HEALTHCARE EXECUTIVE CAREER MANAGEMENT in the WEB 2.0 ERA

Career Management in the Web 2.0 Era

TOPICS

1.   WHAT DOES WEB 2.0 ERA MEAN?

2.   WHAT MAKES IT RELEVANT FOR HEALTHCARE EXECUTIVES' CAREER MANAGEMENT TODAY?

3.   WHAT WEB 2.0 STRATEGIES, TOOLS, TACTICS SHOULD YOU CONSIDER INCORPORATING IN YOUR CAREER MANAGEMENT EFFORTS?

1. WHAT DOES WEB 2.0 ERA MEAN?

October 1994 - Post dotcom bubble bursting

"Geek" Characteristics of a Web 2.0 site

> **Website is a platform that provides service without requiring user to acquire additional software**

> **Website's own software capacity is in perpetual beta state – its value gets enhanced the more that people use it**

> **Websites trust their users and encourage their participation to increase site's value and attractiveness**

> **Website users generally control their own data, <u>but have to be aware of its content</u>**

1. WHAT DOES WEB 2.0 ERA MEAN? (con't)

Experiential Characteristics of a Web 2.0 site

Harnesses collective intelligence of users who add new content so it becomes a portal to the collective work of users

Users can increase their own Internet prominence based on their content and their content's attractiveness to others via page count's impact on search engines -- Google

We experience 2.0 as *social networking* through social media such as LinkedIn, Twitter, Facebook, etc.

ACHE has an official group within LinkedIn (n~2400)

2. WHAT MAKES SOCIAL NETWORKING VIA WEB 2.0 RELEVANT FOR HEALTHCARE EXECUTIVES' CAREER MANAGEMENT TODAY?

Jobs are found through networking more than any other way
   ExecuNet 2008 Survey = 70% of new positions
   Drake Beam Morin outplacement = 71% of new positions

Others *are* using social networking to advance their careers
   - Exchanging useful information so that _They get to know you_, not just *you get to know them*

   - Expanding number and diversity of connections

National level indices reveal face tough employment market so need to be connected more than ever before

EMPLOYMENT MARKET INDICATORS

Anecdotal Data

    Health Administration Programs – AUPHA 2009 Annual Meeting

        - New grads – slower but most placed… not all in hospitals

        - Internships and residency commitments "troubled"

        - <u>Demand</u> for management jobs is growing - as is supply of graduates

            74 CAHME programs
            159 ACHE Higher Education

    Healthcare Executive Recruiters

        - Acknowledging engagements off 30 percent

        - Shift: internally led searches in academic medicine?

        - Consultants moving among firms and offices closing

EMPLOYMENT MARKET INDICATORS

Statistical Data

o **ACHE Postgraduate Fellowship Listings**
>   June 2009 vs. June 2008
>   5 more listings (97) but 18 fewer listing organizations (54)
>   8 VA sponsors with 10 listings

o **ACHE Job Board Listings 2008 vs. 2009**
>   Average total listings per month down 13.5 % from 2008
>   Average new listings per month down 11.3 % from 2008

o **ACHE Resume Bank Listings 2008 vs. 2009**
>   Average total resumes per month up 12.6% from 2008
>   Average new resumes posted per month up 11 % from 2008

WHY SOCIAL NETWORKING VIA WEB 2.0 IS RELEVANT

Careers occur within an employment market
   Market has a buyer's side - recruiters and human resources
   Market has a seller's side – job seekers

Buyers are increasingly relying on Internet including Web 2.0 sites
      For sourcing – finding possible candidates
      For vetting – research candidates prior to contacting them

Use of online communities growing rapidly
      LinkedIn in 2007 13 million members
      LinkedIn in 2009 28 million members

 Web 2.0 is "a supplement, not a substitute to standard approaches"

With Web 2.0 we now have coexisting modes of career management

- **Traditional**

  Mode behind original approach to ACHE career management

  Five phase Career Management Cycle

  - Self-Assessment

  - Ideal Next Position

  - Gap Analysis & Action Planning

  - Personal Marketing

  - Annual Personal Audit

- **Contemporary**

  Shares elements with Traditional up to Personal Marketing

  Then enhances by introducing requirements and potential of using Web 2.0 resources, tactics and strategies

3. Using Web 2.0 Resources, Tactics and Strategies

Traditional mode relies on

> Face-to-face networking
> Ads – print or job board postings
> Direct mail to organizations, recruiters

Traditional mode is characteristic of passive <u>job seekers</u>* because

1. too busy with current job
2. always worked before
3. resistant to or unaware of newer approach

Irony – passive candidate with higher Web 2.0 searchabililty presence may be found more readily than traditional mode job seeker lacking presence

Web 2.0 Resources, Tactics and Strategies

Contemporary mode adds tactics and tools to traditional mode

Tactic: Develop a general or industry specific network

Tools: Online social networking and professional communities
– **LinkedIn –** 28 million members; 300,000 recruiters
– **eCademy –** Global business professionals – 150 million members
– **Facebook and Twitter** – connect with friends, family

Advantages: Easily create network; no cost technology; can use for company and people research

Disadvantages: Incompatible with confidential job search; learning curve to climb

Tactic: CREATE AN ONLINE PRESENCE AND IDENTITY

Tools: Online profile sites

– **ZoomInfo business search engine**

   45 million members; 5 million companies

   collects, organizes, delivers Web-based information as profiles

   "sellers" find companies; "buyers" find candidates

– **Ziggs.com online community of professionals desiring to promote themselves**

   You can create, manage your personal brand then list on search engines

Advantages: Establish online identity; reduce confusion over others with same name; be easily found by recruiters

Disadvantages: Risk of exposure (not confidential); risk of identity theft

Tactic: Build and manage your personal brand

Personal brand is how to clarify and communicate what makes you different, special …. Your unique promise of value

Tools:

Your Personal Brand Statement

- One easily understood sentence
- Concise summary of how you intend to solve a problem, meet a need, or make a difference

Your Personal Brand Profile

- A fuller statement of your vision, purpose, values, passions, attributes, strengths and goals
- A tool for developing your resume, elevator pitch, biography and web-based portfolio

Help and examples found at www.careerdistinction.com/workbook

AmericanCollege of
HealthcareExecutives
for leaders who care®

Tactic: Extend and Defend your Personal Brand

Practice 3 "C's" in expressing your brand

CLARITY about who you are and who you are not
CONSISTENCY in your message about who you are
CONSTANCY via continual visibility to your target audience

Periodically assess your online identity

Profile may have been automatically created for you in ZoomInfo

Google yourself
ExecuNet: 77% of recruiters Google candidates and then eliminate 35 % based on what they find

ReputationDefender will contact website owners to request removal of compromising information

Additional Resources

"Using Social Media to Boost Your Career" John Kelly, FACHE, <u>Healthcare Executive</u>, Jan/Feb 2010

"I'm on LinkedIn-Now What?" Jason Alba, HappyAbout.info
(This publisher has over 20 titles on business, careers
and social networking)

"Career Distinction: Stand Out by Building Your Brand" William Arruda &
Kirsten Dixson, John Wiley & Sons
(Links to online workbook to guide you in developing your brand)