TELL ME ABOUT YOUR GOALS: CREATING AN EFFECTIVE ORAL EXECUTIVE SUMMARY

Christopher J. Russell, MD, MS
Assistant Professor, Division of Hospital Medicine
Center for Excellence in Research Faculty Development Series
February 14, 2019
Objectives

• To appreciate the importance of brief oral communications in research and career advancement

• To draft several executive summaries to communicate their career and research goals for a diverse variety of audiences
  – 30 seconds: “Tell me about yourself”/“What’s your career vision?”
  – 90 seconds: “Tell me about your goals”
  – 90 seconds: “How can I help?”/”What do you need?”
## IX. Table Summarizing Clinical Promotion Series

<table>
<thead>
<tr>
<th>Series</th>
<th>Title</th>
<th>Areas</th>
<th>Evaluated on Research</th>
<th>Evaluated on Teaching</th>
<th>Evaluated on Service</th>
<th>Evaluated on Clinical</th>
<th>OTHER REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical Scholar</td>
<td>(Associate) Professor of [Dept] (Clinical Scholar)</td>
<td>1) Excellence in Research, 2) Excellence in Teaching/Educ/Mentoring</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Evaluated by UCSAPT and Provost, Ten reference letters, 5-6 from arm's length referees</td>
</tr>
<tr>
<td>Clinical Scholar</td>
<td>(Assistant) Professor of Clinical (Dept)</td>
<td>Excellence usually in one area (usually research or teaching), strength in remaining two areas</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>5 reference letters (proportions of different areas depend on area of excellence)</td>
</tr>
<tr>
<td>Educational Scholar</td>
<td>(Associate) Professor of Clinical (Dept) (Educational Scholar)</td>
<td>Excellence usually in Educational Scholarship, strength in remaining two areas</td>
<td>Yes  Research in area of Educational Scholarship</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>5 reference letters (see checklist for proportions of different types); includes evaluations by referees with expertise in education</td>
</tr>
<tr>
<td>Clinician-Educator</td>
<td>Clinical (Assistant) Professor of [Dept] (Clinician-Educator)</td>
<td>Teaching, Education and Mentoring, Clinical Practice</td>
<td>Only as appropriate for minimal part of profile, clinical trial enrollment or trainee supervision in research</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Includes evaluations by trainees and mentees, by residency or fellowship director as appropriate. Supervisors, peers and supervisees asked to submit surveys on evaluation of clinical skill</td>
</tr>
<tr>
<td>Practitioner</td>
<td>(Associate) Professor of [Dept] (Practitioner)</td>
<td>Primarily Clinical Practice</td>
<td>Only as appropriate for minimal part of profile, clinical trial enrollment or trainee supervision in research</td>
<td>Only as appropriate if minimal part of profile, mentoring/training of colleagues or community physicians documented</td>
<td>Yes, if service is part of profile</td>
<td>Yes</td>
<td>Supervisors, peers and supervisees asked to submit surveys on evaluation of clinical skill</td>
</tr>
</tbody>
</table>
“What’s your career vision?”

• 30 seconds:

• Hi, I am ____________________ (name), a(n) ____________________ (rank) Professor of ____________________ (department) at CHLA/USC. My career vision comes from my experience ____________________ (insert #1). As a faculty member, I pursue things that help to ____________________ (insert #2). A career where I ______________ (activity #1), ______________ (activity #2), and ______________ (activity #3) will allow me to align the things that I do professionally with my own vision and goals.
“Tell Me About Your Goals”

• 60 seconds

• My vision for the next ___ (#1) years really ties back to ______ (#2). To help make a difference for _____ (#2), I see myself pursuing research in ________ (#3). I also anticipate taking the next phase of my career to expand my efforts in _________________ (#4). In talking with my mentors, I recognize that the most important things to accomplish will be to ________________, _______________, and ________________ (#5). I know that national recognition is important also, so as a next step, I would see myself serving on national committees and working to give a series of invited talks though I’ll work with my mentors on timing of these to ensure that my productivity is sufficient.
Elevator Speech (with Ask)

• 90 seconds
  – Position
  – Summary of project/challenge
  – Outcome of the project/what would success look like
  – Areas impacted/scope
  – Timeline and strategy
  – Outcome measure
  – Strategies to overcome barriers (e.g., training needs, promoting buy-in)
  – ASK, i.e. what is it that you need from your chief/chair/CEO