

Contents

<i>Foreword</i>	ix
<i>Preface</i>	xi
<i>Acknowledgments</i>	xv
<i>Introduction</i>	xix
Part I	Managing Yourself—Self-Discipline
Chapter 1: Perception Versus Reality	3
Chapter 2: Professional Image	25
Chapter 3: Professional Reputation	43
Chapter 4: Ethical Decision Making	57
Chapter 5: Interpersonal Relationships	69
Part II	Serving Others
Chapter 6: Engaging the Workforce	87
Chapter 7: Executive Team Members	103
Chapter 8: The Governing Board	123
Chapter 9: Human Resources	139
Chapter 10: Communications, Technology, and Social Media	161
Chapter 11: Physician Relationships	181
Chapter 12: Recruitment and Selection	203

Part III	Serving Inside the Organization	
Chapter 13:	The New Position	223
Chapter 14:	The Office	239
Chapter 15:	Ethnic and Gender Diversity	255
Chapter 16:	The Multigenerational Workforce	275
Part IV	Capstone	
Chapter 17:	Self-Awareness and Derailment	293
<i>Epilogue</i>		317
<i>Appendix A: Human Resources Ethics Survey</i>		321
<i>Appendix B: Effective Use of LinkedIn</i>		327
<i>Index</i>		331
<i>About the Authors</i>		349