

Creative career paths & building a strong personal professional brand



RLI Pearls of Leadership 2021

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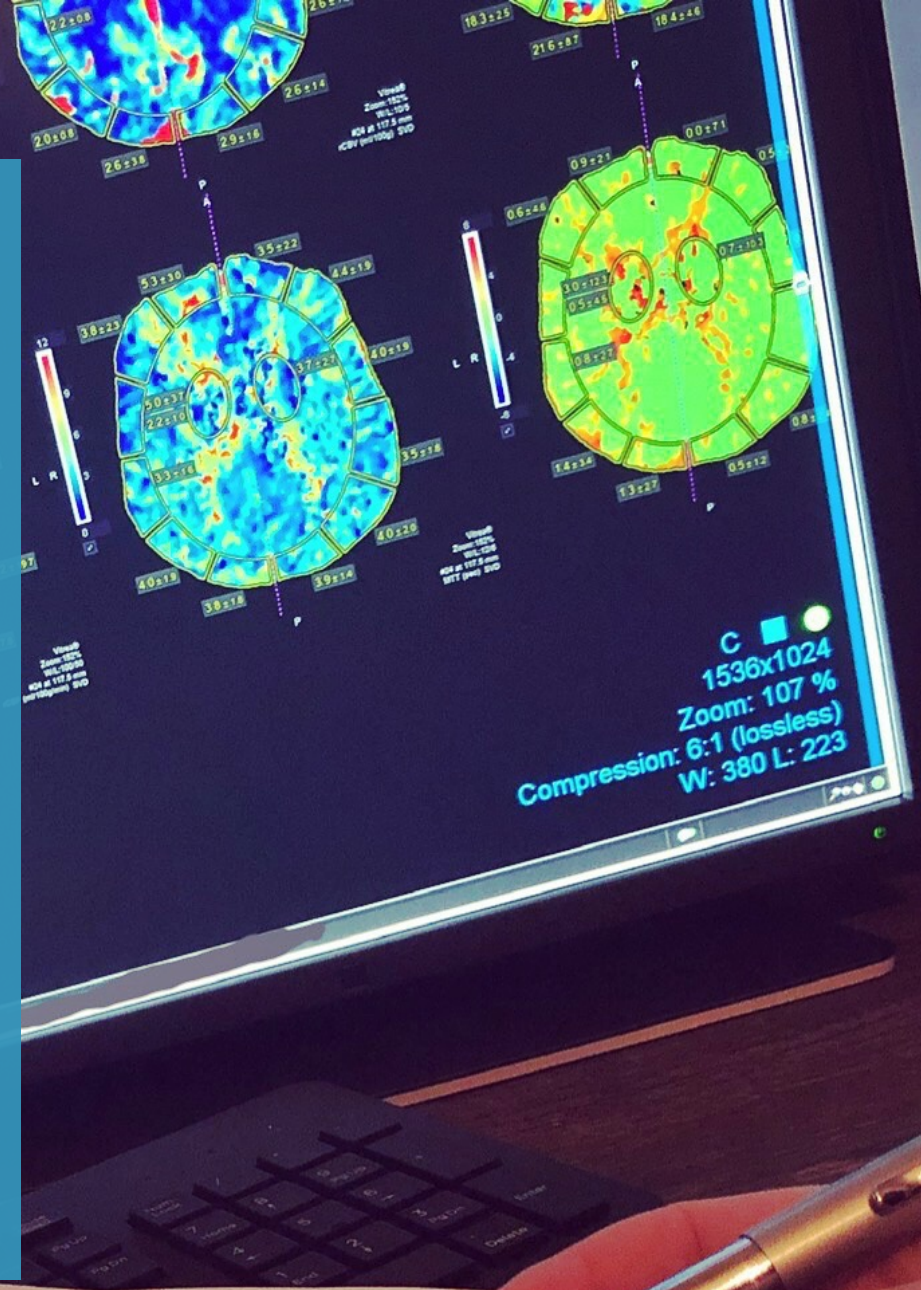
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Disclosures

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.



