


Being Authentically You: How to build and communicate your leadership brand

AAPA Executive Leadership Conference, March 2023

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AMAZING
THINGS
ARE
HAPPENING
HERE

Disclosure

- I have no relevant commercial relationships to disclose

Q: How much power is there in personal branding?

Power of Personal Branding



Power of Personal Branding



Power of Personal Branding



Power of Personal Branding



Being Authentically You: Leadership Brand

Power of Personal Branding



Being Authentically You: Leadership Brand

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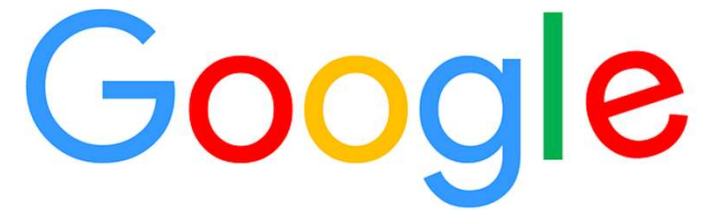
Power of Personal Branding



Being Authentically You: Leadership Brand

Q: How are reputations built and destroyed?

Power of Personal Branding



Q: What is your personal brand?

Power of Personal Branding

- When employees or other leaders hear your name or see your picture, what do you think *they* think?
 - What do recruiters think when they look for candidates?
- How are they coming to that conclusion?
- One key takeaway:
 - *You have a leadership brand already, and you can take control of it!*

Learning Objectives

- At the conclusion of this session, participants should be able to:
 1. Assess one's own current personal leadership brand and reputation
 2. Identify potential risks to personal branding when using social media platforms
 3. Develop a plan of action for building and/or improving one's own personal leadership brand

Assessing your personal brand

Assess your brand



Curriculum Vitae



Feedback



Social Media



Online Presence

Assess your brand

- Take stock of your reputation
 - CV
 - Is it updated?
 - » Does it reflect the leader you're aspiring to be?
 - Is it accurate?
 - Can it be verified?

Assess your brand

- Take stock of your reputation
 - Feedback
 - Gather sources of feedback
 - » Manager/Employer feedback
 - » Lecture reviews
 - » Online business/clinician reviews
 - » Press Ganey
 - » Personality Testing

Joseph Ciavarro

Section 1: Leadership Competencies - Comprehensive Data

8. **Building collaborative relationships** - Builds productive working relationships with co-workers and external parties.

Action Event: Manager Evaluation: January - December 2022 Performance Review: Joseph Ciavarro Jr

Subject	January - December 2022 Performance Review: Joseph Ciavarro Jr
Overall Status	Successfully Completed
Initiated On	12/02/2022 10:24:09 AM
Effective Date	12/31/2022



EDGAR H. SCHEIN
CAREER ANCHORS

Profile for:
Joseph Ciavarro
Date: June 8, 2022

Assess your brand

- Take stock of your reputation
 - Social Media
 - Great medium for building your brand, networking, sharing ideas
 - Review and evaluate all #SoMe platforms you are present on
 - » Facebook, Instagram, Twitter, TikTok, SnapChat, YouTube, Pinterest, Reddit
 - » LinkedIn, Doximity
 - » Online chats (AAPA Huddle!)

Assess your brand

- Take stock of your reputation
 - Social Media
 - Who are you following? Who follows you?
 - Are your pictures consistent with the brand you're building?
 - What are your privacy settings?
 - Search your name on #SoMe platforms- who else appears as you?

Assess your brand

- Take stock of your reputation
 - Online Presence
 - Do some homework- Search yourself online
 - » Is it accurate? Is it respectful and aligned with the career you want?
 - » Anything at risk?
 - » Review news articles, videos, and images

<https://www.zocdoc.com> > doctor > joseph-ciavarro-pa

Joseph Ciavarro, PA, New York, NY | Physician Assistant

Joseph Ciavarro, PA is a Physician Assistant. Read more to learn about **Joseph Ciavarro**, PA's background, education, and other specialties.

<https://www.instagram.com> > joethepanyc

Joe Ciavarro PA-C (@joethepanyc) • Instagram ... - Instagram

Joe Ciavarro PA-C he/him/his. Proud #IRAD PA @nysspa Board of Directors Healthcare Admin PA Instructor New York, NY. www.nysspa.org. 83 posts.

<https://mobile.twitter.com> > _joeciavarro_

Joe Ciavarro (@_joeciavarro_) / Twitter

#StartSpreadingTheNews, our magic number is down to Mickey Mantle! Final: Yankees 2, Twins 1. Image. 97. 1,836. 4,974. **Joe Ciavarro** Retweeted.

