

Social Media: Your Personal Brand and Reputation

Early Careerists Webinar April 28, 2020

Claire Sakaoka

Vice President of Marketing and Branding
Wiederhold & Associates

Meet Your Speaker



Claire Sakaoka

*Vice President, Marketing
and Branding, Wiederhold
& Associates*

Agenda

- Unique selling proposition
- Resume help
- LinkedIn branding
- Blogging and self-promotion
- Repair or build your online reputation

Learning Objectives

- Discover what makes you different (your unique selling proposition)
- Write a results-driven resume
- Prepare a LinkedIn profile that attracts recruiters and hiring managers and accurately communicates your personal/professional brand
- Identify what it takes to become an industry influencer through blogging and self-promotion through social media
- Discuss what a personal brand is and learn how to build and/or repair your brand online



What differentiates you?

- How to identify your super power
 - Take an inventory
 - Advisory board
 - Friends and family
 - Recurring themes
- Write it down

**WHAT
MAKES
YOU
DIFFERENT**



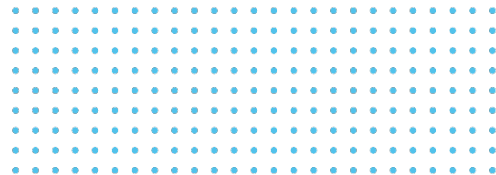
Turn Your Resume Into A Results-Driven Document

- **Create your roadmap**
 - What message do you want your resume to drive?
 - Summary - Areas of Expertise
 - Bullets - Measurable Results



Resume Format

- Overview Description
- Keywords
- **Create buckets of information**
 - Each bucket highlights a skillset, which is then clearly backed up with a measurable outcome.



DIRECTOR and IDN PRACTICE LEADER: Healthcare Strategy

Delivering Executable Solutions and Shaping Critical Decisions

Executive leader and performer developing and leading strategic, transformation, innovation, change management, and optimization efforts for healthcare organizations. A trusted and effective collaborator with a broad scope in developing and implementing strategies that create lasting competitive advantage. Clear and effective communicator and negotiator who consistently exercises seasoned judgment and diplomacy. Substantial experience working with competing demands at multi-site organizations, integrated health systems, provider organizations, joint ventures, and start-ups.

Notable Competencies and Successes: Provide oversight, direction, and leadership for health systems, health plans, physicians, and other healthcare stakeholders. Conduct clear and comprehensible direct-to-employer strategies for a large health system, evaluated offerings, and made improvements to achieve positive profitability for core services. *Other achievements and successes include:*

- **Growth Strategy:** Oversaw the development of a 10-year enterprise strategy for a \$5B integrated health system to layout long-term growth, working jointly with a multi-functional executive team.
- **Partnership Growth:** Led development and launch of a provider-sponsored health plan by identifying, evaluating, and negotiating a strategic JV partnership, procuring state licensure, and directing a successful startup of a new venture with Aetna.
- **Strategic Planning:** Developed portfolio growth strategy with a cumulative net profit of ~\$40M for an AMC by evaluating service lines for economic value and research, education, and mission alignment.

SENIOR EXECUTIVE LEADERSHIP PROFILE

**14+ Years' Healthcare Strategy, M&A, and Planning
Enterprise Health Systems/Healthcare Leadership
Specialties: Strategy, Transformation, Innovation
Commercialization, and Operations Optimization
Network with C-Suite Executives, Building Strong
Physician Relationships, and Providing Advisory**

SPECIAL AWARDS/CERTIFICATION (1998 - 2017)

**Authored Seven Publications, 1998, 2014 – 2017
Leadership North Texas, 2016, FACHE, 2015
Leadership Dallas, 2014
BCG Special Recognition Award, 2006
Co-Inventor on Four U.S. Patents, 2005 – 2006
Certified Sig Sigma Black Belt, 2000**

AREAS OF EXPERTISE

**Branding, Go-to-Market Design, Private Equity
Direct-to-Employer, Commercial, Medicare Advantage
Change Management, Leadership Development
Non-Profit, Organizational Design
Pharmaceuticals, Ambulatory/Post-Acute Systems
Risk Management, Post-Merger Integration**



Measurable Results – C.A.R.