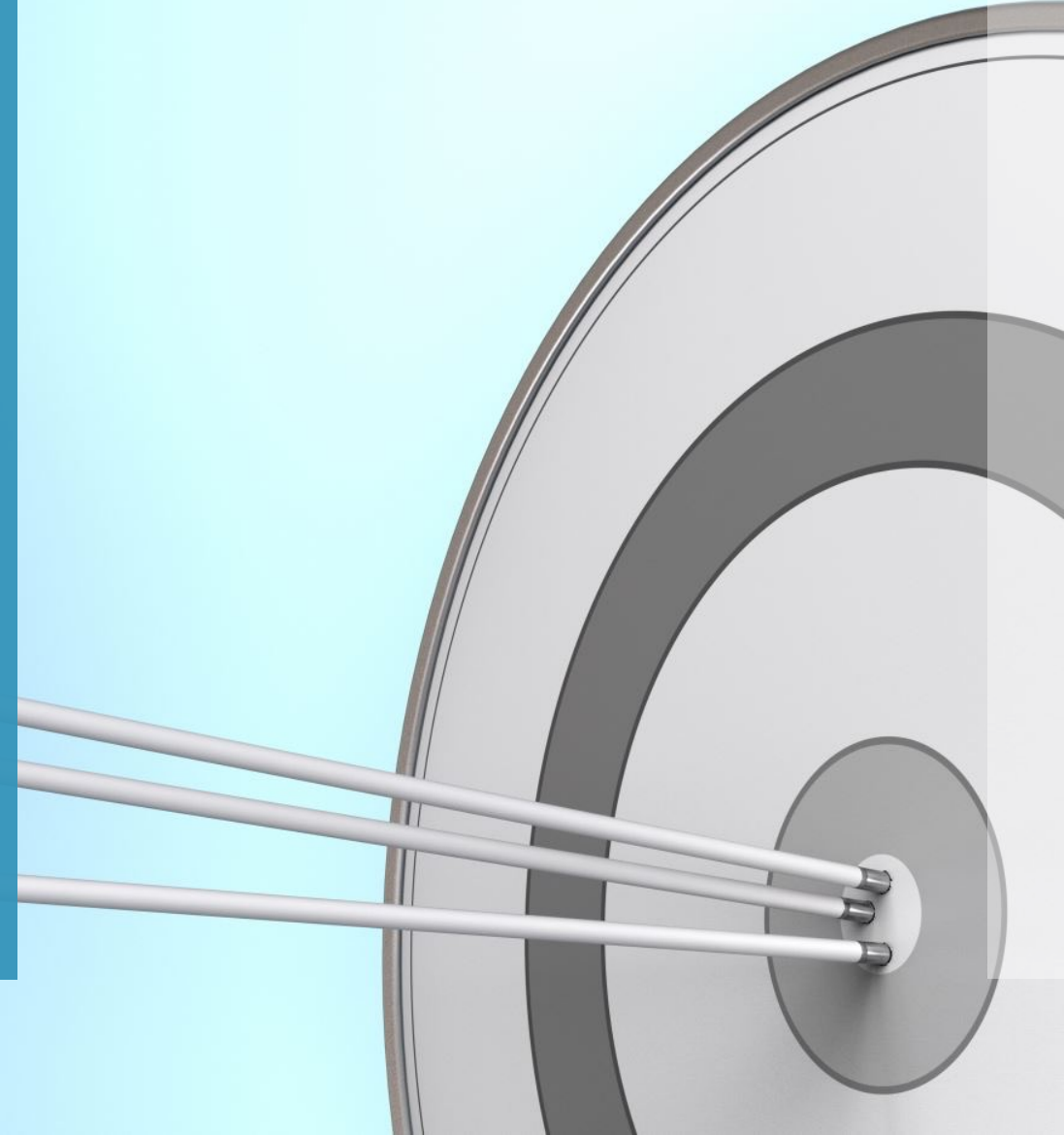
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Objectives

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 ...

