

Women in Cardiology Leadership Workshop

Sunday, November 3

Hyatt Regency - Capitol Hill

Washington, DC



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Agenda

11:30 a.m.

Welcome and Networking Lunch

12:00 p.m.

Keynote from Samantha Rudolph

1:00 p.m.

Working with the Media 101

2:00 p.m.

Break

2:15 p.m.

Myths & Truths of Career Transitions Panel

3:15 p.m.

Break

3:30 p.m.

Career Planning Exercise



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Welcome Remarks

Toniya Singh, MBBS, FACC

Chair, Women in Cardiology Council

Cardiologist, Managing Partner at
St. Louis Heart & Vascular, P.C.



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Keynote from Samantha Rudolph

Co-founder and CEO, Babyation

Audaciously Optimistic: The Journey of Startup Founders

The life of a startup founder is like a roller coaster. The highs are incredibly high, and the lows can be painfully low. Withstanding that takes mental fortitude and an unshakable sense of optimism. Even if you aren't crazy enough to start your own company, we can all learn something from those that risk everything.



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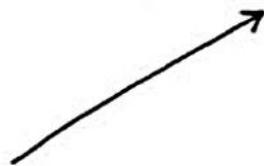
Audaciously Optimistic: The Journey of Startup Founders

SAMANTHA RUDOLPH



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Success

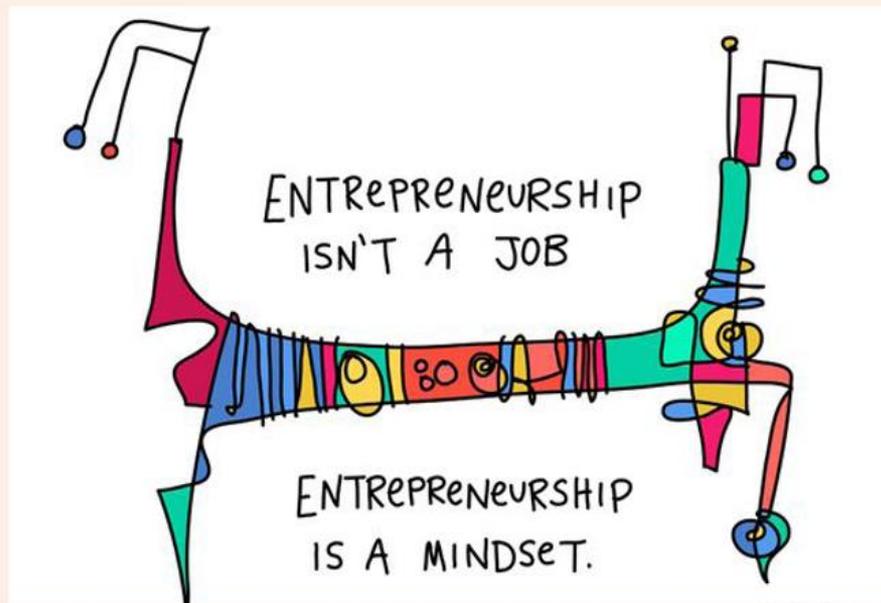


what people think
it looks like

Success



what it really
looks like



ENTREPRENEURSHIP
ISN'T A JOB

ENTREPRENEURSHIP
IS A MINDSET.

Life of an Entrepreneur

I'm doing it!

I'm feeling inspired!

I'm on top of the world!

It's going to be OK.

What have I done?!

F*ck my life.

WHY?!

90% of startups fail.

SOME DAYS



© Decadez Doodles

OTHER DAYS





**Only 2.2% of venture capital
went to women in 2017.**

**61% of women would rather talk
about death than money.**



**Have you thought about being an
angel investor?**

Lightning Round



Solve an actual problem.

Celebrate the small wins.



Listen to the voice you can't shake.

Know yourself.

**Who you surround yourself
with matters.**

Confidence is key.



Thank You!

SAM@BABYATION.COM

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QUESTIONS?

Working with the Media 101

Nicole Napoli
ACC Director of Media
Relations



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ACC Media Relations Team

Nicole Napoli

Director, Media Relations

nnapoli@acc.org

Katie Glenn

Senior Associate, Media Relations

kglenn@acc.org

Rachel Cagan

Associate, Media Relations

rcagan@acc.org

Sam Roth

Associate, Media Relations

sroth@acc.org



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What We Do

- Develop press releases to announce ACC news, programs, initiatives and research
- Facilitate interviews with ACC leaders and the media
- Develop talking points for ACC leaders to use in media interviews
- Develop statements outlining the ACC's position on legislative issues, policy issues, consumer issues, etc.



