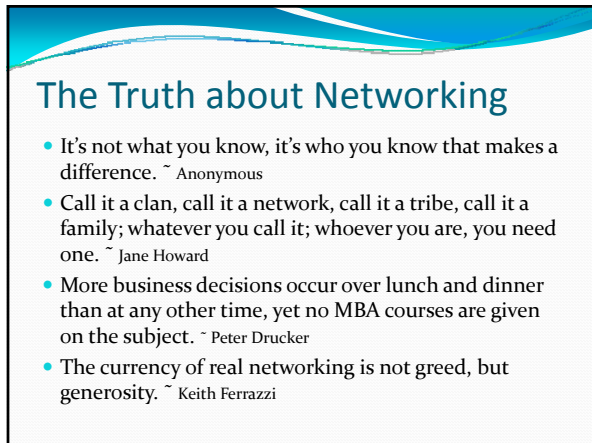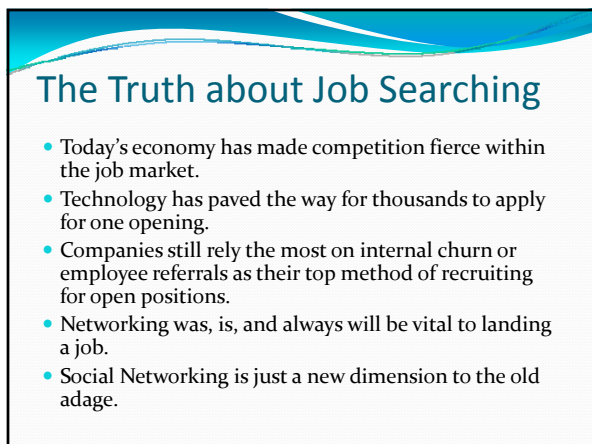# Coding on the River 2011

Leveraging Networks to Define Your Career Path

Presented by Ana Grogan

The Truth about Networking

- It's not what you know, it's who you know that makes a difference. ˜ Anonymous
- Call it a clan, call it a network, call it a tribe, call it a family; whatever you call it; whoever you are, you need one. ˜ Jane Howard
- More business decisions occur over lunch and dinner than at any other time, yet no MBA courses are given on the subject. ˜ Peter Drucker
- The currency of real networking is not greed, but generosity. ˜ Keith Ferrazzi

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The Truth about Job Searching

- Today's economy has made competition fierce within the job market.
- Technology has paved the way for thousands to apply for one opening.
- Companies still rely the most on internal churn or employee referrals as their top method of recruiting for open positions.
- Networking was, is, and always will be vital to landing a job.
- Social Networking is just a new dimension to the old adage.

Why Network?

- To flood yourself with assistance.
- To set yourself apart from others.
- To get the recommendation from day one.
- To have the right job find you, vs. you finding the right job.
- To establish your credibility within your field.
- To create your pipeline of resources within your career path.

Preparing your Strategy

- Do you have what it takes to be successful?
- Do you know what it takes to start networking?
- Have you set your targets on where you want to be?
- Do you have what you need to begin Networking?

Step One: Start with "You"

- As a medical coding professional you must start by taking inventory and understanding what you are up against.
- You must create the marketing plan that will sell "YOU" as the "Product". You must understand…
  - What the job description entails – Do you really know that?
  - How you impact the companies or professionals that employ you – Do you really know that?
  - What are the skills sets that set you apart? – Do you really know that?

Step One = Marketing "YOU"

- When you decide to begin networking you must be prepared to give your elevator speech to everyone you speak to.
- The impression you leave with people within your network will motivate action in others on your behalf.
- Whether its telling people you are looking for an opportunity or you are inquiring about "A Opportunity" be prepared to always tell people why you are the candidate or the strongest potential candidate for the job.

Documenting Info · Speaking · Reading Comprehension · Inductive Reasoning · Monitoring Processes · Active Listening · Communicating with Supervisors · Deductive Reasoning · Writing · Establishing Interpersonal Relationships · Getting Information · Integrity · Evaluating Information · Cooperation · Initiative · Dependability · Identifying Actions, Objects, Events · Flexibility · Persistence · Speech Recognition · Selective Attention · Critical Thinking · Updating and Using Relevant Knowledge

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Step Two: Identify Your Network

- Established Networks
  - Friends
  - Family
  - Neighbors
  - Peers
  - Acquaintances
  - Teachers
- Fresh Networks
  - Conventions
  - Conferences
  - Professionals Associations
  - Job Fairs
  - Volunteering
  - Social Media

Step Two: Growing Your Network

- Resources for fresh networks are abundant today.
- They make growing or expanding your network fairly easy.
- Professional groups make networking easy because:
  - There is a common bond within members
  - Industry information is readily shared
  - Job opportunity information abounds
  - Training and development information is commonplace
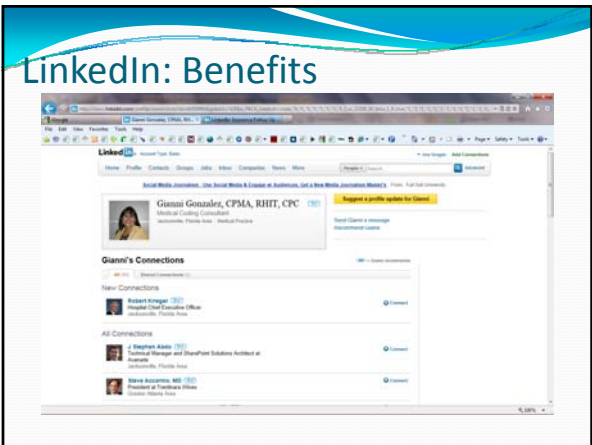
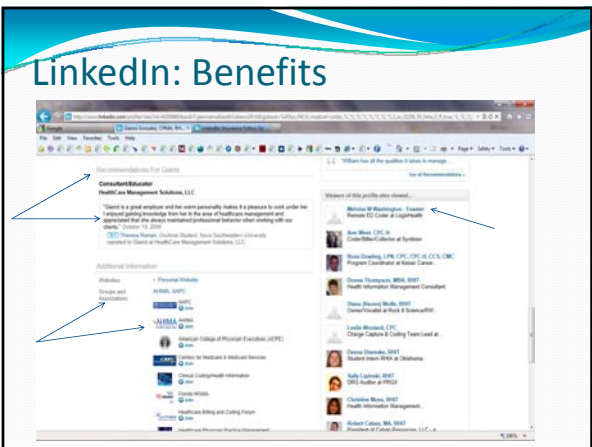## Step Two: Growing Your Network