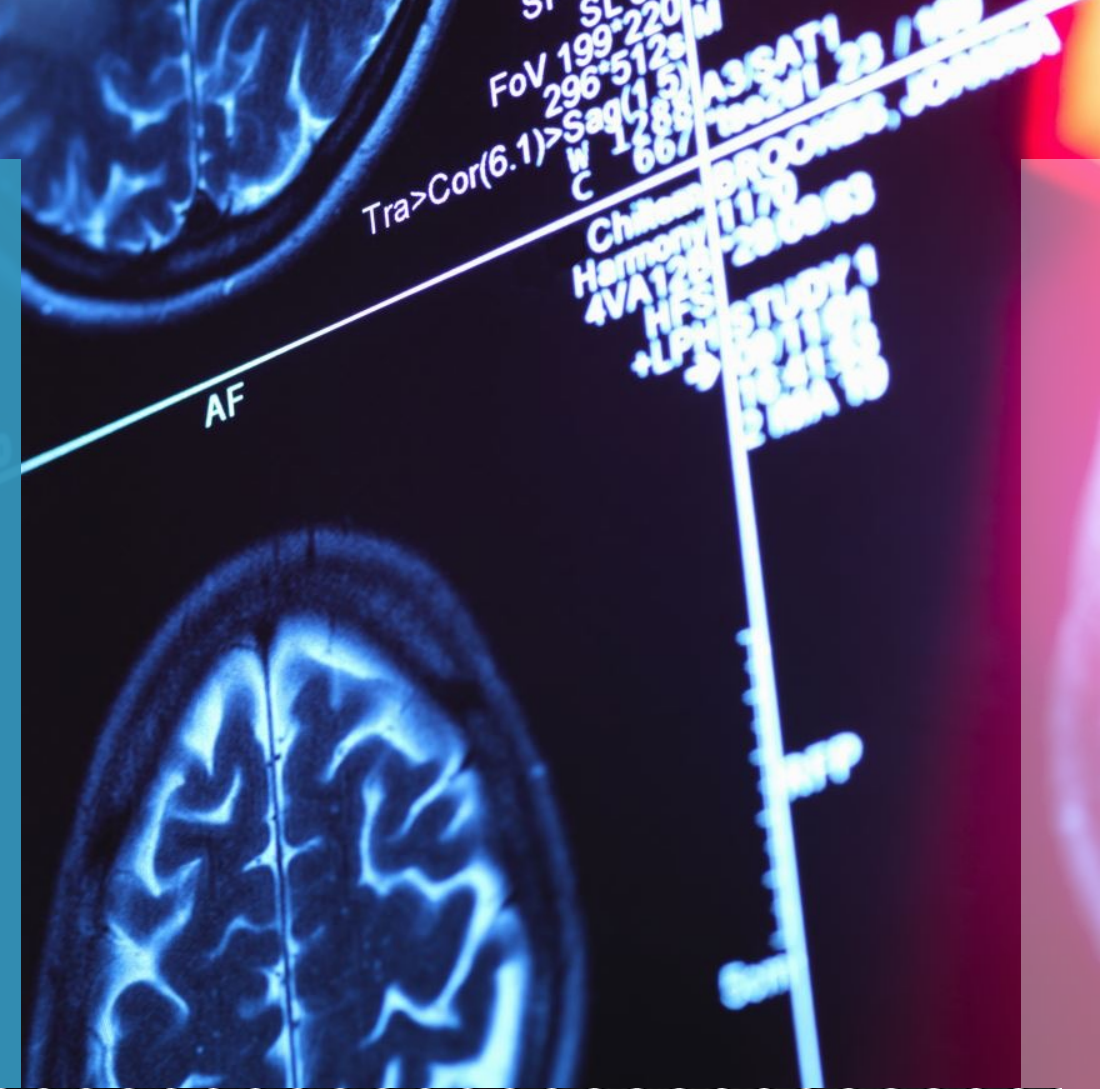
100% clinical (private vs academic)

