

ESSENTIAL STRATEGIES:

Create, Cultivate and
Showcase Your Successes

OBJECTIVES

1 Strategies

Discuss 2 strategies for personal development and self-promotion

2 Tools

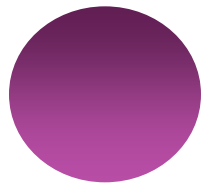
Cultivate 5 tools for passionate networking

3 Key Elements

Identify 2 key elements for showcasing your successes

PERSONAL DEVELOPMENT & SELF PROMOTION

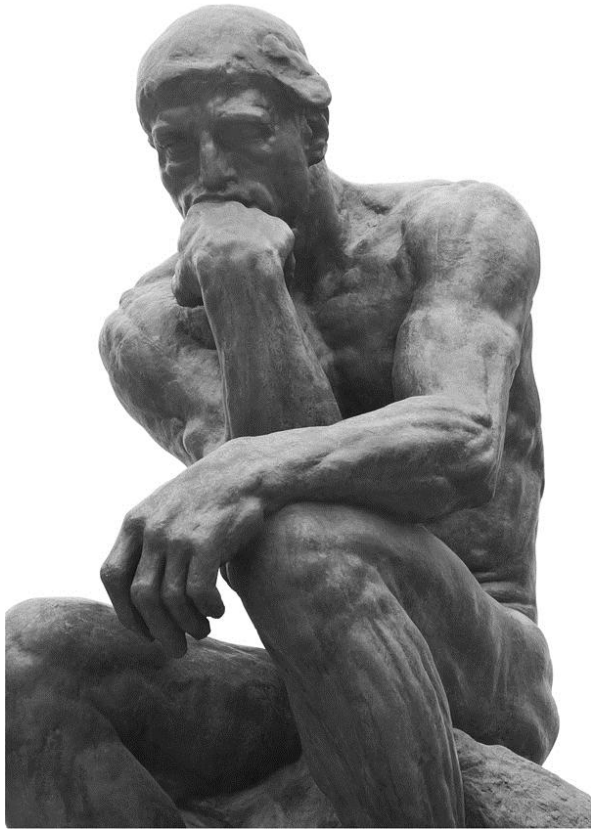
Taking Care of You!



Strategies

For Personal Development and Self-promotion

**Know
Thyself**

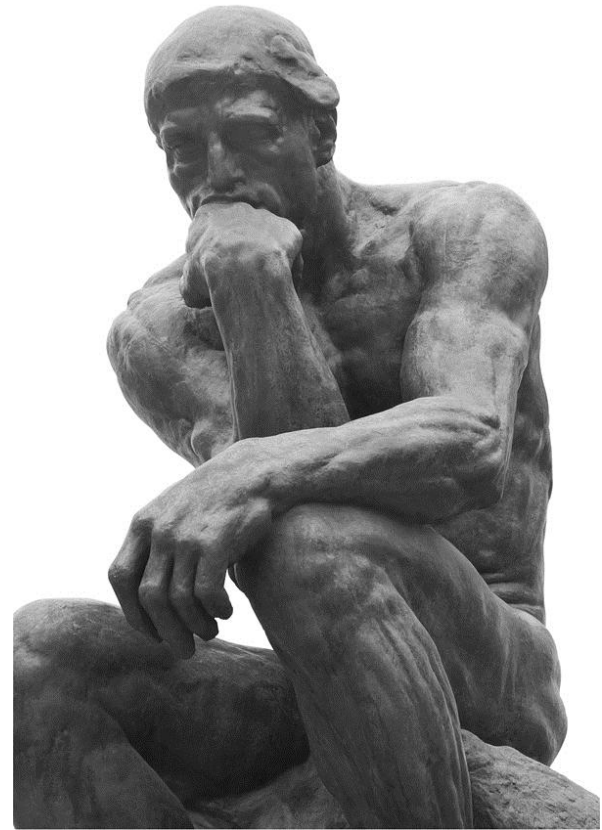


**Take Ownership
of Who You Are**



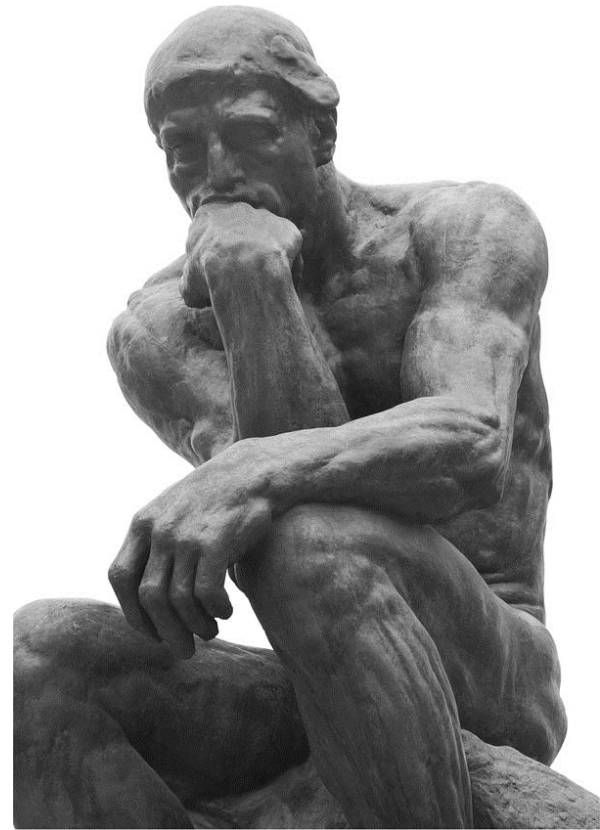
KNOW WHO YOU ARE

- ◉ Perfections
- ◉ Passion
- ◉ Aspirations
- ◉ Limitations
- ◉ Areas for Growth



WHO DO OTHERS THINK YOU ARE?

