

# Agenda

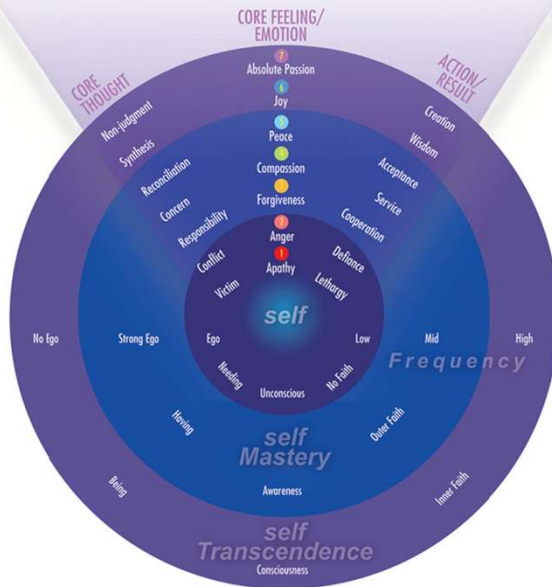
- Activity Group Participation
- Nio Self-Awareness
- Lora Defining Your Brand
- Andrea Brand Ownership and External Delivery
- Panel Panel

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Self Awareness  
Nio Queiro

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# Energetic Self Perception



## → Anabolic Energy

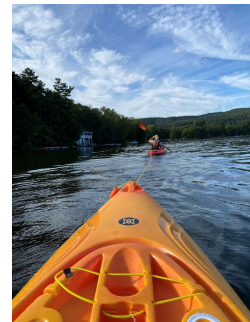
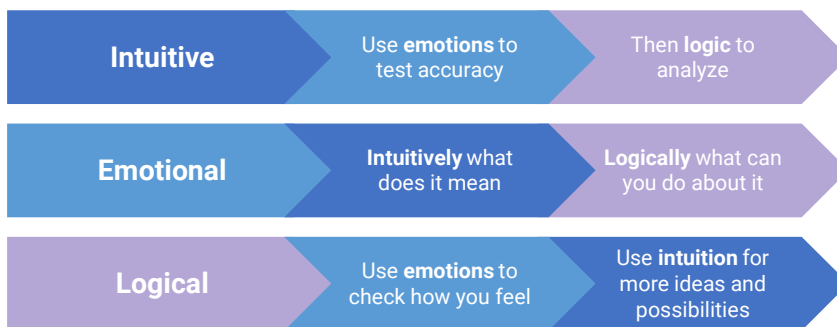
Constructive, building, healing energy. This type of energy releases anabolic hormones, such as endorphins and dopamine, into the body.

## → Catabolic Energy

Draining, destructive energy. This type of energy releases catabolic chemicals, such as cortisol and adrenaline, which actually eat away at our very cells.