100% research

100% industry

100% leadership

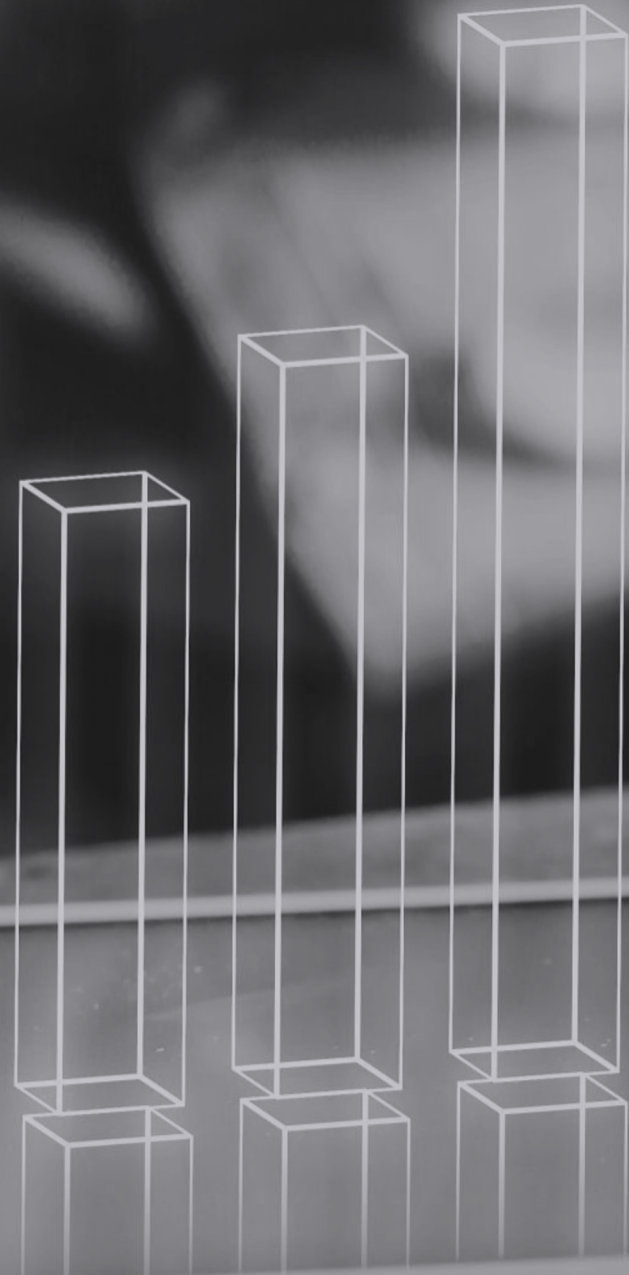
... or any combination!



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.

Session Information:

Flexible scheduling arrangements have been suggested as an opportunity to improve physician well-being, improve work-life integration, and increase retention, particularly of women in radiology and during the pandemic. Incorporating more flexible work opportunities may improve employee engagement and satisfaction in the workplace; however, there are financial and advancement implications for part-time work as well. The flexible scheduling solution, while keeping more women in radiology, may be hindering their advancement. Drawing from the experience of women in radiology and radiology leaders across practice types, this educational panel will address the pros and cons of flexible scheduling, with particular emphasis on the advancement implications for women in radiology in the context of the COVID-19 pandemic.

1) Inform women in radiology and practice leaders regarding the A) potential benefits and B) negative consequences of flexible work arrangements, C) with special attention to during and after the COVID-19 pandemic.