- Professional Organizations
  - American Health Information Management Association (AHIMA) – 61,000 members.
  - American Academy of Professional Coders (AAPC) – 108,000 members
  - The American Association of Clinical Coders (AACC)
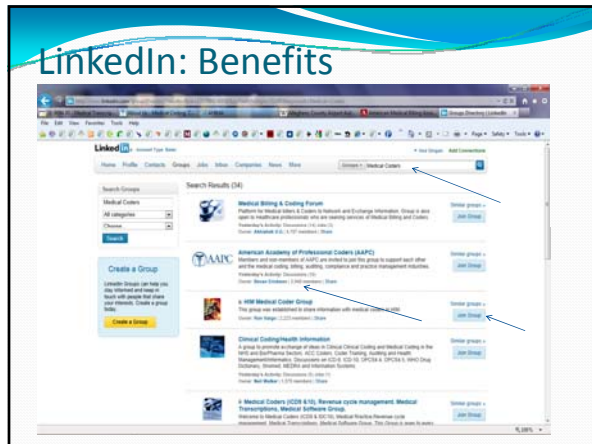 - American Medical Billing Association (AMBA)
- Benefits:
  - Conferences   Trainings   Certifications
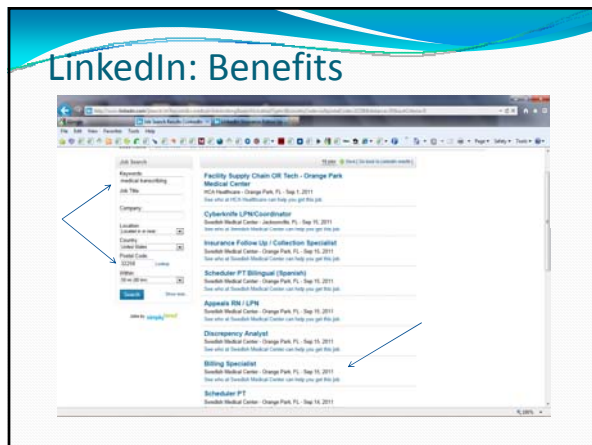 - Job Postings   Industry standards   News & Press
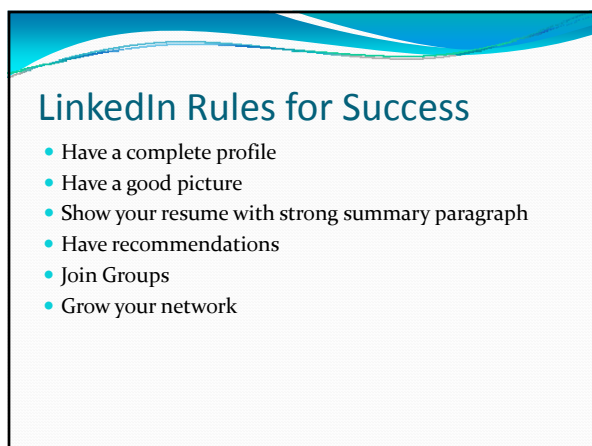
Step Two: Growing Your Network

- Social Media Networks are now among the most widely used recruiting source for employers and job seekers.
- LinkedIn - The No. 1 professional social media site.
- Used only for business purposes:
  - Growing your business
  - Networking
  - Job searching
  - Marketing
  - Industry news

LinkedIn: Benefits

LinkedIn: Benefits

LinkedIn: Benefits

LinkedIn: Benefits

LinkedIn: Benefits

LinkedIn Rules for Success

- Have a complete profile
- Have a good picture
- Show your resume with strong summary paragraph
- Have recommendations
- Join Groups
- Grow your network

Step Three = Getting Organized

- Have contact info ready for each individual.
- Know your topic of conversation for each person.
- Make each conversation count.
- Have your resume ready.
- Always ask to be referred to others that can be added to your network list.
- Plan and schedule your time. (Work your Plan)
- Keep a calendar for follow-up.
- Ask for face time when appropriate.

To Network Successfully…

- You must engage with people.
- You must be able to carry on conversations.
- You must get to the point.
- You must not be afraid to ask for the help.
- You must always have your game on.
- You must not be shy to say what you bring to the table.
- You must always be willing to offer something to others.

Following the Plan

- People judge you by your actions – Especially when they don't know you.
- You have invested a lot into your career – act like it.
- Always remind others what you bring to the table
- Networking will get your foot in the door and your career moved forward each time.
- Its gets easier the more you do it.
- People ALWAYS want to help those who try to help themselves. It tells a lot about you.
- Always give to others. When you give, others feel vested in you.
- Volunteering can get you the experience you need.

Questions
and
Answers