Why is Talking to Media Important?

- To get correct information to consumers
- To get correct information to your colleagues
- To promote the College
- You are the Expert – if not you, then who?



Types of News Media

- Print
- Online
- Radio
- Television



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Print Media

- Newspapers and Magazines
- Articles can go into greater detail
- Sources are quoted



Online Media

- Web-based
- Real-time
- Engaging
- Sharable



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Radio

- Short
- Quick sound bites
- Only the top facts



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Television

- Very visual
- Short deadlines
- Short sound bites



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Format is different, but end goal is the same:

Have your talking points heard!!



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A Reporter Calls, Now What?



- Most requests will go through PR person
- Ask questions
- Understand deadlines
- Only schedule the interview if you can be available

Surprise Reporter Calls!

- Let us know. We can help!
- Important to know:
 - ✓ What outlet do they work for?
 - ✓ What's the story about?
 - ✓ Is it for print, radio, TV?
 - ✓ What's the deadline?



Key Talking Points

- 2 - 3 based on subject of interview
- Framework of every question
- Go back to them as often as possible



Interview Tips

- Set the stage
- Wear solid colors if your interview is on TV
- Avoid jargon – use understandable language
- Use examples and quote-worthy phrases
- Be concise and clear
- Don't feel obligated to fill a silence
- Always assume you are on the record



More Interview Tips

- Be polite, but don't be afraid to tell a reporter they are wrong. They rely on you to provide correct information.
- Never say “no comment.”
- If you don't know an answer, let them know you will find out and follow up
- Reiterate your key points whenever possible. If they ask for any final comments, take advantage.
- Give them your title



After the Interview

- Let us or the PR person you are working know how it went
- Don't ask to see a copy of the article
- Share, share, share!



How you can help ACC

- We receive calls from all types of media looking to speak to cardiologists
- We evaluate the request and try to find the most appropriate spokesperson
- We reach out to ACC leaders based on their area of expertise, location and availability



Questions?



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Time to test your skills!



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BREAK

Programming will
resume at 2:15 p.m.

Please fill out your Values Grid for
the Career Planning Exercise.



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Myths & Truths of Career Transitions – Panel Discussion



