Index

Note: Italicized page locators refer to exhibits.

Abilities: understanding, 7, 13 ACHE. See American College of Healthcare Executives Adler, Lou, viii, 109 Advanced degrees: factors to consider relative to, 69-70 Agency for Healthcare Research and Quality, 65 AI. See Artificial intelligence Alumni mixers, 112 Amazon, 66 American College of Healthcare Executives (ACHE), 78; annual Congress on Healthcare Leadership, 112; CareerEDGE, 10; Healthcare **Executive Competencies Assessment** Tool, 10; Interview Prep Tool, 100, 104; Job Center, 53, 61; local and state chapter meetings, 135 American Diabetes Association, 65 American Heart Association, 65 American Hospital Association, 65 American Public Health Association annual conference: university alumni mixer at, 112 Appearance: dressing for the job you want, 33, 95-96, 117, 135-36 Apple devices: FaceTime for, 93, 104, 117 Applicant tracking systems (ATSs), 76, 77-78, 79, 82, 83, 84, 87 Articles, online, 65 Artificial intelligence (AI), 87; growing use of, 76; interviewing with, 91 Artificial intelligence interviews: what to watch for and do during, 101-2

Public Health, 53 ATSs. See Applicant tracking systems Attire: professional, 33, 135-36 Audio books, 66 Authority: building around your digital brand, 37 Avatar: classroom, 33 Background checks, 125-26 Barnard, Frederick, 121 Becker's Hospital Review, 69 Bing, 2 Blogs, 40, 65, 72 Body language, 138, 139-41; action items, 141; artificial intelligence interviews and, 102; importance of, 139; understanding, 132 Bots: being interviewed by, 91, 101, 103; resume screening by, 77 Buffett, Warren, 63 Bureau of Labor Statistics: on average amount of years spent at a job, 31 Business attire, 135-36 Business cards, 137; OR codes added to. 138 Business social media accounts: personal accounts separated from, 123, 127

Association of Schools and Program of

Career advancement: professional online presence essential to, viii Career Anchors self-assessment, 10 Career Builder: Harris Poll for, 31; thank-you notes survey, 102 CareerBuilder.com, 61 Credibility: expertise and, 35 Career choices: reasons behind, 52 Curricula vitae (CVs): resumes vs., 76-77 CareerEDGE (American College of Cybersecurity threats, 53 Healthcare Executives), 10 Career goals, 7-8. See also Self-determined Data brokers, 126 Data-related healthcare jobs: rise in, Career opportunities: venturing beyond 52-53 healthcare field, 28 Deception, 22 Career plans: establishing, 51. See also Deleting online presence: issues related Three-year career plans to, 126-27 Deloitte's Global Millennial Study, 31 Centers for Medicare & Medicaid Services, 65 Digital age: living in, 1 Certifications: earning relevant, 67-68; Digital authenticity, 17, 28 examples of, for healthcare Digital brand: checklist, 48; consistency positions, 58; job postings and, 56; of, 41; monitoring and evaluating, three-year career plan and, 57-58 41-42; positive, creating, 127; start Certified Professional in Healthcare Ouality (CPHO), 68 Digital brand equity, 41 Digital brand identity: creating, 41 Certified Professional in Healthcare Risk Digital branding components, checklist Management (CPHRM), 68 Certified Professional in Patient Safety of, 40-42; co-branding, 41-42; digital brand equity, 41; digital (CPPS), 68 Chatbots: being interviewed by, 91, 101 brand identity, 41; digital brand Clapper, James, 126 integration, 41 Classroom avatar: headshot selected Digital brand integration, 41 for. 33 Digital brand recovery, 45-46 Clinical licenses, 56 Digital document signature app, 132 Clinical Social Work Association, 65 Digital footprint: job candidacy and Clothing: professional, 95-96, 117, impact of, 1, 125 135-36 Digital magazines, 66-67, 73 Co-branding, 41-42 Digital mentors, 18, 23-25, 28 CollegeRecruiter, 134 Digital networking, 107-14, 117; action Competition: job fairs and, 138 items, 113; conferences, 111–13; Conferences, 111-13, 135-36; meeting e-mail, 110; LinkedIn, 109-10; people at, 111; meeting presenters resources, 114; social media, at, 112; presenting at, 112; social 110-11 mixers at, 112; tips for, 136-37 Digital persona: self-creation of, 18-19 Confidential security clearance level, 126 Digital profile, 6; authentic, 17; routine Consistency: in digital brand, 41, 43 scanning of, 28 Continuing education, 58, 67 Digital rebranding: definition of, 45 Conversation skills, 135, 137 Digital self-branding, 31–48, 116; action Cover letters: avoiding common mistakes items, 35; basic components for, in, 81; screening, 76; writing, 80-82 40-42; branding yourself as a CPHQ. See Certified Professional in product, 34-35; checklist, 48; as Healthcare Quality continuous process, 47; distinguish-CPHRM. See Certified Professional in ing your offline and online brands, Healthcare Risk Management 32-33; establishing, developing, CPPS. See Certified Professional in and displaying expertise on social Patient Safety media, 35-38, 36; extending brand