Challenge

Describe the situation you faced.



Action

Outline what you did when faced with it.



Result

Report on the outcome you achieved.

Measurable Results- 3 Tiers



Tier 1

This is the most powerful and always include metrics. These are generally associated with things that we have completed and have measurable metrics or results.



Tier 2

These are the achievements associated with things you worked on part time and perhaps never saw completed and/or things that are difficult to measure.



Tier 3

Achievements/successes expressed in terms that suggest success but don't give it the impact it needs.




Action Words

- Improved
- Maximized/minimized
- Increased/decreased
- Successfully implemented
- Re-energized
- Retooled

Examples

- Accelerated cash by \$750K with a 40% reduction in discharged-not-final-billed in eight months.
- Reducing Employee Harm by 39% through leadership ownership of staff well-being over the course of 12 months.



Tier 2 achievements are harder to measure because they don't have metrics and are associated with soft skills like relationship building, building trust and improving communication.

Examples

- Appointed Interim CEO at XYZ Hospital for 90 days. Hired an OB/GYN within first 30 days and helped save hospital from immediate closure.
- Accelerating safety culture with educational initiative of high reliability organization for 1,000 employees and physicians by creating a new on-boarding program.



Action Words

- *Maximize, minimize*
- *Diminished*
- *Enhanced*
- *Successfully completed*
- *Served*

Examples

- I served on the planning committee for environmental awareness
- Launching pediatric open-heart program through a 10-year partnership with XYZ Hospital.

Key Contributions

- Created direct-to-employer strategy for THR, evaluated and improved current offerings, increased profit by 25% for core services.
- Led small-hospital strategy to develop and implement improvements for the long-term viability of hospital entities and clinical services in rural markets while working with a multi-functional team of 15 executives on the following implementation initiatives

SVP, Strategy, and Planning (Jan 2013 – Jun 2017): Provided direction and oversight to create an enterprise-wide 10-year strategic plan, with themes, objectives, and initiatives and with three-year checkpoints and full business plan articulation. Established a new vision statement, solicited feedback from key stakeholders, and led change management to get buy-in from all senior leaders.

Key Contributions

- Co-led THR's consumer strategy development, partnered with Brand Experience to analyze consumer wants and needs, and developed a segment-based approach to the consumer. As a result, an entire consumer experience division was created.
- Created and launched a population health services company with projected annual revenues of ~\$30M, defined business model, organization structure, and clinical model.