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



Equity Concerns

Digital Media

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

Using Digital Media Tools to Build a Strong Personal 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



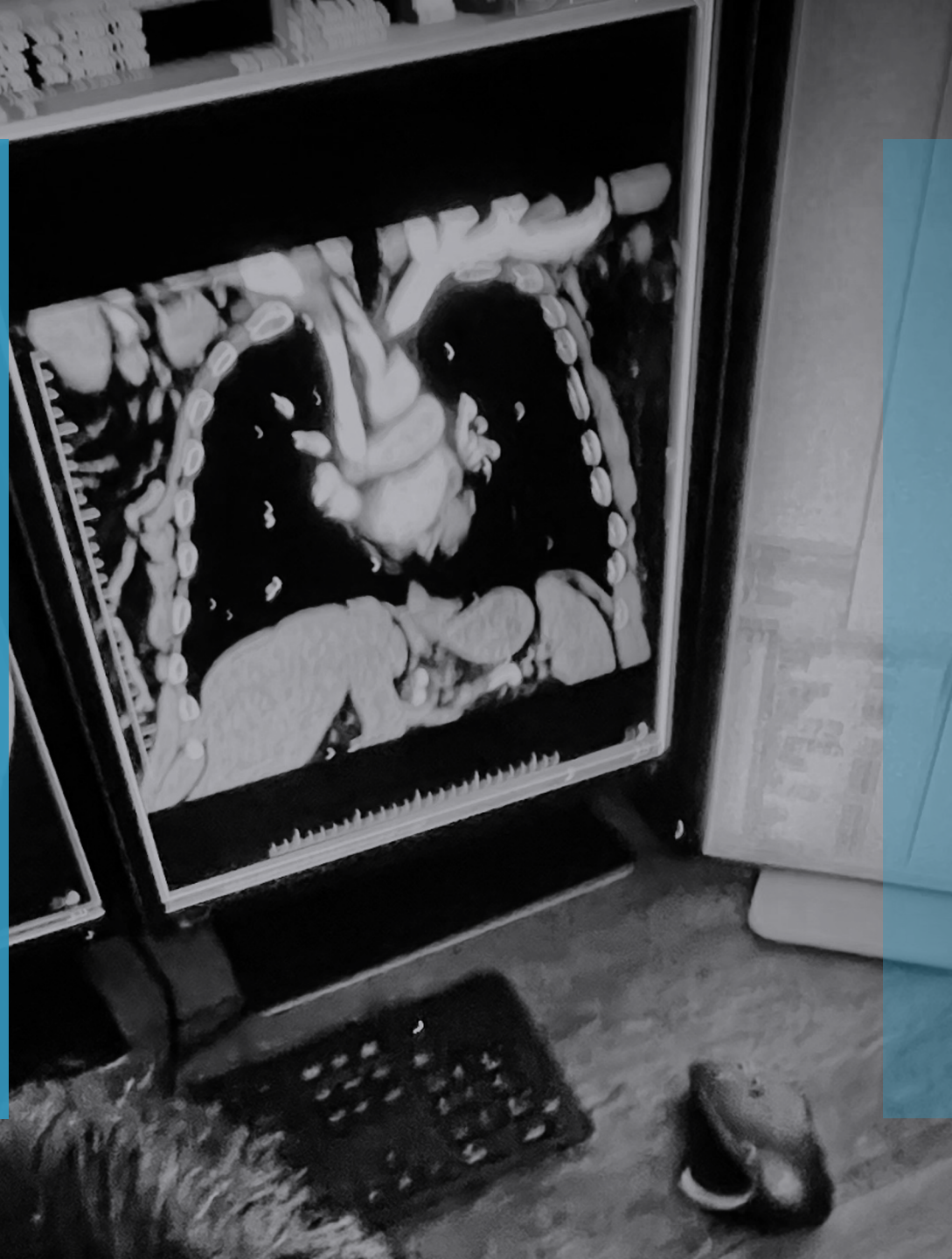
Fast-forward to today

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."*

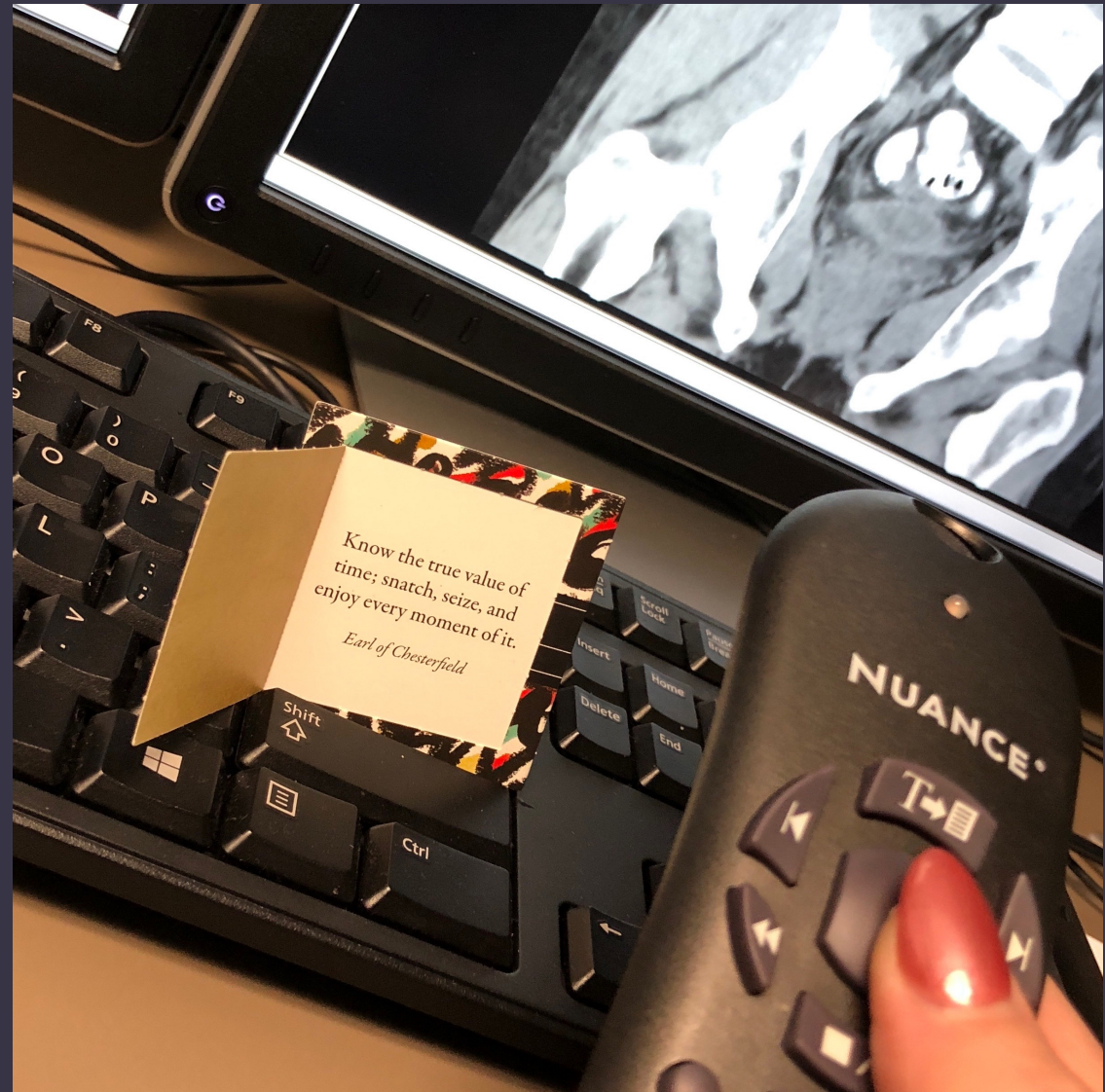
In the past - the brand of each institution or product was critical, and focus fell mainly on the concept of “employee branding”

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



Building, Maintaining & Growing

- “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.”

Drive Meaningful Change

- 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.

Closing Thoughts

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

Gorbatov S, Khapova SN, Lysova EI. Personal Branding: Interdisciplinary Systematic Review and Research Agenda. *Front Psychol.* 2018 Nov 21;9:2238.

Freeman M, Fishman EK, Horton KM, Sheth S. The Importance of Brand Name. *J Am Coll Radiol.* 2017 Nov;14(11):1510-1512



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