image through influencers, 46–47; identifying your unique selling points, 38–40; importance of, 47; monitoring and evaluating your digital brand, 43–44, 48; overlooking what makes you stand out, 42–43; performance assessment metrics for, 44, 45; social media handle and, 34

Digital self-evaluation assessment tool, 19, 20–21

Digital self-perception, 17–29, 116; action items, 19, 23; definition of, 17; importance of, 18; realistic, 19, 22–23; understanding role of, 17

DISC assessment tool, 10

Disney World: customer experience principles at, 64

Distractions: eliminating, for online interviews, 94–95

Diversity: online communication in light of, 123, 125

Dressing for the job you want, 33, 95–96, 117, 135–36

Due diligence, 18, 26

Early Careerist Cases: contacting the organization without permission, 85–86; overlooking what makes you stand out, 42–43; reaching out for online mentors, 24–25; recognizing when it's time to go off-screen, 132–33; setting realistic goals, 142–43

E-books, 66-67, 73

Education requirement: job postings and, 56

E-mail, viii, 109, 110, 117

Emotional intelligence: assessments, 11; definition and components of, 9

Empathy, 9

Employers: applicant tracking systems used by, 76, 77–78, 79; level of scrutiny by, 32; online presence and hiring by, vii; online resources at disposal of, 23; real you and, 18; researching, 26–27

Environmental distractions: eliminating, for online interviews, 94–95

E-signatures, 83

Evaluation: definition of, 115. See also Self-evaluation

Expertise: definition of, 35; developing, social media and, 37; examples of, 36; sufficient demonstrated, 36 Extended DISC Individual Assessment, 10

Extended DISC Individual Assessment, 10 Eye contact: artificial intelligence interviews and, 102; during interviews, 100

Facebook, 1, 27, 37, 38, 40, 46, 108, 109, 113, 121, 123, 124; accounts, analyzing, 19; digital brand integration and, 41; percentage of users in United States, 111; on tagging, 5

FaceTime, 93, 104, 117

Face-to-face (F2F) interactions: basic elements in communication, 128; at conferences, 111–13; hidden job market and, 134; interviews, 91, 96, 132, 141; networking, viii, 109; offline brand and, 33; tips for, 140; training programs, 138

FACHE. See Fellow of the American College of Healthcare Executives Facial expressions, 102, 128, 139 Fellow of the American College of Healthcare Executives (FACHE), 58 Filters. 77

Firefox. 2

FIRO-B. See Fundamental Interpersonal Relations Orientation-Behavior (FIRO-B)