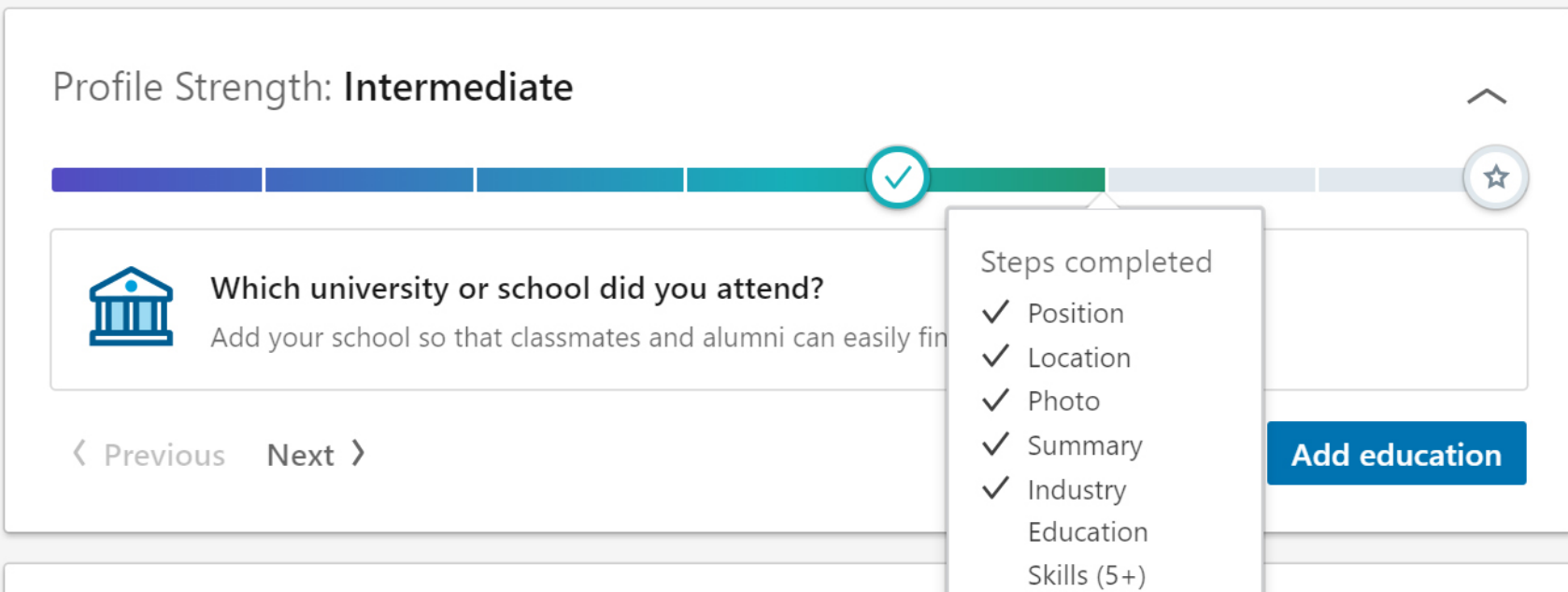
VP, Strategy and Planning (Jan 2012 – Jan 2013): Provided direction and oversight to develop innovative zone and entity strategy development process, implemented within each geographic area and across entire asset base (i.e., ambulatory, inpatient, post-acute). Reconfigured capital planning and prioritization process working jointly with SVP of finance to align strategy and finance planning timelines and developed IT solution to support.

Key Contributions

- Led customer segmentation strategy development, identifying validated patient experience segments based on needs analyses.
- Developed a strategic response to emergence of health care exchanges, forecasted market options, and proposed options for THR.
- Led evaluation of the DFW physician market, developed targeted physician strategies by estimating network relationships and asset utilization patterns. As a result, THR grew the PCP presence commensurate with its overall market share.

LinkedIn – How to Maximize Your Profile

- How to take your resume to the “all-star” status



The screenshot shows the LinkedIn profile strength interface. At the top, it says "Profile Strength: Intermediate" with an upward arrow. Below this is a progress bar with five segments. The first three are dark blue, the fourth is teal with a white checkmark, and the fifth is light grey with a star icon. A dropdown menu is open over the teal segment, listing "Steps completed" with a list of items: Position, Location, Photo, Summary, Industry, Education, and Skills (5+). Below the progress bar, there is a card with a university icon and the text "Which university or school did you attend? Add your school so that classmates and alumni can easily find you." Below the card are "Previous" and "Next" navigation arrows. To the right of the card is a blue button labeled "Add education".



