Conducting a Career Campaign

TXHIMA Student Academy

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Career Campaign vs. Job Search

**Job search** - looking for a job that pays a certain amount of money for tasks that you would not mind doing.

**Career campaign** - when you know what you want and are determined to reach that goal.
Creating a Personal Brand

**Definition**

“Process by which individuals differentiate themselves and stand out from a crowd by identifying and articulating their unique value proposition, leveraging it across platforms with a consistent message and image to achieve a specific goal.” (Schawbel, 2016)

Personal Branding

Your Voice

Your Word
✓ Keep your word, no matter what

Your Mannerisms
✓ Handshakes
✓ Eye contact
✓ Language usage
✓ Easily distracted (phone, etc)

Your Network
✓ Who do you collaborate with?

Your Habits
✓ Don’t build around your successes, build around your habits

Your Style
✓ Wear what sheds more light onto who you are and what you believe in

Tools for an Effective Campaign

- Effective resume
- Informative cover letter
- LinkedIn profile
  https://www.themuse.com/advice/the-31-best-linkedin-profile-tips-for-job-seekers
- Polished presence
- Solid communications strategies
Applying for a Position

- Apply even if there is an experience requirement
- Expand your horizons outside traditional healthcare settings
  - Use connections such as: LinkedIn, Glassdoor, Corporate websites
- Take control of your career path – network!
  - Attend area HIM meetings (HAHIMA, AHIMA, HIMSS)
Solid Communication Strategies

- Professional greeting
- Prepare for all interactions
- Social media considerations
- Send your references a copy of your resume
- When communicating by email
  - Use job code or contact name in subject line
The pitfalls…

When looking for a position…

- Watch your greetings
  - Focus on professionalism
  - May want a personal and professional line
- Email addresses…partygirl18@ should be re-considered
- Incorrect contact information
- Watch the spelling
- Make sure your references are aware and prepared
The pitfalls...

When Interviewing...

 ✓ Be prepared to take the call
 ✓ Brush up on your professional etiquette
 ✓ Don’t let your professional demeanor slip
 ✓ Consider interview environment
How to move up??

- Take Initiative
- Get comfortable with being uncomfortable
- Position yourself to learn new things
- Take control of your career path
- Get involved with your local, state, national associations
- Develop your Board
- Stay connected to the industry through volunteering and involvement
- Be accountable
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