Toniya Singh,
MBBS, FACC
Moderator



Garima Sharma,
MBBS, FACC
Panelist



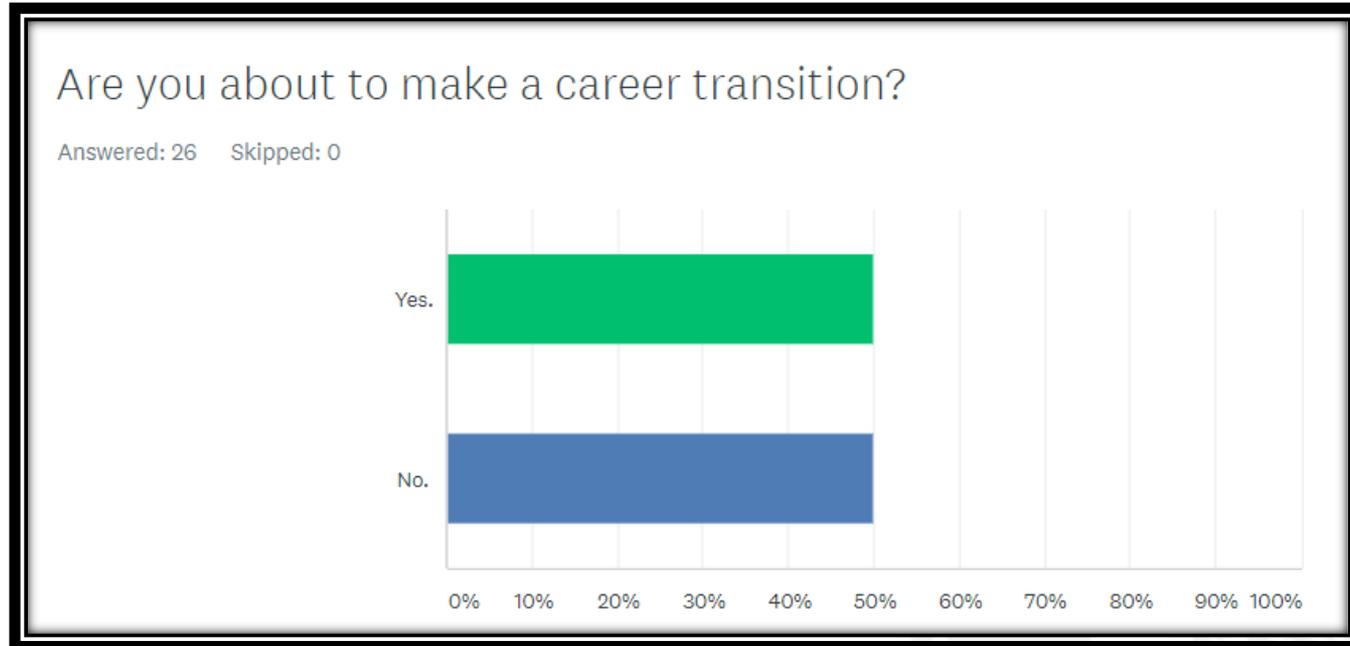
Gina Lundberg,
MD, FACC
Panelist



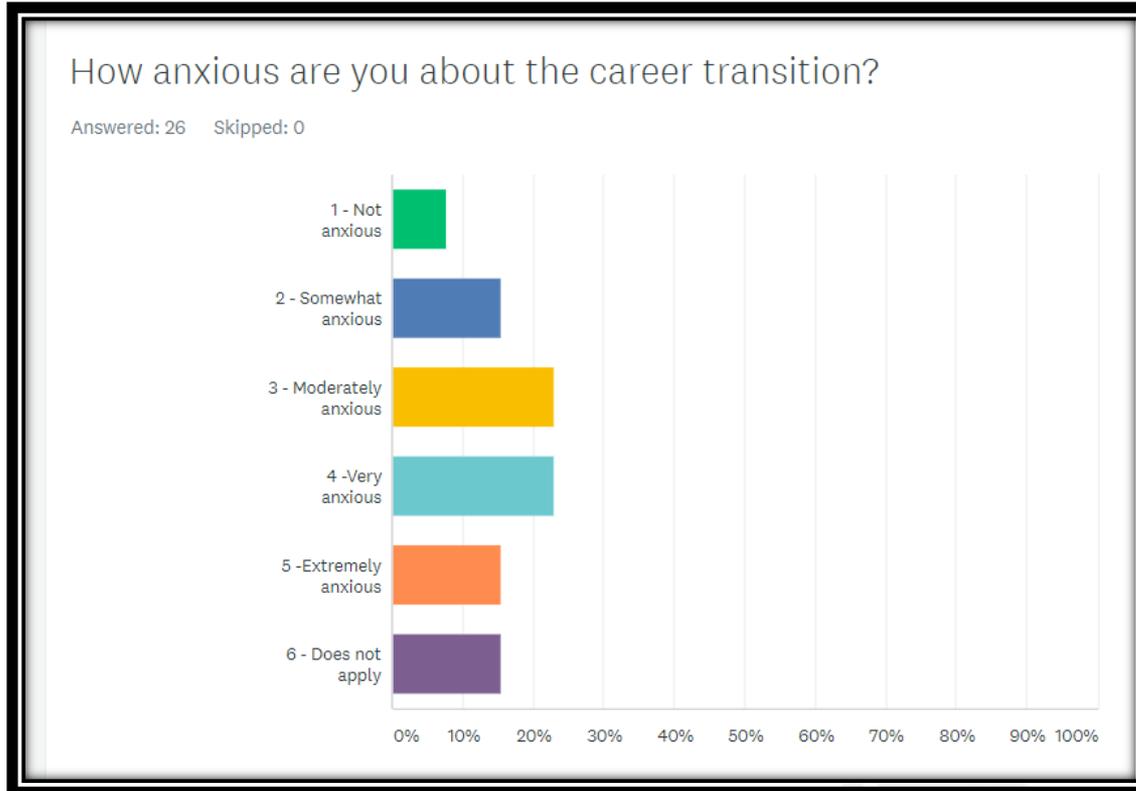
Tina Shah, MD
Panelist



Pre-workshop Survey Results



Pre-workshop Survey Results



Myths and Truths of Transitions



Garima Sharma MD; FACC
Assistant Professor of Medicine
Johns Hopkins University School
of Medicine
Governor Elect-Maryland ACC
Chapter
ACC Leadership Academy,
Cohort III



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Truth: Transitions are anxiety provoking