<https://www.doximity.com> > States > New York > Brooklyn

Joseph Ciavarro, PA - Interventional Radiology - Doximity

Joseph Ciavarro, PA is an interventional radiology physician assistant in Brooklyn, New York. Joseph is affiliated with Mount Sinai West.



<https://www.medelita.com> > Community

Joe Ciavarro, PA-C, MBA - Medelita

Sep 19, 2020 — Name: **Joe Ciavarro**, PA-C, MBA. Title: Physician Assistant. Location: New York, NY. School/Program: Northeastern University.



<https://d.facebook.com> > photos

NYPD 20th Precinct - REMINDER ALERT this Sunday ...

Nov 5, 2021 — **Joe Ciavarro Jr.** Thanks for sharing. 1 yr Report.

People also search for



About 13,400 results (0.26 seconds)


 AAPA

Executive Leadership Conference

Course Directors. Alisha T. DeTroye, MMS, PA-C, DFAAPA. Andrea Lowe, MBA, MHA, PA-C. Joe Ciavarro, PA-C, MBA. Registration...

May 9, 2020



 The Rome News-Tribune

Turner McCall bridge work delayed until 2026, Rome ...

It was a really good catch," said Joe Ciavarro, district planning and programming liaison for the DOT in Northwest Georgia.

Feb 12, 2021



 NJ.com

The price of homes sold recently in North Jersey. Deed transfers, Oct.3-9, 2022

35 Pleasant Ave., \$430,000 Michele Vacarro, Joseph Vacarro (Wilson Chan) ... 3 Krista Court, \$1,250,000 Jason Ciavarro, Kristen Ciavarro...

Nov 14, 2022



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Nov 18, 2022




 The Rome News-Tribune

Work to start on Booger Hollow bridge replacement

Joseph Ciavarro, planning engineer for GDOT District 6, said original plans were to maintain the current four-lane configuration.

Jul 26, 2018



 Atlanta Journal-Constitution

GDOT to unveil plans for I-75 to Rome connector



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Joe Ciavarro Obituary - Visitation... stewartfh.com



Obituary of Joseph A. Ciav... martinfh.com



Joe Ciavarro Obituary - Vi... stewartfh.com



Mount Sinai Health System on T... twitter.com



2020 District Director C... nysspa.org



Joe Ciavarro Obituary -... stewartfh.com



MEDELITA Stethoscope Review by HIP ... medelita.com



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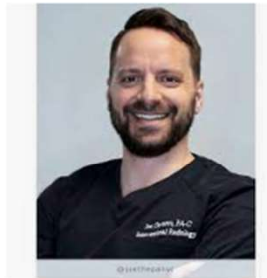
Media featuring Joe Cia... joethepa.com



Joe Ciavarro Obituary -... stewartfh.com



Mount Sinai IR on Twitter: "LIVE ... twitter.com



Dr. Amna Husain ... milled.com



Identify risks in using #SoMe

Identify Risks in Social Media

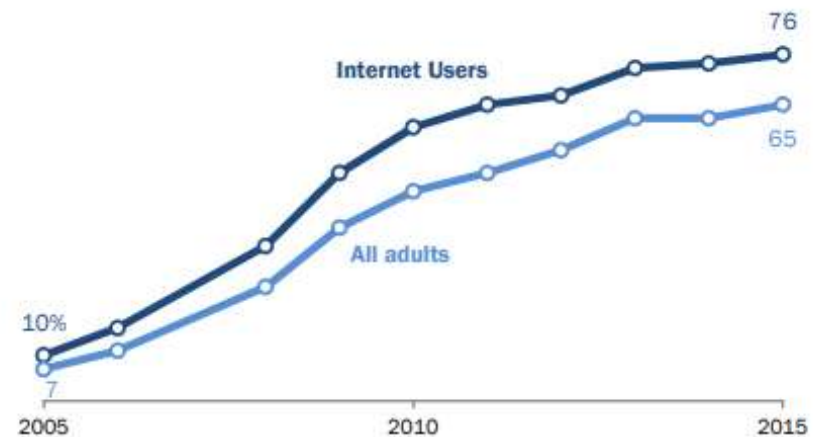
- What is social media?
 - *"Interactive computer-mediated technologies that facilitate creation and sharing of information, ideas, career interests, and other forms of expression via virtual communities and networks"*⁶

Identify Risks in Social Media

- Social Media 2005-2015
 - Steady increase in users
 - Growing use in medical education, patient education, health research, public health campaigns, professional development...¹⁰