Following up: after interviews, 102–3; on job applications, 83–84

Fonts: for cover letter, 81; for resume, 79 Formatting: of resume, 79

Fundamental Interpersonal Relations Orientation-Behavior (FIRO-B), 9

Gates, Bill, 63
GEIT. See Global Emotional Intelligence
Test
Gestures, 128, 139, 140
Glassdoor, 27, 29, 61, 97, 98

Global EI Capability Assessment (Global Leadership Foundation), 11

Global Emotional Intelligence Test human services organizations, 141; (GEIT), 11 interacting with, via social media, Goals: career, 7-8; long-term, 7; 110-11 mapping, to your three-year plan, Healthcare trends: keeping up with, 69 59, 60; realistic, setting, 142-43; Health eCareers, 62 realistic vs. unrealistic, 8; short-Hidden job market, 134-35 term, 7; SMART, 8 HIPAA (Health Insurance Portability and Going off-screen, 131-43; body language, Accountability Act) audits, 22 139–41; hidden job market, 134–35; Hiring: costs, 101; digital footprint and, 125; online presence and decisions meaning of phrase, 131-32; practicing soft skills and, 132; related to, 31-32 professional events, 135-36; Honesty, 18 recognizing when it is time for, Hospital Careers, 62 132-33; tips for, 139; training, job Hospital Jobs, 62 fairs, and volunteering, 137-38; Hospital Jobs Online, 62 understanding what professional "How to Get Your Resume Past Resume meeting is really about, 136-37 Screening Software" (video), 80 Google, 2, 27, 61 "How to Prepare for an Online Skype Job Google Chat, 93 Interview," 100 "How to Prepare for Video Interviews," Google Chrome, 2 Google Hangouts, 93, 99, 104, 117 100 Google Sheets, 83 Humanoids: being interviewed by, 101 Googling yourself, 1–2, 116; action items, Human resources: artificial intelligence 6; after making improvements screens and, 76; meeting to online persona, 118; checking representatives at job fairs, 138 image results, 5; sample searches, 4; searching by name and keywords, IBM, 76 3-5, 4, 6 Identity theft: preventing, 5 Image results: checking, 5. See also Hackers, 126, 127 Photos and pictures Hair: online interviews and, 96, 100 Improvement: continuous cycle of, 119 Handshakes, 140 Indeed.com, viii, 27, 29, 53, 61, 97, 133, 134 Hands-on practice, 67, 73 Hangouts Chat, 93 Influencers: action items, 47; definition of, 46; extending brand Hangouts Meet, 93 Hard job skills, 56 image through, 46-47; in Harris Poll: for Career Builder, 31 healthcare, identifying, 47 Headhunters, 87, 88 Information technology healthcare jobs: Headphones, 95 rise in, 53 Headsets: testing, 93 Instagram, 1, 38, 40, 46, 113, 121, 124; Headshots: professional, 33 accounts, analyzing, 19; digital Healthcare Executive, 69 brand integration and, 41; Healthcare Executive Competencies percentage of users in United Assessment Tool (American College States, 111 of Healthcare Executives), 10 Instant messaging, 109 Healthcare industry: retail industry's Intangible factors: examples of, 34 influence on, 101 Intent: living with, 108 Internet, 1, 121, 127, 134. See also Healthcare organizations: contacting, without permission, 85-86; as Social media