Myths and Truths of Transitions

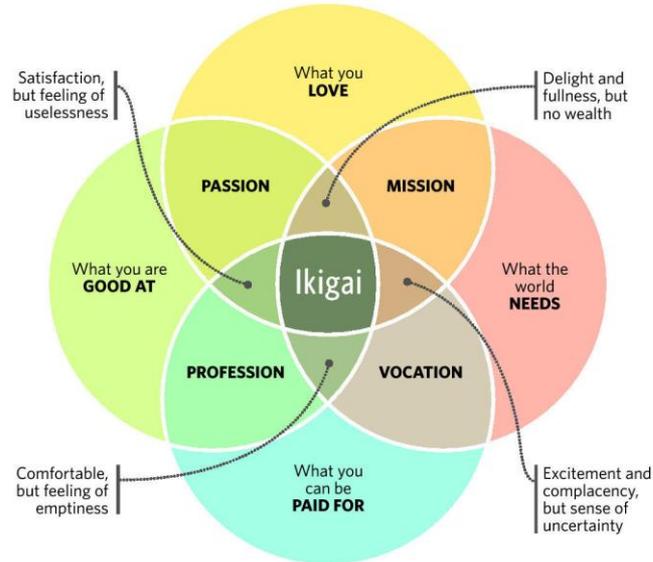
- **Myth**
 - Your first job is a metric of your future success
- **Truth:** Your first job makes you realize your priorities
 - Who you are . Your “phenotype”
 - What adds meaning to your life
 - What you don’t want and don’t need



Concept of “Ikigai”

Ikigai

A JAPANESE CONCEPT MEANING “A REASON FOR BEING”



SOURCE: dreamstime

TORONTO STAR GRAPHIC



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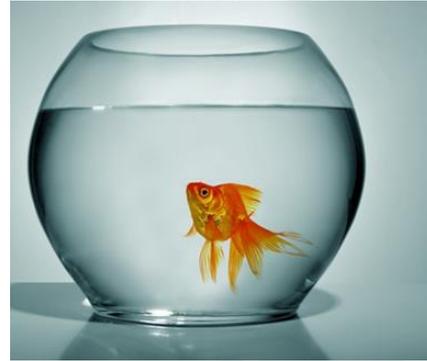
Myths and Truths of Transitions

- **Myth**

- Better to be a big fish in a small pond... or a small fish in a big pond

- **Truth**

- Be a fish in a “growing pond”



Myths and Truths of Transitions

- **Myth**

- You should do what you love

- **Truth**

- Do what you care about. Enjoyment fades. Meaning lasts.
- A rewarding career is more about doing what you care about than doing what you love.



Myths and Truths of Transitions

Myth: You need a mentor to succeed

Truth : You need multiple mentors

- Get mentors with diverse expertise and experience and you'll get more access to better guidance.
- The people who have the most sage advice for your career dilemmas are also the most in demand.
- You might find great mentorship in someone who is just a few years ahead of you.



Myths and Truths of Transitions

- Myth: Work with people you like.
- Truth: Choose collaborators who have the same values and complement your skills.



Myths and Truths of Transitions



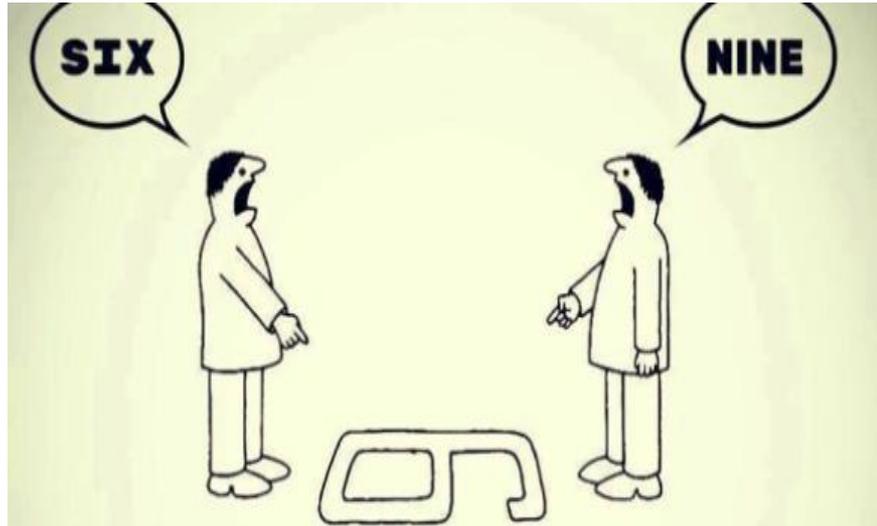
- Myth: You can always change your job description
- **Truth: Employers hire you for a need.. But everything is negotiable.**
- Understand the needs to the institution. Find a particular growth area and an institutional priority and mold yourself into the point person. Promises are “empty” if they don’t have a stamp in your “contract”.

