Creative career paths & building a strong personal professional brand

RLI Pearls of Leadership 2021
K Elizabeth Hawk, MS MD PhD

- Director of Innovation Engagement, Radiology Partners
- Matrix Radiology, Pod (Regional) President
- Stanford University, Clinical Assistant Professor
Disclosures

No perceived direct conflicts of interest.

I am employed by Radiology Partners and have a national leadership role.

I have several industry engagements, none of which will be discussed during this lecture.
You have my permission to take pictures of the contents of this lecture for posting on social media.

Please tweet at #RLIPowerHour and @HawkImaging
Objectives

Identify ways to use social media platforms for networking opportunities as well as building/maintaining your personal brand.
Variability of Professional Paths

Practicing diagnostic radiology is not binary
Consider the possibilities ...

- 100% clinical (private vs academic)
- 100% research
- 100% industry
- 100% leadership

... or any combination!
Variability of Practice Setups

Consider the possibilities of varying work over the course of the workday ... workweek ... or your career.

Consider what it takes to build a pipeline of opportunities.
How do you build your pipeline?

Regardless of your chosen path, map out the steps to get from your current professional brand position to your desired career peak.

With map in hand ... maintain the ability to be flexible, be inspired, grow & embrace the unexpected.
Equity Concerns

Flexible Work Arrangements and Their Impact on Advancement of Women in Radiology (Sponsored by the American Association for Women in Radiology)

Session ID: M4-RCP01
Digital Media

• How do you leverage different social media platforms to build a strong personal professional brand?
What is a brand?

1. A type of product manufactured by a particular company under a particular name.
2. An identifying mark burned on livestock ... with a branding iron. (https://en.oxforddictionaries.com/definition/brand)

The practice of branding is thought to have originated in ancient Egypt. Branding was used to differentiate one person’s cattle from another's by means of a distinctive symbol burned into the animal’s skin.

The concept of brand soon spread widely across ancient civilizations as a means not only to mark origin and ownership, but also as a guarantee of quality and authenticity.
Impact on Clinical and Business Landscapes

Fast-forward to today
The concept of brand has evolved but still very much retains the essence of its roots.

- Shift from talking about a good or commodity ... to an individual.

- “Personal brand is a set of characteristics of an individual (attributes, values, beliefs, etc.) rendered into the differentiated narrative and imagery with the intent of establishing a competitive advantage in the minds of the target audience.”

In the past, the brand of each institution or product was critical, and focus fell mainly on the concept of “employee branding.”

While institutional brand remains important, a new era has emerged in which physicians are developing powerful personal brands.
6 Key Steps to building a personal brand:
1. Be present
2. Establish consistency and predictability
3. Earn trust from your community
4. Become a valued member of the community
5. Become an irreplaceable member of your community
6. Empower change
• “Once your brand experience is established and equity is accrued, it is paramount to protect that equity.”

• “A brand does not live inside the walls of a company. It lives in the hearts and minds of your patients, your employees, and your community. And your brand is even more emotionally charged than almost all others. For your patients, your brand is in their hands because their life is in your hands.”

• Remember that once trust is earned, value is established, and the brand becomes irreplaceable … the individual now sits in a position of power to lead change.

• The most successful personal brands become trusted and valuable far beyond the confines of their small professional community.

• Through crossing barriers, connecting with an interdisciplinary team and building a larger more diverse community of thought leaders, truly impactful change can occur.
The first steps to building your personal brand are as simple as joining the conversation.

Be authentic, consistent and reliable. Earn trust, grow value.

With time, the brand will become a valuable asset and grow equity.

Listen, learn, react and evolve to maintain relevance and continue to be an impactful force in your community and beyond.
References


@HawkImaging
HawkImaging@gmail.com