensive knowledge of bariatric and thoracic surgery and unyielding support and presence created foundation for loyal and trusted network of physicians and healthcare professionals.

Apply deep background in Medical Device and Diagnostic sales to develop actionable business development plans, partner with clients to proactively problem-solve, and drive overall business results.

Account Management | Marketing | Business Development | Training | Product Launch

TRANSFORMATIONAL TALENT ACQUISITION LEADER ...

MAXIMIZE SOURCING CHANNELS | REDUCE REDUNDANCY | IMPACT THE BOTTOM-LINE

Centralize Recruiting Functions that attract + retain world-class talent for toughest-jobs-to-fill in healthcare. Empower success through the delivery of best-in-class recruitment services, technology, improving the candidate experience, and engaging employees.

Creative visionary with a passion for delivering robust workforce strategies and clear internal / external brand positioning to advance a healthcare organization's goals and create fluid talent sources. Innovative, metrics-driven, results-oriented with unique skills in:

Strategic Talent Acquisition Management | Program Development | Recruitment Advertising

Employer Branding | Communications | Recruitment + Staffing | State-of-the-Art Technology

FINANCIALLY-SAVVY CONTRACTS MANAGER

Negotiate contracts that minimize costs, increase savings, and maximize revenue returns. As a leader, manage multi-functional healthcare business teams that identify process improvements and eliminate waste without compromising quality or safety.

Develop high-performance teams that execute with integrity by articulating a clear vision and gaining buy-in from all stakeholders. Areas of expertise include:

**Contract Management | Financial Management | Coalition Building | Project Management
Training | Audits | Mergers & Acquisition | Budgeting | Forecasting**

HIGHLY VERSATILE MEDICAL ASSISTANT

Equally skilled at adeptly supporting both front and back office functions

Offer deep experience in office administration, bookkeeping, A/R, A/P, medical insurance filing, and (HIPAA) records management in medical and bio-hazard environments. Expertly trained in safety standards and known for ensuring patient safety and well-being.

Broad background paired with friendly, yet professional communication skills supports ability to relate well with diverse populations of patients. In addition to practical medical office experience, completed internships in Cardiology and Gastroenterology. Tech savvy: MedScript and Microsoft Office.

PATIENT-CENTERED REGISTERED NURSE (RN)

Collaborate with Physicians, Patients, Families, Case Managers, and Social Workers to achieve the **highest level of outcome throughout the hospital stay and upon discharge to the home / community.**

Reputation as a caring and highly efficient nurse able to quickly assess healthcare needs, understand and translate patient symptoms/complaints, then administer and support physician-directed treatment.

Excel at treating patients of all ages and background based on ability to empathetically listen, ask the right questions, and put the patients at ease.

Committed to doing the right thing for both the patient and the organization, with a strong focus on safety. Technically skilled. Direct patient care experience in:

Pulmonary | Vascular | Renal Transplant | Renal | Operating Room | Post-Surgical Care

CLINICAL OPERATIONS LEADER

Drive organization success for value-based healthcare environments

Transform Healthcare Operations through innovative strategies which impact growth, revenue, and compliance. Lead exceptional operational teams and achieve results through innovative strategies which transform and realign business processes and maximize revenue.

Expertise includes:

- **Business Strategy Development and implementation** – Develop and lead payor and provider programs which enable them to assume risk and realize profit through best practices based on industry performance metrics.
- **Clinical data analytics** – Drive quality, medical management and operational metrics integrating evidence-based medicine criteria resulting in best outcomes and improved processes which impact quality of patient care.
- **Managed care expert** – Develop innovative models for efficient and effective strategies in care management, utilization, accreditation, quality improvement, case and disease management, and population health.
- **Clinical and non-clinical team Leader** – Build, train, and empower teams for medical and quality patient outcomes and establish effective collaboration across the healthcare industry.

TRUSTWORTHY EXECUTIVE SALES REPRESENTATIVE

Identifying Healthcare Market Opportunities that Increase Revenues and Market Share

Pair expertise **Business Plan Development, Implementation, & Execution** with extensive experience launching and selling new pharmaceutical products. Known for maximizing bottom-line profits by quickly bonding and building trusting relationships with physicians/prescribers.

Leverage extensive sales process knowledge, ability to communicate product knowledge, and impeccable follow-through skills to deliver superior service that generates referrals and repeat business. Employ high ethical standards and a positive outlook to generate ongoing success. Therapeutic areas:

Dermatology | Plastic Surgery | Allergy | Pulmonology | Pediatrics

Primary Care | Cardiology | Internal Medicine | Otolaryngology |

Before ...

SUMMARY

Experienced financial professional working in fast-paced environments demanding strong financial/analytical skills.

Core Strengths:

Certified Public Accountant

- Excellent communication skills
- Professional development of staff
- Technical support
- Management Experience
- Audit/Reviews/Compilations/Tax Preparation
- Project Management

COMPUTER SKILLS: Windows, MS Office 2000, Word, Excel, PowerPoint, Outlook, Oracle Finance Analyzer, Quick Books, Quicken and Internet Research

After ...

VERSATILE SENIOR FINANCIAL ANALYST

Pair CPA with Master of Health Service Administration

To Improve Systems, Reporting, and Processes that Increase Bottom-line Profits.

Track large volumes of data, quickly identify trends, improve existing processes, and develop innovative solutions that both save and make money. Strong performance in research, analysis, and advisement results in frequent requests by Senior Level management to participate in projects.

Experienced financial manager known for educating staff and building higher levels of financial literacy throughout the organization. Notable accomplishments include:

- Self-initiating research and created Medicare administrative reports which were recognized as “best practices”
- Identifying potential sources for additional funding, which were secured

Before ...

OBJECTIVE

Experienced Medical Technologist (MT-ASCP) looking to obtain a position that can utilize my lab skills as a generalist. Hardworking, team player willing to devote my expertise to a new opportunity in order to broaden my knowledge with training, education and new challenges.

After ...

VERSATILE MEDICAL TECHNOLOGIST (MT-ASCP)

Apply strong skills as a Generalist Delivering Across Performance Metrics (Quality | Safety | Accuracy)

Passion for making a difference in the healthcare field led to delivery of outstanding metrics:

- Performed **Proficiency Testing** in a variety of lab settings with 100% accuracy
- Achieved 100% **Sample Turn-Around** (both time-in-processing and releasing results) in high-volume settings

Blend extensive education / training with hands-on experience to successfully cross-train staff on a variety of assays which increased efficiencies 25%+. Recognized for helping maintain high accuracy levels / Quality Control (QC) standards throughout the lab and for adhering to good documentation practices with patient results.

Microbiology | Serology | Hematology | Coagulation | Chemistry

Anti-nuclear Antibody (ANA) Testing | ELISA Testing | Flow Cytometry | Phlebotomy