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# Holographic Thinking

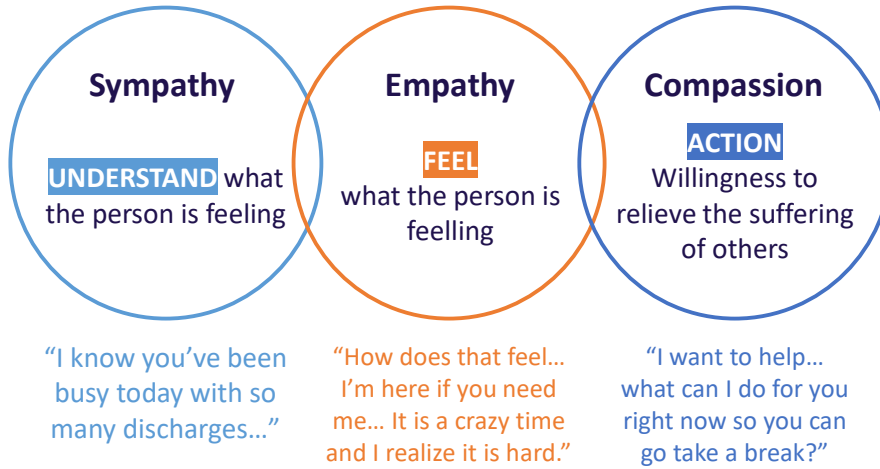


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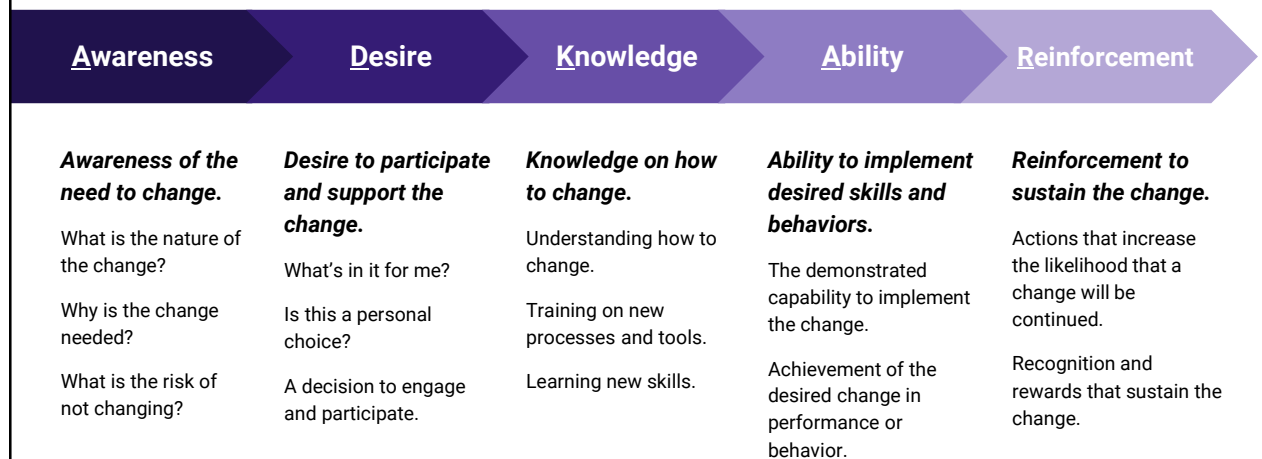
# Sympathy - Empathy - Compassion

What are the differences?

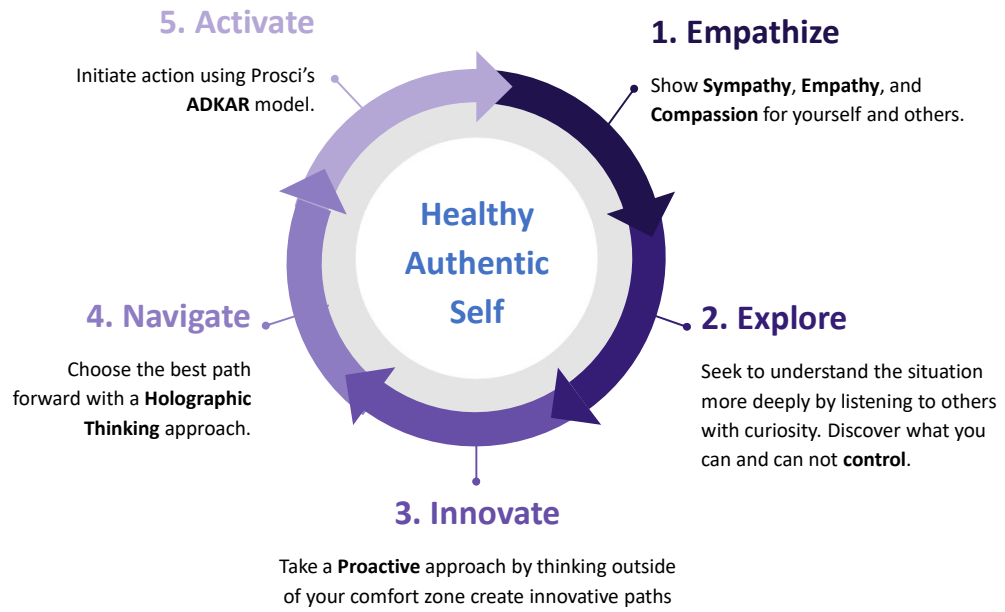


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# Prosci's ADKAR Model



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# Creating Your Brand

Lora Carr

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your  
personal  
brand



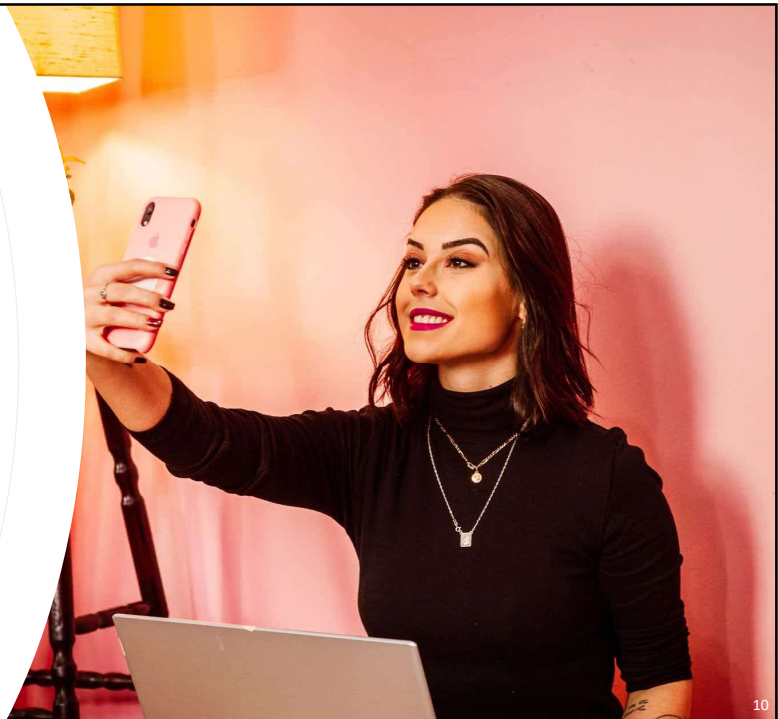
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**THE SECRET TO KEEPING YOUR CUP FULL**

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So, you don't  
have 1 million  
followers and  
create reels for  
TikTok?