Social Networking Use Has Shot Up in Past Decade

% of all American adults and internet-using adults who use at least one social networking site

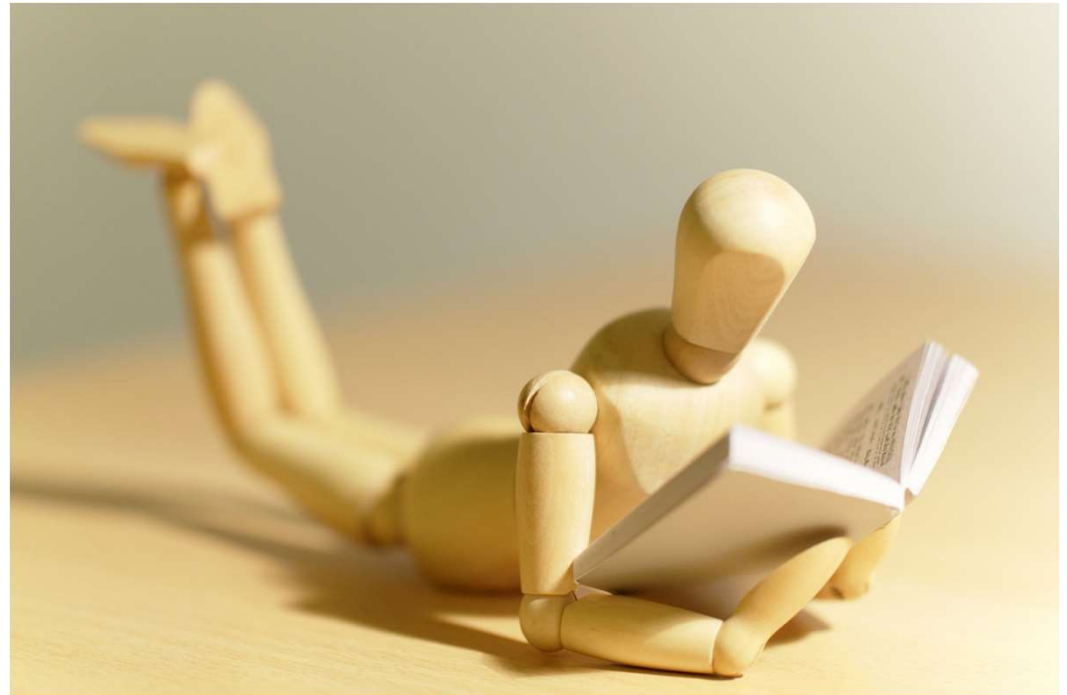


Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

PEW RESEARCH CENTER

Identify Risks in Social Media

Hashtag	Tweet	Trending
Reel	Post (n.)(v.)	TL;DR
TIL	DM/PM	Doxxing
Drag	Impressions	Troll
Avatar	'Don't @ Me'	



Identify Risks in Social Media

- Social Media
 - Anything online, is for everyone!
 - Privacy settings are irrelevant
 - Copy/paste?
 - Screenshot

Identify Risks in Social Media

■ Social Media

– COVID accelerated conversations about healthcare professionals and leaders use of social media.

- Opinion v. fact
- Education v. misinformation
- Personal v. professional

Identify Risks in Social Media

■ Social Media

– Many ways healthcare leaders can #fail on #SoMe, but commonly:

- Ignorant gaffe
- Insensitive joke
- Blatant insult
- Patient confidentiality



If your child addresses a letter to the North Pole, you can leave it with us. We do shredding.

