

How and why to develop a professional network

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Associate Partner & Head of Clinical
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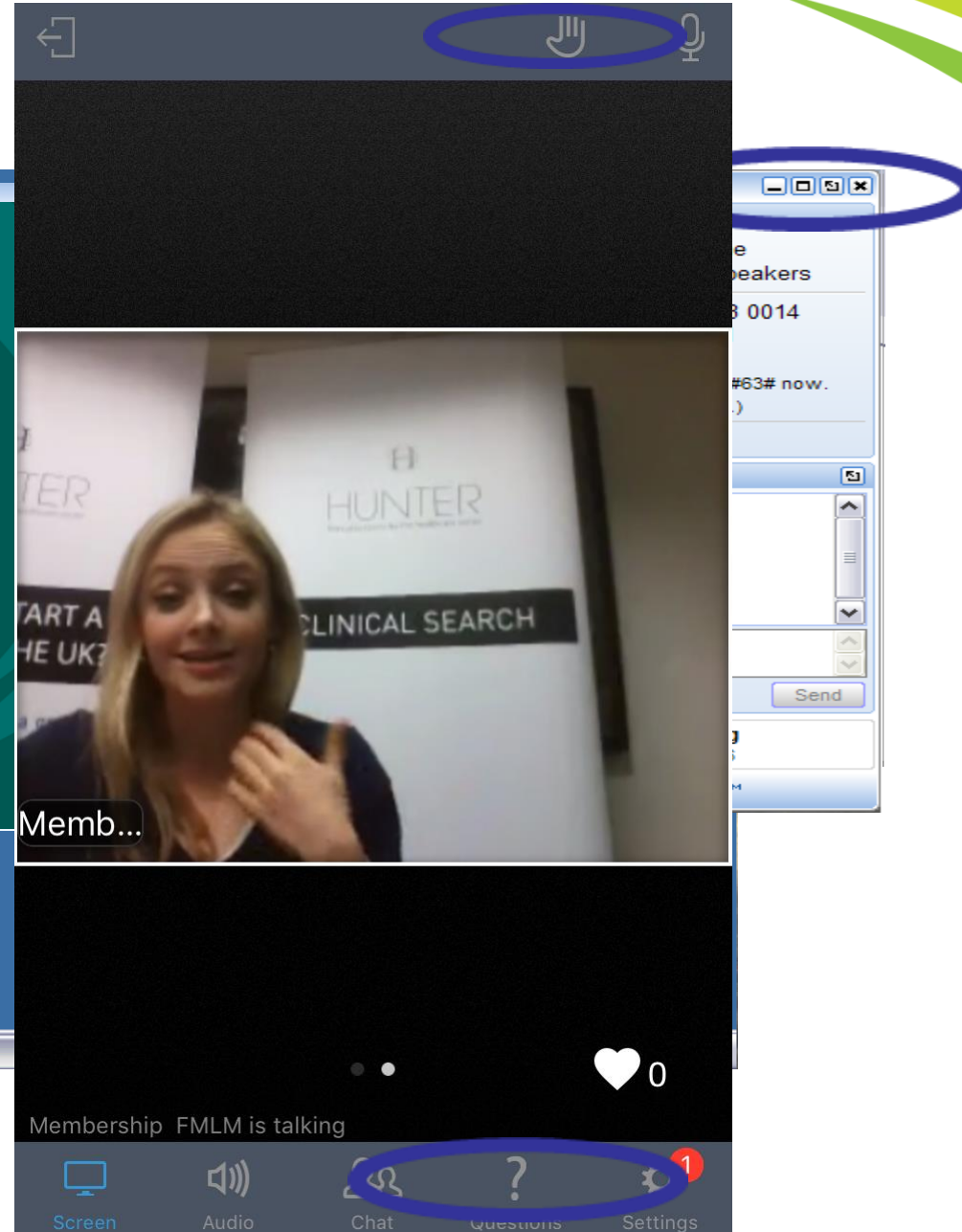
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Faculty of
**Medical Leadership
and Management**

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HUNTER

Clinical talent for the healthcare sector

HOW AND WHY TO DEVELOP A PROFESSIONAL NETWORK

Rebecca Bridger

Associate Partner & Head of Clinical
Hunter Healthcare



/ Today's Webinar

- About Us
- Clinical Leadership Series
- Networking: Why
- Networking: What
- Networking: Who
- Networking: How
- Concluding points
- Q & A



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/ Introduction

- Firm was founded six years ago
- Started in recruitment
- Specialists in clinical talent management and resourcing
- High emphasis on relationships and understanding
- Exclusive partnership with the Faculty of Medical Leadership & Management (FMLM)



Rebecca Bridger

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/ The Clinical Leadership Series

- Regular videos, webinars and articles aimed at helping aspiring clinical leaders to achieve success in these roles
- A new theme each month
- Insight from experienced clinical leaders, from GPs to chief executives





/ The Clinical Leadership Series : March

Webinar: *“How and why to develop a professional network”*

Video: “How important is a professional network for your career”

<https://www.youtube.com/watch?v=i7mLWtvrEcq&feature=youtu.be>



“Networking is pretty critical... for a lot of people it's a way to benchmark their practice or get support around difficult problems.”

Tony Berendt - Medical Director
Oxford University Hospitals NHS Foundation Trust



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/ Why?

- Advice and support
- Opportunities
- Referrals
- Raising your profile
- Gain confidence
- Greater career stability

“Relationships are like muscle tissue... the more they are engaged, the stronger and more valuable they become..... Often I am asked if networking in social media is a worthy investment? My answer: Depends upon what you call worthy. Is building and extending relationships worthy? Is having friends, fans, advocates who support you worthy? We have to move beyond simple sales and marketing and realize that relationships are the new currency and return on relationship will enhance all your personal and business efforts.”

Ted Rubin – Social Marketing Strategist



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/ What Makes a Top...

83% said they would value networking opportunities if provided by organisations such as FMLM



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/ What

- Internal networks
- External networks
- Formal vs. informal networks



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/ Who

- **A well rounded network** – different ages, backgrounds, industries etc.
- People with interest vs people with power
- **A mentor** – to learn from their successes, mistakes and experience
- **A coach** – to assist your development and advise on difficult issues
- **Connected individuals** – with access to resources, information and people



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/ How

- Start by 'mapping' those around you
- Events – internal and external to your organisation
- Join in – Committees, projects etc.
- Keep your LinkedIn up to date
- FMLM



How FMLM can help?

- Networking opportunities
- Leaders in Healthcare 2017
- Members Directory
- Mentoring
- Social Media –
 - @Gareth_FMLM @FMLM_UK @Hunter_Clinical
- Membership@fmlm.ac.uk





/ Face-to-face vs virtual networking

Face-to-face

- Building trust
- Dedicating time to networking
- Strong, long-term relationships

Virtual networking

- Opportunity for more regular contact
- 'Little and often'
- Wider network





/ Maintaining your network

- Stay in touch regularly – online and face to face
- Share information/resources
- Give without keeping score



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/ Concluding Points

- Networks are a valuable tool when used effectively
- The most effective networks are diverse
- Networking is an ongoing activity throughout your career



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Q&A



/ Next month in the Clinical Leadership Series

Leadership Attributes: Wednesday 26th April

- What attributes does a good clinical leader have?
- How can you develop your leadership skills and prepare for a leadership role?



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