*Make a
statement with
your profile
photo*



Sandy Somers • 1st 

Career Coach/Assistant Director - Puts Care in Career
Phoenix, Arizona Area

Current: Associate Career Coach at Wiederhold & Associates

 31 shared connections



Diane Scott • 1st

Executive Leadership Coach
Richmond, Virginia Area

Current: Affiliate Executive Coach at Wiederhold & Associates

 21 shared connections




Joy Goldman RN, MS, PCC, CPC • 1st

Healthcare Executive and Physician Leadership Coach committed to transforming he
Baltimore, Maryland Area

Current: Executive Director, Leadership Coaching at Wiederhold & Associates

 150 shared connections

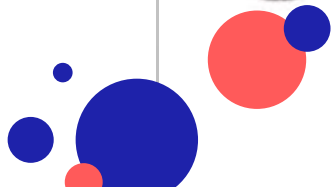


Claire (Faucett) Sakaoka • 1st 

Branding, Reputation Management and Marketing Strategist
Springfield, Missouri Area

Current: Career Transition Specialist at Wiederhold & Associates


 252 shared connections




- Customize your headline, summary section and flesh out your profile.

- Get recent recommendations.

Recommendations

Ask for a recommendation 

[Received \(15\)](#) [Given \(6\)](#)



Kimberly Jordan
Accomplished Compliance & Privacy Leader
July 3, 2018, Kimberly was a client of Jim's

Wiederhold & Associates was an invaluable resource during my career transition. Jim Wiederhold, Claire Faucett Sakaoka, and the Wiederhold & Associates team have a deep interest in the success of their clients. They are positive, supportive and have an array of helpful tools to assist clients. Wiederhold & Associates' focus on networking and building relationships is instrumental in their success in executive placement services. It was a great pleasure to work with such a talented and responsive team of professionals. I highly recommend Jim Wiederhold, Claire Faucett Sakaoka, and the Wiederhold & Associates team.





[Redacted Name]
Senior Real Estate Business Executive | Chief Facilities Services Officer | Capital Construction | Healthcare
Houston, Texas

- Access your Jobs Section and create job alerts to get daily email updates.

The screenshot displays a job search interface. At the top, there are navigation links: "Track my jobs" (with a refresh icon), "Career interests" (with a pencil icon), "More resources" (with a dropdown arrow), "Looking for talent?", and a "Post a" button (with a plus icon). Below this is a large banner with the text "Your dream job's just a search away...". Underneath the banner is a search bar with a magnifying glass icon and the text "Search jobs". To the right of the search bar is a location filter dropdown showing "United States" with a location pin icon. A blue "Search" button is positioned to the right of the location filter. Below the search bar, the section is titled "Job searches" on the left and "Manage Alerts" with a left-pointing arrow on the right. There are three job alert cards displayed: 1. "development (39 new)" with a subtext "Alert on - United States · Hospital & Health Care · Director ...". 2. "marketing (35 new)" with a subtext "Alert on - United States · Hospital & Health Care · Director ...". 3. "communications (54 new)" with a subtext "Alert on - United States · Hospital & Health Care · Director ...".