148 Index

Internet Explorer, 2 Jobs: requirements/qualifications for, Internships, 24 55-56; responsibilities in, 55; titles Interviews, 91–104, 117; action items. of, 22, 54 100; advance planning and prepara-Job search process: challenges related to, tion for, 92-95; artificial intelligence, 86, 88. See also Going off-screen what to watch for and do during, Job skills, 55; hard and soft, 56; new, 101–2; dress for the job you want, prioritizing learning about, 64; 95–96; eliminating environmental three-year career plan and, 59 distractions, 94-95; face-to-face Jobs2Careers, 61 (F2F), 91, 96, 132, 141; making Joint Commission, 65 sure technology works, 92-93; in Journals: online, 71-72 Jung, Carl, 11 online environment, 33; potential, being ready for, 142; practicing for, Jung Typology Test, 11 99-100; primary goal of, 98; questions commonly asked in, Keywords: for getting past resume 97-98; resources, 104; smartphone, screens, 78; searching yourself by 95; success with, tips for, 98–99; name and, 3-5, 4, 6 thank-vou notes after, 102-3 Knowledge, skills, and abilities (KSAs), In Their Time: The Greatest Business 18, 19 Leaders of the 20th Century (Mayo & Nohria), 12 Leadership: assessments of, 12; tracking examples of, 25, 26 Job applications: collecting, via social Leadership perception: in online media, vii; online, 82-83; screening, environment, 25, 26 76; tracking, 83 Lean, 68 Job boards: general, 61; healthcare, Learning assessments, 12 61-62; online, search terms for, 53; Licenses: examples of, for healthcare search terms and, examples of, 54 positions, 58; listed in job Job descriptions: action items, 57; job postings, 56; three-year career skills listed in, 59; regular review of, plan and, 57-58 52-53; what to look for in, 54-57 Life-long learning: success and, 63, 71, Job fairs, 137, 138 117, 119 Job offers: security clearances and, 125-26 Lighting: for digital interviews, 94 Job opportunities: LinkedIn All-Star LinkedIn, viii, 4, 27, 37, 38, 40, 46, 61, 79, status and, 110 80, 81, 82, 97, 117, 123, 124, 125, 133, Job positions: certifications and, 68; 134; connecting with conference three-year career plan and, 59 presenters via, 112; digital brand Job postings: action items, 57; getting integration and, 41; examining your past resume screens, 78; matching profile, 19; mobile app, 110; networkqualifications with those listed in, 81; ing and, 109-10; online mentors, regular review of, 52-53, 59; reviewconnecting with, 23-24; profile ing, 119; what to look for in, 54-57 levels in, 109; profiles of prospective Job preparation, 75-89, 117; in the digital employers, 27; reaching All-Star status age, 76, 117; following up, 83-84; on, 109, 110; tailoring your networkonline job applications, 82-83; ing efforts with, 112–13 resources, 88-89; resume vs. curricu-Location field: job postings and, 53 lum vitae and, 76-77; using outside Long-term goals, 7

Lying: avoiding during interviews, 98; on

resumes, 22

resources, 86-87; writing a cover let-

ter, 80-82; writing a resume, 77-80

Magazines: digital, 66-67, 73 Online and digital resources for learning Manners: professional, 137 new skills, 65-67, 71-73; e-books Marketing: digital branding as form of, 34 and digital magazines, 66-67; Mayo, Anthony J., 12 hands-on practice, 67; online MBTI. See Myers-Briggs Type Indicator articles and blogs, 65; online train-Mehrabian, Albert, 128 ing, 66; online videos, 65; podcasts, Memes, 125 66; university alumni resources, 67 Mentoring relationships: LinkedIn, Online brand: offline brand distinguished 23-24. See also Online mentors from, 32-33 Metrics: for brand performance and Online interviews: advantages with, associated outcomes, 44, 45 91, 103 Microphones: testing, 93 Online job applications, 82-83 Microsoft Edge, 2 Online journals, 71-72 Millennials: job tenures and, 31 Online mentors, 133; accessing, 23; MindTools' "How Emotionally Intelligent monitoring/evaluating perceptions Are You?," 11 of, 29; reaching out for, 24-25 Modern Healthcare, 69 Online peers: digital self-perception and, Monster.com, 28, 29, 61, 78, 134 23-24, 27; monitoring/evaluating perceptions of, 29 Motivation, 9 Online persona: accurate appraisal of, Musk, Elon, 63, 68 Myers, Isabel Briggs, 11 18; cleaning up, 2, 32 Myers-Briggs Type Indicator (MBTI), 9 Online presence: hiring decisions and, My Interview Simulator—Online Edition, 31-32; monitoring, 127 100, 104 Online training, 66, 71, 72 Online videos, 65, 71 National Committee for Quality Open-access assessment tools, 11-12, Assurance, 53 14-15; emotional intelligence Networking: going off-screen tips for, assessments, 11; leadership assess-139; hidden job market and, 134-35; ments, 12; learning assessments, with intent, 108, 113, 117; with 12; personality assessments, 11 many people, 108; other face-to-face Organizational culture: determining events, 113; professional online personal fit with, 25-27, 28 presence essential to, viii; purpose Outside resources: using, 86-87 of, 107. See also Digital networking New Enneagram Test, 11 PayScale, 27, 29 Nohria, Nitin, 12 Performance assessment metrics: digital Nonverbal behaviors, 128 brand, 44, 45 Nurse.com jobs, 62 Personality assessments, 11 Nursing jobs, 62 Personality type theory, 11 Personal social media accounts: business Objectives: mapping to your three-year accounts separated from, 123, 127; plan, 59, 60 making private, 122, 127 Observing people, 136 Photo album: professional, 35 Offline brand: online brand distinguished Photos and pictures: inappropriate, from, 32-33 removing, 123; privacy settings and, Omissions on resume: employer detec-122; professional headshots, 33; tion of, 46 tagging, 5; viral, 121 Pinterest, 124 "One Look Is Worth a Thousand Words" Planning: for interviews, 91, 92–95 (Barnard), 121