You still have a brand



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# personal brand

## authentic self

- how people remember you when you leave the room
- how they would describe you

authentic

# personal brand

## the 5 Cs of your personal brand

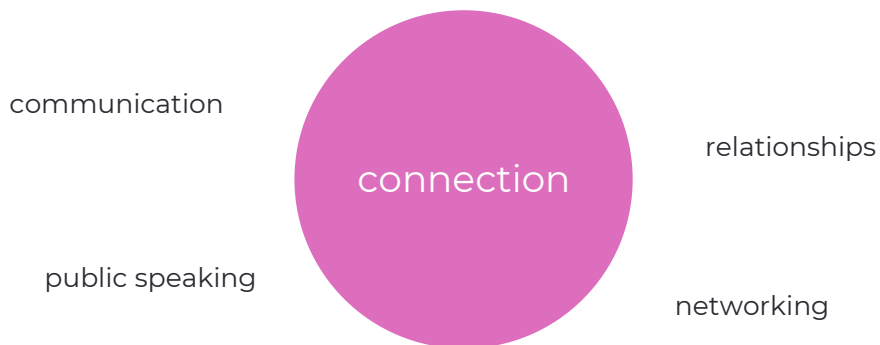


## personal brand | competence



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## personal brand | connection



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## personal brand | courage

asking for help

try new things

courage

participate

difficult conversations

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## personal brand | character

do the right thing

honor  
commitments

character

follow through

honesty

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# personal brand | credibility

be attentive,  
not distracted

integrity



walk the walk, talk  
the talk

intent

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# personal brand | develop a strategy

competence

connection

courage

character

credibility

desired  
results

behavior

behavior

behavior

behavior

behavior

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# Brand Ownership and External Delivery

Andrea Le Pain

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**A FOUNDATION FOR SUCCESS**

**Essential Questions:**

- What is your mission/core values?
- What personality and tone do you want to convey?
- Who are you looking to reach?
- What issues/topics do you want to talk about?

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## GETTING YOUR MESSAGE OUT

### Avenues of exposure:

- Quotes/commentary on breaking news
- OpEds, LTEs & statements
- Bylines, regular columns & guest blogs
- Briefs on company news
- Speaking opportunities
- Social media & blog posts



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## THE CHANGING LANDSCAPE OF MEDIA

- Lines between news and advertising continue to blur
- The media industry is facing staffing challenges
- Social remains important; video is on the rise
- Podcasts have peaked
- The influencer trend is something to watch

**Forbes**

FORBES > LEADERSHIP

### Five Ways To Educate The Healthcare Industry On The Importance Of Big Data And Analytics

**Forbes** Carol Kimura Forbes Councils Member  
Forbes Communications Council COUNCIL POST | Membership (Fee-Based)

Mar 30, 2023, 07:45am EDT

*VP at Omnicell, a healthcare tech company, driving growth through branding, storytelling, thought leadership, and digital experiences.*

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## ONE THING HOLDS TRUE

### Your online presence matters!

- Know where your audience is most likely to turn
- Stay engaged; show you are on top of news
- Make sure you are authentic and engaging
- Influence is a force multiplier



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## PR ONLY WORKS IF YOU HAVE A POV

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- Make sure it's part of the industry conversation.
- Point to change.
- Be authentic. Is it possible to have an entire conversation about this topic without mentioning your company's product/service?



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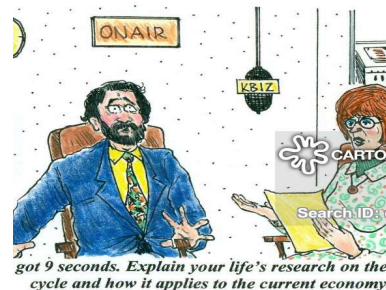
## PREPARATION & COMMON MISTAKES

### Anticipate Questions

- Be current about related industry news
- Identify possible trouble spots
- Think about what could catch you off guard

### Know your message!

- Prepare bullet points. Have your notes handy.
- Don't ramble; be quotable!
- Correct inaccuracies



## CRAFTING QUOTABLE QUOTES

### Five Cs For Good Quotes

- Clear - Avoid jargon
- Concise - Fewer words are better
- Conversational - Keep it simple
- Catchy - Be memorable
- Colorful - Paint a picture



# THE ART OF BRIDGING

## Common Bridges

However...

The real issue is...

Let me put that in perspective...

If you look closer...

That's only one way to look at it...

## Bridging

- Acknowledge reporter's question
- Answer it
- Use a bridge
- Hit something on your agenda



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# WHERE TO BEGIN

## Start small-ish and build!

- You don't have to go it alone.
- It's not just about creating the content.
- It's about getting your content (and you) noticed.



Ghostwriters aren't scary

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# Questions?

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