12/16/18, 4:18 PM

Identify Risks in Social Media

Ignorant Gaffe

Insensitive Joke

Blatant Insult



Identify Risks in Social Media

Ignorant Gaffe



Insensitive Joke



Blatant Insult

Identify Risks in Social Media

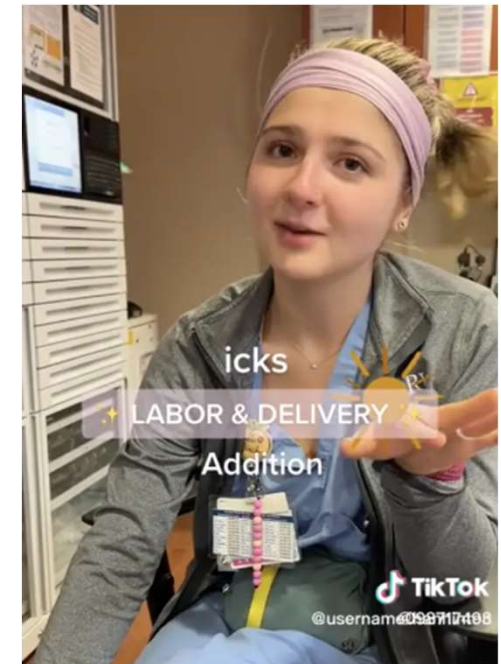
Ignorant Gaffe



Insensitive Joke



Blatant Insult



Identify Risks in Social Media

■ Social Media

- Violations of patient confidentiality
 - Vague descriptions
 - Accidental posting of PHI
 - Innocently commenting/sharing
- Just because it doesn't violate HIPAA, doesn't mean it clears employee policy

Identify Risks in Social Media

■ Social Media

- Elite Dental Associates v. Office of Civil Rights⁸
 - HIPAA information on Yelp Review response
- Texas Children’s Hospital RN⁹
 - Fired over posting patient story on Facebook Anti-Vax Group
- Roane County, TN EMS¹¹
 - EMS posted on FB “Well, we had a first. We worked a code in a chicken coop!”

Develop a plan to (re)build your brand

(Re)Building your brand



Curriculum Vitae



Feedback



Social Media



Online Presence

(Re)Building Your Brand

- Start with easiest
 - Rebuild your CV
 - Design 2-3 variations for different career paths/functions
 - Keep a reference copy
 - Details with dates, contacts, notes, etc.

(Re)Building Your Brand

- Solicit Feedback

- “Feedback is the breakfast of champions” - Ken Blanchard

- Prepare your emotions; be honest

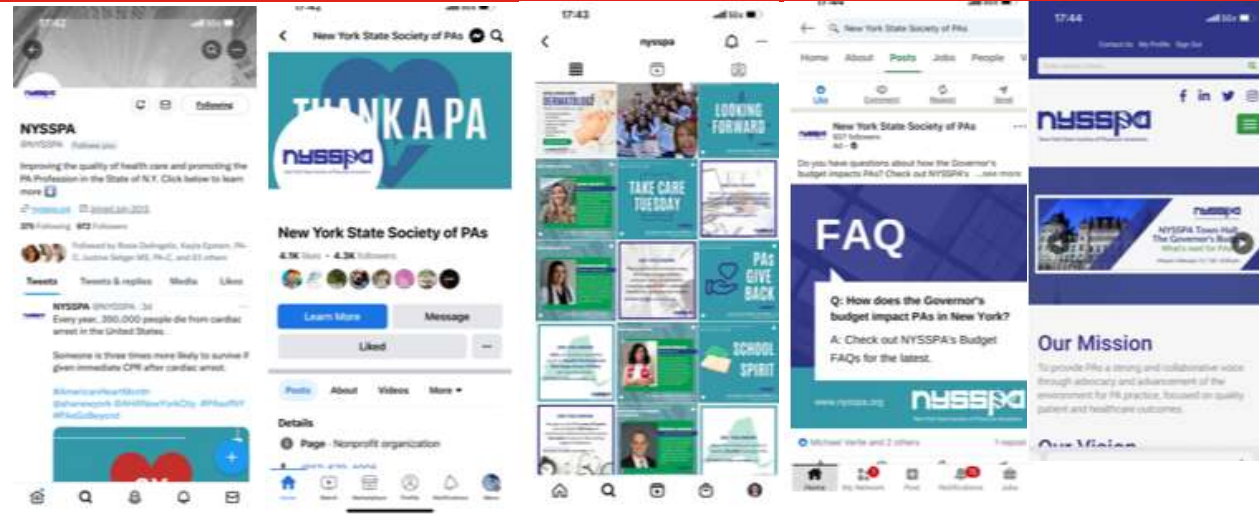
- Schedule sit-downs

- Seek outside, objective feedback

- » Plug: ACHE Leadership Development course

(Re)Building Your Brand

- Social Media re-branding
- Tips
 - Consistency yields recognition
 - Cultivate content based on use of SoMe platform
 - Meaningful engagement
 - Protect your brand



(Re)Building Your Brand

- Online Presence

- Review your assessment, devise a plan
 - What needs correcting? What poses a risk?
- Patient/customer feedback (if applicable)

(Re)view

(Re)view

- Assess your personal brand
- Learn (reputation) risks of social media use
- Develop a plan to (re)build your personal brand

(Re)view

- Maintain your brand
 - Continually update CV
 - Seek ongoing feedback
 - Be intentional with #SoMe use
 - Review online presence/reputation

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Questions?

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