

UMKC School of Medicine
Faculty Development – Professional Development Series
Crafting and Communicating Your Message: The Elevator Speech and the Tweet
Meeting Minutes
March 17, 2014 – 5:00 p.m. – School of Medicine – Theatre B

Note: You may recall that this Professional Development Series workshop took the place of our regularly scheduled Faculty Development Meeting.

The Professional Development Series workshop called to order at 5:00 p.m. by **Dr. Rebecca R. Pauly**, Faculty Development Committee.

Learning Objectives – By the end of this workshop, the audience will have:

- Refined their own personal brand
- Practiced and gained skills in articulating a personal brand
- Become aware of social media avenues to utilize, in order to enhance your brand

Definition of Personal Branding – Characteristics created around your name, individual attributes, skill set, and/or career accomplishments. It is a leadership requirement, not a self-promotion campaign. ***If you don't define your brand, someone else will.***

Highlights of the Event:

- Essential to have a personal brand
- Promise + Experience = Relationship
 - Brands are relationships developed over time
- Authenticity is critical to brand success
 - Gives clarity of purpose, increases self-confidence, and develops emotional resilience
- Promise + Experience = Brand
- Graceful Self Promotion

Activity – Developing Your Personal Brand Mantra:

- 1. Determine Your Emotional Appeal** – for example:
Supportive
Encouraging
Go-to Person
- 2. Determine Your Description** – for example:
Interdisciplinary
Faculty
Woman
- 3. Determine Your Function** – for example:
Advocate
Administrative Professional
Researcher
Mentor
- 4. Put It All Together – Core Message (Message Mapping)** – for example:
A Creative Faculty Advocate

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The audience was asked to prepare a list of descriptive words to describe their personalities, such as:

- Supportive, interdisciplinary, administrative professional, etc.
 - Provide at least three definitions of supportive evidence for each descriptive word.

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Dr. Mark Hoffman, Director, Center for Health Insights, gave a presentation on the importance of using social networking tools, such as the following to advertise your brand:

- Google Scholar Research Gate
- Pinterest Mendeley
- You Tube Klout
- Twitter Facebook

Dr. Hoffman also encouraged the audience to build out a social network, ask about others' work, as well as communicate your own. Your brand will help draw other people to your body of research.

- Use a consistent visual
- Be selective about what you share in the social media
- Google Analytics
- Create profiles; update after major events; tweet and share generously (other's successes) and reciprocation should follow
- Share about yourself sensibly.
- Professional headshot

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The next Faculty Development Meeting is scheduled at 4:30 p.m., **Monday, May 19, 2014** in the School of Medicine Dean's Large Conference Room, First Floor, M1-108.

Adjournment: The Professional Development Event was adjourned at 6:00 p.m.

Respectively submitted,
John W. Foxworth, PharmD
Chair, Faculty Development Committee, and Asst. Dean, Faculty Development