Podcasts, 66, 71, 72 Resumes, 117, 133, 137, 138, 139; Polarized topics: avoiding, on social curricula vitae vs., 76-77; evaluating, media, 124 119; formatting for, 79; lying on, 22; online job applications and, 82; Posts on social media: cleaning up, 123-24; strategic communication reviewing, 19; screening, 76; updating, 32; writing, 77-78 and, 124-25 Posture, 139, 140; artificial intelligence Resume screening software: increased interviews and, 102; online use of, 77 interviews and, 100 Resume screens: getting past, 78-80 Preferred qualifications, 55 Retail industry: influence on healthcare, Presenters: at conferences, 112 101 Previous experience: job postings and, 56 Robots, 77, 78, 82, 91 Price Group's "True Leader" quiz, 12 Rometty, Ginni, 76 Privacy, 121; personal social media Rothberg, Steven, 134 accounts and, 122; settings, 122, 127 Safari, 2 Probation, 22 Saint-Exupéry, Antoine de, 61 Professional certifications, 56 Salary: data on, 27; expectations, interview questions about, 98; job Professional events: as networking responsibilities and, 55 opportunities, 135-36 Professional goal achievements: Sapp, J., 8 identifying, 41, 48 Schein, Edgar, 10 Professional image photo: revisiting, 35 School profile: headshot selected for, 33 Professionalism: demonstrated, 137 Scientific journals, 65 Professional meetings: tips for, 136-37 Screenshots, 123, 125 Professional network: building, 107, 117; Scrubbing online presence: issues related meeting regularly with, 14 to, 126-27 Professional photo album: creating, 35 Search engines: accessing, 2 Profiles: cleaning up content on, 123-24; Searching yourself by name and keyword, LinkedIn and levels of, 109-10; 3-5, 4, 6 school, 33 Search terms: for online job boards, 53, 54 Public Health Employment Connection, Secret security clearance level, 126 Security clearance investigations, 126 Security clearances: job offers and, Public Health Jobs, 53, 62 Public information: scrubbing, 127 125-26; levels of, 126 Punctuality: digital interviews and, 99 Security Executive Agent Directive 5, 126 Self-assessment: improvement and, 119; Quick-response (QR) codes: adding, to tools, 9-10, 14 business cards, 138 Self-awareness, 9 Self-determination: definition of, 52 Reading: self-learning through, 68-69 Self-determined career, 51-62, 116; Realistic goal setting, 142-43 action items, 60; creating a three-Rebranding: definition of, 45 year career plan, 57-59; definition Recruiters, 86-87, 88, 102 of, 52; mapping goals/objectives Referrals, 134 to your three-year plan, 59, 60; Reputational enhancement: co-branding regularly review job postings and descriptions, 52-53; resources, and, 42 Required qualifications, 55 61-62; what to look for in job post-Respect: online communication and, 124 ings and job descriptions, 54-57