Myths and Truths of Transitions

- Myth: Put your head down and do the work
- Truth: Building street cred requires sticking your neck out
 - Some opportunities need to be “strategically” created. Academic institutions can be a rocky road especially if you didn’t train there.
 - Allow for “serendipity” in your life.
 - Find the “trees” of the institutions. The people who have systems in the place, those who have been there and understand the culture. Also find the “birds” the ones that are there for a short goal and will likely move on.



We can see the same thing... differently



Much of life is a matter of perspective.



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THANK YOU!

Truth: Its better to leave people wanting to hear more than wishing they'd heard less.



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Myths and Truths of Transitions



Tina Shah, MBBS, FACC

Kaiser Capitol Hill Medical
Center, Seattle
ACC WIC Member Section



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Myths and Truths of Transitions

- **Myth**

- Its not a ‘good’ time. You have such a bright future here. You have worked so hard, for so many years to get here. Don’t leave all this on the table

- **Truth**

- You don’t always have control on the timing of the change. But you do have control of what you make of the change



"YOU MISS 100% OF THE
SHOTS YOU DON'T
TAKE. -WAYNE GRETZKY"

-MICHAEL SCOTT



Myths and Truths of Transitions

- **Myth**

- It's very hard to change practice settings. You won't be able to do private practice after being in an academic practice for 'x' years.

- **Truth**

- Find a career that closely aligns with your core 'values' rather than what you did before





PRIVATE PRACTICE

YOU

ACADEMICS



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Myths and Truths of Transitions

- **Myth**

- You will not be able to continue your involvement at the ACC in private practice

- **Truth**

- There is a spectrum of private practice organizations. You CAN find one that encourages and values your involvement at the ACC



A meme featuring Leonardo DiCaprio from the movie 'Inception'. He is wearing a black tuxedo with a white shirt and a black bow tie. He is holding a martini glass in his right hand and pointing it towards the camera with a slight, confident smile. The background is a dark, out-of-focus party scene with blue and white lights and blurred figures of people. The text 'YOU GO GIRL!' is overlaid at the bottom in a large, bold, white font with a black outline.

YOU GO GIRL!

Myths and Truths of Transitions



Gina P. Lundberg MD, FACC

Associate Professor of Medicine

Clinical Director, Emory
Women's Heart Center

ACC WIC Leadership Council

ACC WIC Communications and
Social Media Co-Chair

@Gina_Lundberg

#ACCWIC #ChooseCardiology



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Myth- You can't move from private practice to academic medicine | Truth- Yes you can!

- Private practice helps you...
 - build a reputation, develop good business practices, learn to work in the community (Rotary, Boards, AHA, YMCA, etc), develop referring physicians, market yourself, work with industry, gain experience
- Academic medicine needs clinicians and wants your successful practice, leadership skills, & following



Myths & Truths of Career Transitions

- Be brave and courageous
 - Don't fear change
 - Assess strengths & weaknesses of opportunities
- PLAN for the future TODAY
 - 12 mo plan, 5 yr plan, 10 yr plan
- See opportunities in everything

*Courage is
knowing
what not
to Fear*



**STRATEGIC
PLANNING**



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**Myth- You have to do research & publish
to get into an academic position**

Truth- You can be “academic” in private practice

- You can serve as clinical educator for medical schools
- You can serve as clinical educator for APPs- NP and PA students
- You can work with public schools in STEM
- You can publish without academic title



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Myths & Truths of Career Transitions

- Build networks, collaborations, friendships
- Build a strong support “team”
- Be the mentor you wish you had
- Promote others, give credit and take blame
- Avoid toxic situations, Stay calm, Build bridges



Myth- You have to be academic to be ACC Leader

Truth- ACC is full of nonacademic leaders!!



- ACC has opportunities in all sections and at all meetings for non-academic providers!
- ACC WIC wants you to get involved!!
 - Join state chapter ACC WIC
 - Join regional ACC WIC meeting
 - Join ACC WIC Communications committee
 - TWEET #ACCWIC #ChooseCardiology
 - Write article for ACC.org WIC Section

Myths & Truths of Career Transitions

- Find your passion
- Get involved
- Develop a special focus or niche skill, procedure, or area of interest
- Develop your reputation and promote your special focus and interest
- Develop business & leadership skills

“Working hard for something we don’t care about is called stress; working hard for something we love is called passion.”



Myths & Truths of Career Transitions



- Emphasize the positive, minimize the negative
Thankful and grateful for the “good”
- Focus on solutions, process improvement for “negative” things
- You can learn something from everyone & every situation if you are open to it- nothing is lost, all serves a purpose



BREAK

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Please fill out your Values Grid for
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Career Planning Exercise



Garima Sharma,
MBBS, FACC



Alison Bailey, MD,
FACC

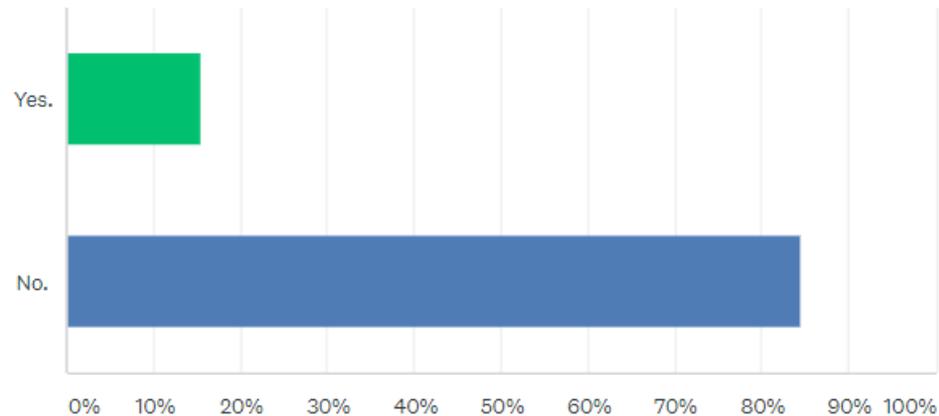


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Pre-workshop Survey Results

Have you created a career roadmap?

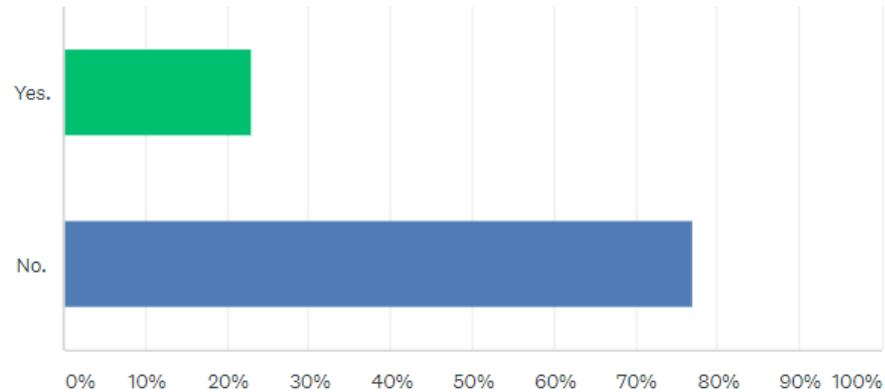
Answered: 26 Skipped: 0



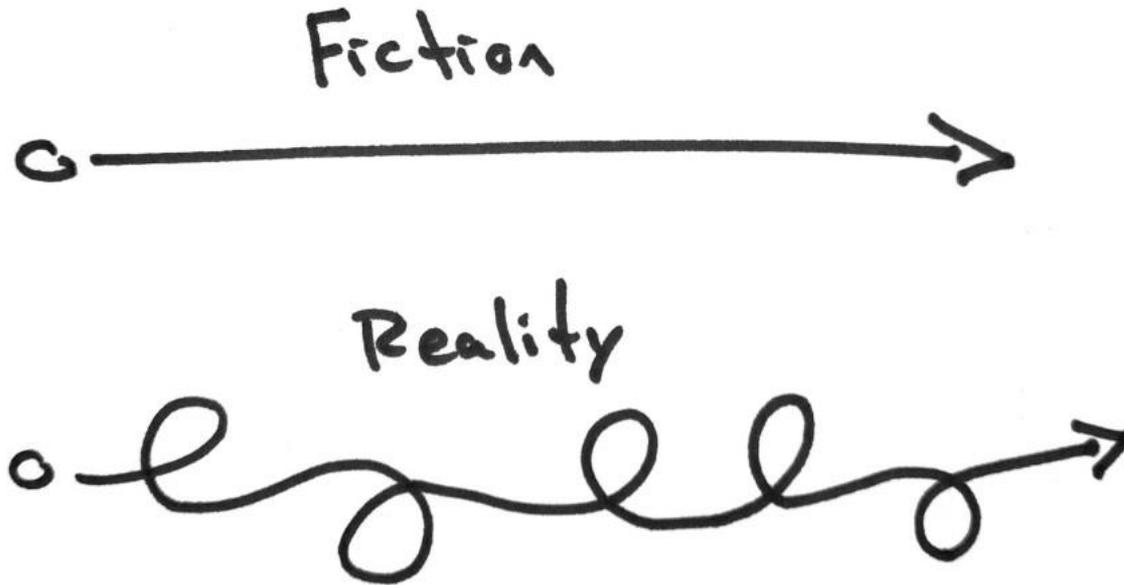
Pre-workshop Survey Results

Do you have a mission, vision, values exercise at your institution?

Answered: 26 Skipped: 0



Career Planning: Assumptions



Career Planning: The Long Game

1. **Start with the end in mind:** Fast forward to October 2024. What do you *want* your career to look like in 5-years? (*vision statement)
2. **Develop a long term personal and professional vision:** What do you hope to have *achieved* in 5-years (*action items)
3. **Establish short-term goals:** Career objectives that are specific, but broad enough to accommodate change. Short-term goals ensure you stay on track toward a fluid, long-term direction, with regular refreshes to remain current and relevant.
4. **Devise a continuous learning plan:** Consider categories for development; such as: didactic, experiential, resources.
5. **Consider what might change in five years:** Personal life, professional interests, unexpected ‘course corrections’, and so forth.
6. **Establish Accountabilities:** Consider sharing the worksheet with a trusted colleague to ensure a quarterly check-in occurs.
7. **Serendipity Matters:** Be sure to harness casual encounters, pay it forward, consider seeking out those that do not have the capacity to help you now (*to help). The long game...



Mission, Vision, Values: The Fundamentals

- **Organizational VS. Individual**

- **Mission**

- Describes what you want *now* and *how* you will achieve your long-term aspiration.
- Is more concerned with the present state, not the future. It answers the questions of:
 - “What do I do?”
 - “How do I do it?”
 - “Who do I do it for?”
 - “What makes me different”
 - “What is the benefit?”
- It talks about the present leading to the future, and how you will get to where you want to be.

- **Vision**

- Describes what you want to achieve in the *future*.
- Answers the question “Where do I want to be?”
- Defines the optimal desired future state—the mental picture—of what you want to achieve over time, say in five, ten or more years.
- Shapes your understanding of why you are doing what you do.

- **Values**

- Extrinsic
- Intrinsic

A vision and mission statement is a paragraph that *encapsulates everything you would like to be, do, and have in your career*. It defines what success and excellence look like to you. It expresses your vision for where you want to be in the future, while also reflecting your values, goals, purpose & how you want to operate.



Mission, Vision, Values Exercise: The Work

Career Planning Worksheet (sample)	
Mission: Sense of being & purpose	"My mission is to educate the next generation of CV Professionals."
Vision: What you aspire to be	"My vision is to lead within a collaborative environment where I have the leadership tools to reach my full potential; where my skillset and background shape the future of CV programming, coaching/mentorship, and clinical training which will ultimately shape patient care and the larger CV field."
Values: What do I value in my career and in my future workplace (intrinsic / extrinsic)	Example: achievement, flexibility, team-based leadership, innovative environment.
Combined Vision Mission Statement (*incorporating your values)	<p>SAMPLE CONSTRUCT:</p> <p><i>My mission is to educate the next generation of CV Professionals. I aspire to be within a innovative and team-based environment where I have the leadership tools to reach the full potential of the team; where my skillset and background deliver value-added leadership to CV programming and coaching/development which will ultimately shape patient care and the larger CV field."</i></p> <p><i>My mission is to educate the next generation of CV Professionals. I aspire to be in a flexible environment where I determine the leadership tools needed to reach my full potential; where my skillset and background impact the team, the larger CV program, and related coaching/development. This will ultimately shape my role as a leader and my impact to the larger CV field."</i></p>

Name: Jane Doe	
Career Planning Worksheet Template (Step I)	
Mission: What is my sense of being & purpose...	/
Vision: What I aspire to be ...	
Values: What I value in my career and within my future workplace (*intrinsic / extrinsic)	
Combined Mission/Vision Statement (*incorporating values)	
Following the completion of the above, you are ready to establish more granular goals (short / long term)...	