Create your personal URL

- Add to:
 - Email Signature
 - Resume

<p>Public profile settings</p> <p>You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.</p>	<p> Edit URL</p> <p>Personalize the URL for your profile.</p> <p>www.linkedin.com/in/clairefaucettsakaoka</p> <p></p>
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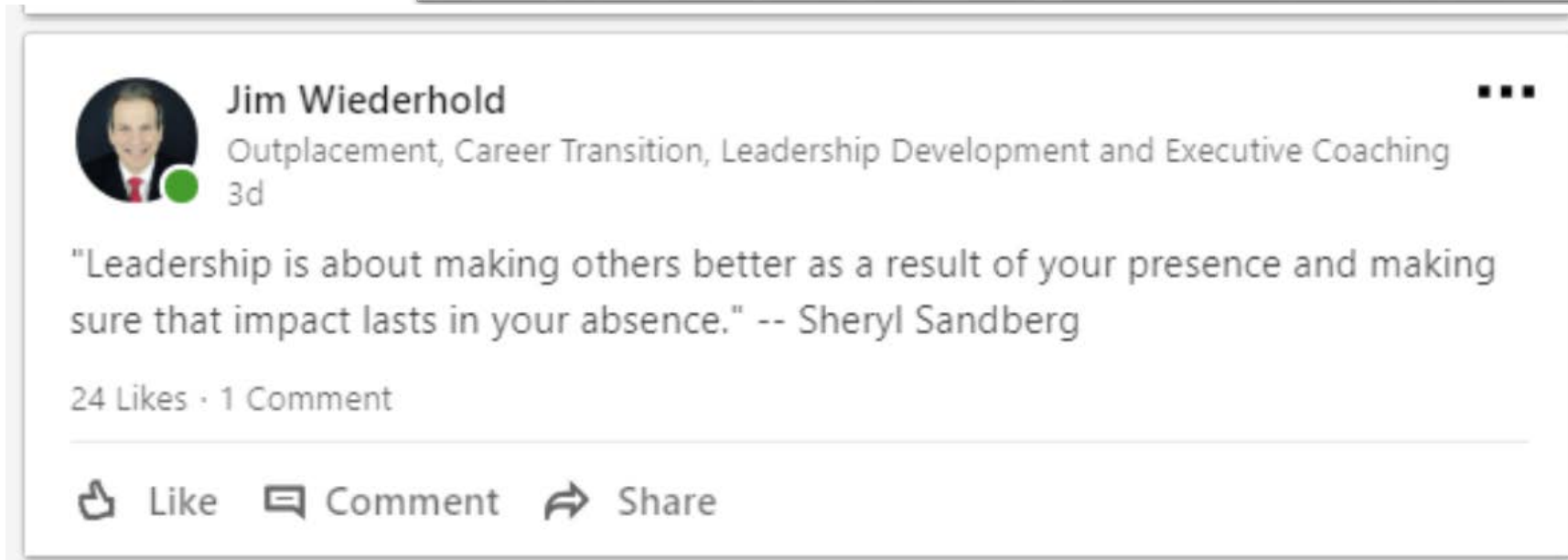
- Engage with your newsfeed, post, comment, share and like.



Start a post

Write an article on LinkedIn

The image shows the top portion of a LinkedIn post creation interface. It features a horizontal bar with four icons: a pencil for 'Start a post', a camera for photo uploads, a video camera for video uploads, and a document for document uploads. Below this bar is a light blue button labeled 'Write an article on LinkedIn'.



Jim Wiederhold
Outplacement, Career Transition, Leadership Development and Executive Coaching
3d

"Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence." -- Sheryl Sandberg

24 Likes · 1 Comment

Like Comment Share

The image shows a full LinkedIn post. At the top left is a circular profile picture of Jim Wiederhold. To its right is his name 'Jim Wiederhold' and his professional title 'Outplacement, Career Transition, Leadership Development and Executive Coaching'. Below this is the text '3d'. The main body of the post contains a quote: '"Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence." -- Sheryl Sandberg'. Below the quote, it says '24 Likes · 1 Comment'. At the bottom, there are three icons with labels: a thumbs up for 'Like', a speech bubble for 'Comment', and a share arrow for 'Share'. A three-dot menu icon is visible in the top right corner of the post area.

- Become an industry influencer. Create and post original content.

Jim's Articles & Activity

9,744 followers

✓ Following



How to be Intentional every day

Jim Wiederhold on LinkedIn

[See all articles](#)



Successful leaders often talk about how the first person you should lead is yourself. B...

Jim shared this



"Confidence is like a bank account - you must make deposits to have a balance...

Jim shared this



"Leadership is about making others better as a result of your presence and making...

Jim shared this

[See all activity](#)

“

It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.

