
The Power of Professional Relationships

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Learning Objectives

- Describe the roles of a mentor, advisor, sponsor, and coach along with their key differences.
- Give examples of success tips for how pharmacists can develop and maintain professional relationships.
- Explain why pharmacists are inclined to give back and assist learners and fellow colleagues.



Professional Relationships

From the mentee or advisee perspective

Attendee Instructions

- We will be using a worksheet to guide activities during this session.
- Attendees are encouraged to follow along and complete worksheet activities throughout the session.

The Power of Professional Relationships and Tips for Success

	Mentor		Advisor		Coach		Sponsor	
Definition								
Who in your professional network currently fills this role (if any)?								
Assess the strengths and weaknesses of your relationship with the person you identified?	Strengths	Weaknesses	Strengths	Weaknesses	Strengths	Weaknesses	Strengths	Weaknesses
What could you do to improve and/or maintain the relationship?								
Who else could fill or supplement the role?								
What strategy will you use to approach someone new?								

Brianne Bakken, PharmD, MHA
Michael Picciolo, PharmD Candidate 2022

Pharmacy is a small world!



*It's not just what you know...
It's also about who you know*



Professional relationships are vital to your success and enrichment

MENTOR



ADVISOR



COACH



SPONSOR



MENTOR



Example: Professional Mentor

- A **mentor** is an experienced, highly regarded, and empathetic individual that uses their knowledge, skills and experiences to:
 - Guide both your personal and professional development
 - Guide and support career planning
- Mentees often self-identify mentors based on:
 - Specialty areas (or desired area)
 - Career goals
 - Personal values
 - Interests or hobbies
 - Interpersonal compatibility
- Mentorship relationships are generally long-term

ADVISOR



Example: Faculty Advisor

- **Advisors** are individuals who give advice and direction on a particular subject or focused area:
 - Provide tools and resources to jumpstart your thought process
 - Facilitate strategic planning, organization, and goal setting
 - Help you recognize gaps and/or areas of improvement
 - Impart their knowledge, skills, and insights to help you make decisions
- Advisors are often assigned or “matched” based on similar criteria.
 - Some advisors may develop into mentors over time if mutual interest develops

COACH



Example: Rotation Preceptor

- A **coach** is an individual that facilitates self development and focuses on individual performance improvement:
 - Evaluate performance and provide feedback
 - Identify deficits in knowledge or skills
 - Provide instructions and recommend activities to facilitate improvement
 - Provide encouragement and push you to improve
 - Empowers you to be self-reflective and self-identify areas of improvement
- Coaching relationships tend to be short-term and focused on a specific gap or area for improvement

SPONSOR



Example: Letter Writer

- **Sponsors** are individuals with power and influence that help you garner success in the profession, also known as “career expanders”:
 - Make introductions and help expand your professional network
 - Identify professional activities that build experience and promote growth
 - Advocate on your behalf and recommend you for opportunities (e.g. leadership positions, internships, jobs, awards)
- Sponsorship may be more episodic in nature based on timing of professional and career advancement opportunities

MENTOR



Experienced, highly regarded, empathetic individuals that guide the mentee's personal and professional development, and assist with career planning.

Professional Mentor

ADVISOR



Individuals who give direction on a particular subject by jumpstarting an advisee's thought process and provide knowledge, tools, and resources.

Faculty Advisor

COACH



Individuals that help identify gaps in the learner's skills or abilities, and empower learners to become self-reflective in order to self-identify areas of growth and improvement.

Rotation Preceptor

SPONSOR



Individuals with power and influence, also known as "career expanders" that advocate on the sponsee's behalf and recommend the sponsee for career growth opportunities.

Letter Writer

Professional Relationships

- Individuals may fulfill more than one role or may fluctuate between roles throughout your professional journey
- As your journey continues, you may need to identify new individuals to fulfill these roles based on your personal and professional goals
- You should continually seek to expand your professional network... You never know where your journey may lead or what relationships you may need in the future
- Continue to evaluate and nurture your professional relationships

Benefits of Professional Relationships

From the mentee or advisee perspective

- Guidance on personal and professional development
- Exploring career options and career planning
- Identifying new connections and opportunities
- Supporting or recommending you for opportunities
- Navigating work-life integration
- Dealing with difficult situations
- Preventing burnout; staying engaged and motivated
- Recovering from and navigating setbacks
- Celebrating success

The Power of Professional Relationships and Tips for Success

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Assess the strengths and weaknesses of your relationship with the person you identified?	<u>Strengths</u>	<u>Weaknesses</u>	<u>Strengths</u>	<u>Weaknesses</u>	<u>Strengths</u>	<u>Weaknesses</u>	<u>Strengths</u>	<u>Weaknesses</u>
What could you do to improve and/or maintain the relationship?								
Who else could fill or supplement the role?								
What strategy will you use to approach someone new?								

Think – Write – Share

- **Think:** Reflect upon your current professional network
- **Write:** Using the worksheet provided
 - Write the names of individuals in your professional network that currently fulfill each role, if any (it is okay if you do not have have someone right now)
 - Write down the strengths and weaknesses of your current relationship with each person you identified
- **Share:** Discuss your answers with someone nearby



Professional Relationships

From the mentor or advisor perspective

Step 1: Identify Relationship Opportunities

- Through involvement in pharmacy organizations
- Through involvement in the College of Pharmacy
 - Faculty
 - Guest Instructors
 - Preceptors
 - Pharmacy Residents
 - Alumni
- Attending pharmacy events
 - Pharmacy Meetings and Conferences
 - Alumni Events



Step 2: Make The Introduction

In-Person

- Say hello or ask to join an existing conversation
- Take a genuine interest in people
- Ask questions and find mutual interests
 - It doesn't have to be about pharmacy!
- Don't be afraid! We are all just people...
- Get their contact information and follow up



Step 2: Make The Introduction

Virtual

- Send a polite and professional email to someone of interest
- Ask if they would be available for a 30-minute meeting or call
 - Meet for coffee or lunch
 - