

# ASHA Leadership Academy

## Quick Reference

### MANAGING YOUR LEADERSHIP CAREER

Leaders who proactively manage their careers are often the most successful and resilient. Emerging trends in the CSD profession and the healthcare and education sectors are both a blessing and a curse. For proactive leaders, emerging trends are a source of exciting new opportunities. Instead of waiting for their boss to direct them to take a class or enhance their skills, proactive leaders make a conscious effort to assess, refresh and build their capabilities. Further, when faced with a promotion or expansion of their role, visionary leaders prepare for the transition using strategies to prevent derailment.

ASSESSMENT	
Webinar Objective	Skill Rating ① None ② Basic ③ Competent ④ Masterful
Assess career risks and identify strategies to mitigate them	
Explore the viability of their professional support network	
Describe strategies to successfully navigate a leadership transition	
TOTAL	

### Scoring

SCORE	SUGGESTED NEXT STEPS
LESS THAN 6	Complete the Leadership Academy webinar on this topic
7-9	Review the developmental suggestions in this reference
MORE THAN 10	Explore the supplemental resources for in-depth insights on this topic; consider mentoring others on this skill.

SKILLED BEHAVIOR	UNSKILLED BEHAVIOR
✓ Regularly assesses ones' career viability and sets career management goals	✗ Never or infrequently assesses career viability; often surprised by career setbacks that could have been foreseen
✓ Maintains sufficient breadth and depth in ones' professional network	✗ Limited or diminished professional network, overly reliant on a few colleagues
✓ Maintains contact with professional colleagues to ensure currency	✗ Loses touch with colleagues, experiences career isolation
✓ Anticipates potential risks in navigating a leadership transition and formulates strategies to address them	✗ Unaware of risks when transitioning into a leadership role; makes avoidable missteps

## Development Tips and Suggestions

- Interview two experienced leaders you respect to learn about about tactics and strategies they use to sustain their career advancement
- Reach out to people in your network regularly; explore ways to support their career aspirations and goals
- Identify 3-5 people you could contact if you experienced a major career setback; consciously invest time in maintaining those relationships
- Identify goals and aspirations in your personal life, then explore how can adapt your career to support these intentions
- Establish a strong social media presence using a variety of strategies including blogging, LinkedIn, and other venues that allow you to demonstrate your knowledge
- Conduct a SWOT analysis of your career viability and identify 2-3 career management intentions (e.g., broadening your professional network, serving in a volunteer leadership role, developing your leadership skills, etc.)
- Identify a sponsor or advocate in your organization who could support your career advancement; conduct an informational interview with them to gather career advice and feedback
- If you are hired into a leadership position in a new organization, identify your key stakeholders and ask them for advice on important cultural norms that could derail you

## Resources

Job Interviewology (2016). *Career Development: How to Fast Track Your Career*. Available at: <https://youtu.be/WVj4a3Dast8>

*Successfully transitioning into new leadership roles* by Scott Keller and Mary Meaney. McKinsey & Company, 2018. Available at: <https://www.mckinsey.com/business-functions>

*The Next Level: What Insiders Know About Executive Success* by Scott Eblin. Nicholas Brealey, 2011

*The First 90 Days: Proven Strategies for Getting Up to Speed Faster and Smarter.* by Michael D. Watkins. Harvard Business Review Press, 2013

White, K. & Lindsey, J. (2015). *Take Charge of Your Healthcare Management Career*. Health Administration Press.