- Expert
 - Novice
 - Somewhere in between
- Resource
- Problem solver
- Professional
- Role model
 - Inspiration to others



WHO ARE YOU?

⦿ Passion:

1. _____ 2. _____ 3. _____

⦿ Expertise:

1. _____ 2. _____ 3. _____

⦿ Aspirations:

1. _____ 2. _____ 3. _____

⦿ Limitations:

1. _____ 2. _____ 3. _____

⦿ Areas for growth:

1. _____ 2. _____ 3. _____

⦿ Positive things said in the workplace:

1. _____ 2. _____ 3. _____

⦿ * * Constructive criticism from someone you respect: * *

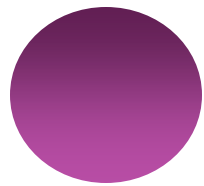
TAKE OWNERSHIP OF WHO YOU ARE!

- ◉ Reconciliation of the “Real YOU”
- ◉ Embrace your strengths
- ◉ Don’t let weaknesses rule who you are
- ◉ Continuing education
- ◉ “Team up” to maximize your strengths
- ◉ Be open to change



NETWORKING

Be Passionate About What You Do!



Tools

For Passionate Networking



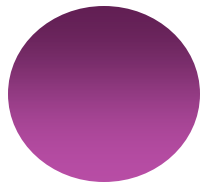
PASSIONATE NETWORKING!

**YOUR
PASSION!!!**



PROFESSIONAL RESUME

And Who Are You?



Key Elements

To Showcasing Your Successes

Resume

Interview



PROFESSIONAL RESUME

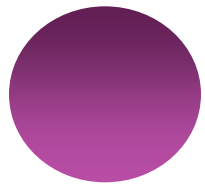
- ◉ Objectives
- ◉ Longevity
- ◉ Key words
- ◉ Formatting
- ◉ Structure
- ◉ Accuracy
- ◉ Delivery

RESUME

SUMMARY OF QUALIFICATIONS

- ▶ Dedicated and self-motivated individual with a record of achievement in a variety of roles.
- ▶ Excellent communication, organization and services, and inventory management skills.
- ▶ Proficient in Windows 95, 97, 98, and Internet. Applied experience in Windows record of achievement in a variety of roles.

EMPLOYMENT HISTORY



Interview Success...

... GET THE JOB YOU WANT!

- Be prepared
- Presentation during interview
- Walk the walk, talk the talk
- Redirect difficult questions
- Closing the interview



IN SUMMARY:

- ◉ Discuss 2 strategies for personal development and self-promotion
 - Know thyself
 - Take ownership of who you are
- ◉ Cultivate 5 tools for passionate networking
 - Smile - show your passion!
 - Introductions
 - Exchange information
 - Seize the moment
 - Cultivate relationships
- ◉ Identify 2 key elements for showcasing your successes
 - Resume
 - Interviews

EXTRA STUFF

- ◉ Discuss 3 ways to handle difficult questions
 - Ask to repeat the question with additional information
 - “Concise and precise answers” (comprehensive, yet succinct)
 - Paraphrase
- ◉ Utilize positive body language to impact communication of your message
 - Avoid fidgeting;
 - Make direct eye contact;
 - Be aware of non-verbal communication
- ◉ Identify 3 non-productive communication techniques
 - Criticizing
 - Blaming
 - Preaching

Contact the Presenters...

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Biography

Marianne DiMola has over twenty-five years of experience in health care human resources management and career development. Her experience includes Branch Directorships with two of the country's leading home healthcare organizations Bayada Nurses and Nursefinders. She is a founding member of CMSA's TriChapter NY conferences and currently serves as the Executive Director of the New York City chapter of CMSA and Board Member for the Mid-Atlantic chapter. In addition she is a founding principal and National Vice President for Pathway Medical a nationally recognized leader providing Case Management recruitment, retention advisory services, and HEDIS staffing and project management nationwide.

www.pathway-medical.com

Doris Imperati, RN-BC, BSN, MHSA is a Certified Case Manager with a Masters degree in Health Service Administration from Saint Joseph's College, Windham Maine. She has acquired cumulative healthcare experience in the areas of case management, critical care, nursing leadership, staff development, conference planning, clinical documentation and healthcare consulting. Her current position is as a Specialist Manager with Deloitte & Touche, LLP.

Doris is an active supporter of CMSA on multiple levels, and is currently a member of the NYC, Hudson Valley and Long Island CMSA chapters. In the local arena, she has served as President of Hudson Valley CMSA, Chairman of the Education Committee, co-founder and Chairman of Tri-Chapter CMSA Conference Committee, and as a Board Member, Secretary, Vice President and Treasurer for NYC CMSA. On the National CMSA level, Doris has worked on the committees for Case Manager of the Year and Case Management Standards of Practice.