Self-discovery, 7–15, 116; action items, Social proof: definition of, 36; examples 13; career goals, 7-8; various of, 36; for your unique selling meanings of term, 7 points, 40 Self-evaluation, 115-20; action items, Social skills, 9 120; description of, 118; improve-Soft job skills, 56 ment and, 119; ongoing process of, SpaceX, 63 115, 120; reviewing what you have Strengths: understanding, 7, 13, 59 learned about, 115-17 Self-learning, 63-74, 117, 119; earning Tagging photos, 5 relevant certifications, 67-68; job Tangible factors: examples of, 34 skills and, 56; online and digital Technical certifications, 56 resources for, 65-67, 71-73; Technology: online interviews mediated prioritizing learning new job skills, by, 91, 92-93 64; reading and, 68-69; returning to TED Talks, 65, 71 school, what to consider, 69-70 Texts, 109 Self-regulation, 9 Thank-you notes: sending, after Selling points: unique, identifying, 38-40 interviews, 102-3 Short-term goals, 7 Three-year career plans, 119; certifications and licenses, 57-58; SimplyHired, 61 Six degrees of separation theory, 108 considering different aspects of, 57; creating, 57-59; job positions, 59; Six Sigma, 68 Skill building: prioritizing, 64 job skills, 59; mapping goals and Skills: falsifying, 22 objectives to, 59; sample career plan Skype, 33, 93, 104, 117 and map, 60 SMART goals, 8 Timeline for goals and objectives: Smartphone: interviews, suggestions creating, 60, 60 for, 95; submitting job applications Time management skills: going off-line on, 83 and, 132 Snapchat, 27, 124 Tone of voice, 128 Social media, viii, 1, 23, 109, 113, 121-28, Top-secret security clearance level, 126 133; accounts, monitoring and Training: online, 66, 71, 72; programs, 137 updating, 28; action items, 127; "True Leader" quiz (Price Group), 12 cleaning up content on, 123-24; Tuition programs, 69 Twitter, 1, 27, 38, 40, 111, 113, 124; controversial content on, 121; deleting or scrubbing online accounts, analyzing, 19; digital presence, 126-27; establishing, brand integration and, 41 developing, and displaying expertise on, 35-38, 36; job applications Unethical employers: digital rebranding screened via, vii; job offers, security and, 45-46 clearances, and, 125-26; "liking" Unique selling points (USPs): action and "unliking" on, 123, 125; making items, 39; identifying, 38-40; personal accounts private, 122-23, supporting, evidence or social proof 127; networking with, 110-11; for, 40 resources, 128. See also Facebook; University alumni resources, 67 Instagram; LinkedIn; Twitter USAJOBS, 61, 77 Social media groups: finding and USPs. See Unique selling points joining, 37 Social media handle: definition of, 34 VARK questionnaire, 12 Social mixers: at conferences, 112 Verbal cues: reading and interpreting, 132 Video conferencing software, 93 Videos: online, 65, 71; viral, 121 Vimeo, 65 Visual cues: in artificial intelligence interviews, 102; reading and interpreting, 132 Volunteering, 37, 119, 137, 138

Video conferences, 109

Weaknesses: understanding, 7, 13, 59 Web browsers, 2 Webcam: online job interviews conducted via, 92 Webinars, 109
"Which Type of Leader Are You?"
(Mayo), 12
White, Amy, 23
Winfrey, Oprah, 63
Work values test, 12
Writing: cover letter, 80–82; resume, 77–78

Yahoo!, 2 YouTube, 65, 124, 125

ZipRecruiter, 61