Warren Buffet

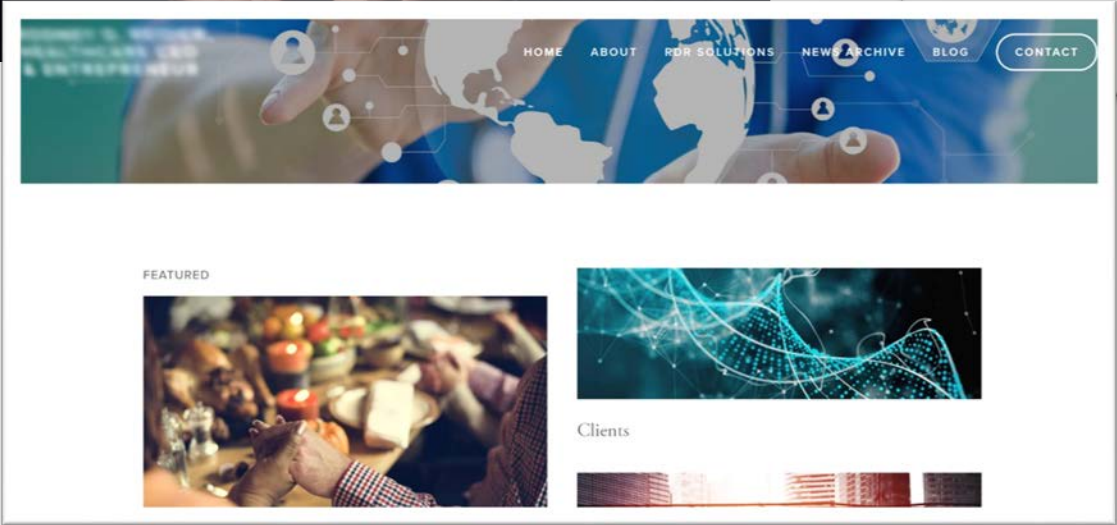
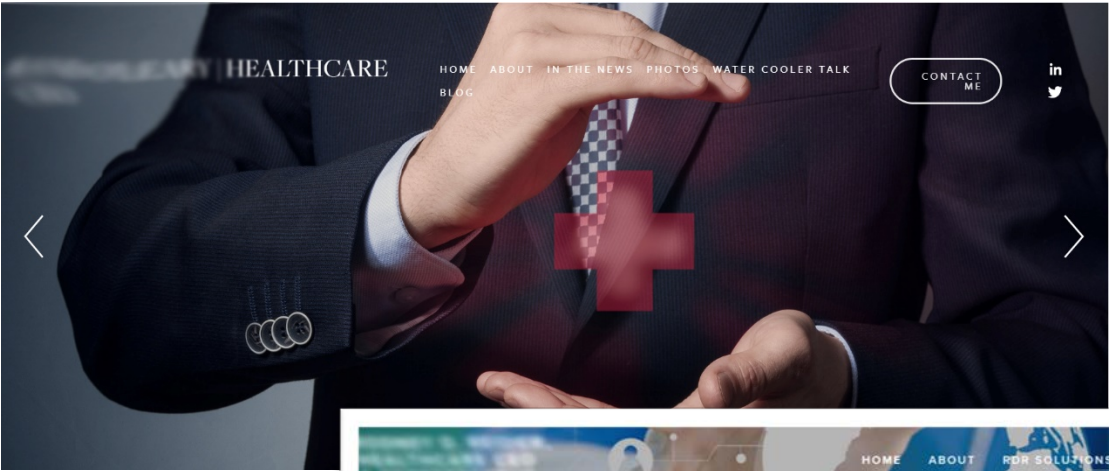


Reputation Repair/ Brand Building

- Google yourself
- Create a professional website
- Self-publish and promote
- Industry online publications



Example Websites



"Sometimes the difference between winning and losing, success and failure, is the gray line between will, passion and self-belief that says 'I'm going to do this.'"

Reputation Repair/ Brand Building

- Long-term impact to search results
- Creating a personal brand paves the way to accomplish professional goals



Questions

Claire Sakaoka

Claire@wiederholdassoc.com

Connect with me on LinkedIn:

<https://linkedin.com/in/clairefaucettsakaoka>