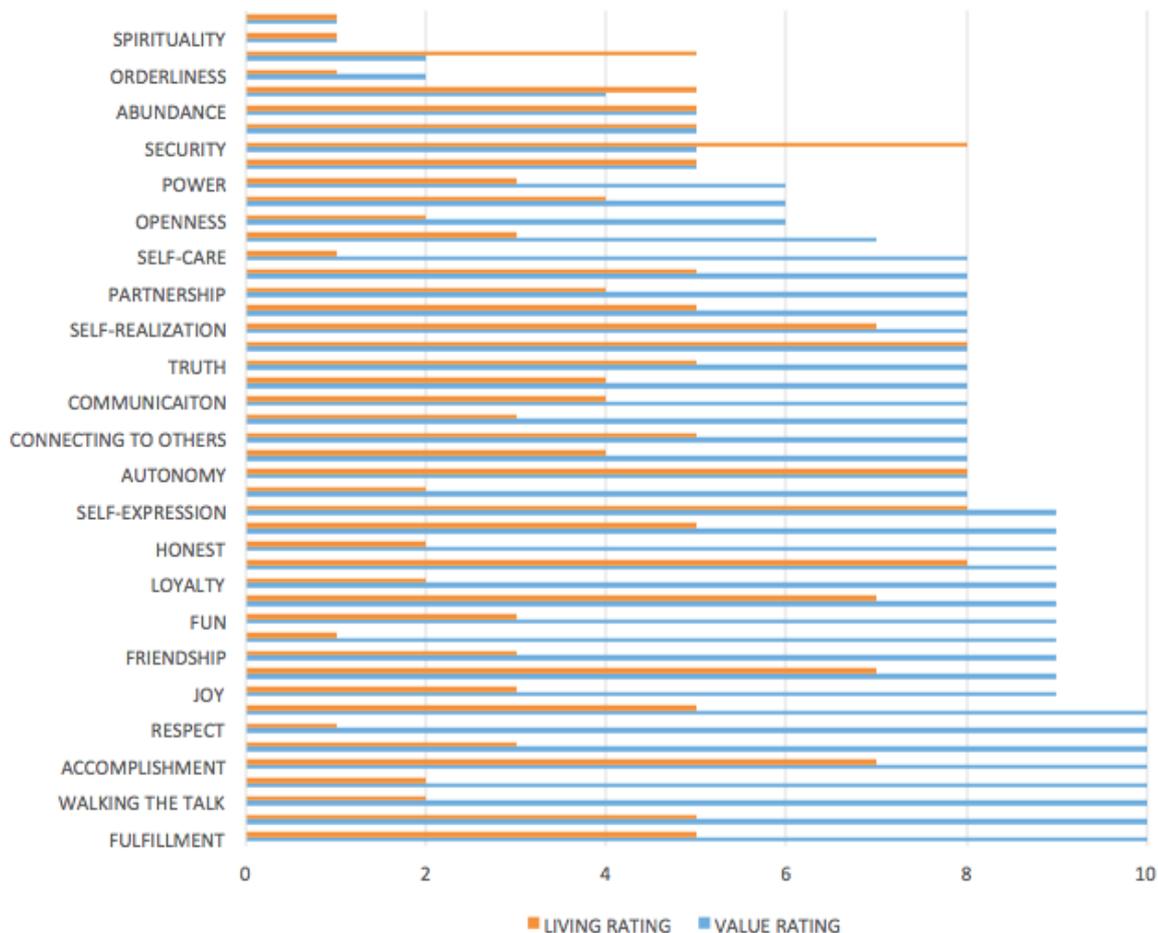
Name: Jane Doe	
Long Term Goal on a Page Template (Step II)	
Long Term Professional Goal:	

Short Term Goals to Achieve Long Term Goal	Specific Action(s) Required	Barriers & Constraints (ex: time, access, budget)	Resources (**Who or what can help with this effort)	Target Dates for Action	Success Metrics (How will you know this goal was achieved?)
1.					
2.					
3.					
4.					
5.					

*Reminder: This area is specific to your network. As in: are your current professional connections (stakeholders) aligned with your longer-term goal(s)? As well, this space should include any additional education /development resources you may wish to pursue (didactic, experiential, and so forth).



VALUES ASSESSMENT



If your current situation doesn't reflect your values then you can work to change it or look at new options. This should help give you're a roadmap.

It does not mean this is your final "life".



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Closing Thoughts...

- Does your vision align with your long-term goal? What about your values?
- Does the future keep those values in mind?
- What additional skills are required to achieve your career goals? Do those skills excite you? If not, why not?
- What changes / adjustments might you consider regarding your current allocation of time? Are you focused on the day-to-day or short-term to achieve long-term?
- How will you leverage the connections made this weekend to ensure accountability?
- Who will you carry forward...





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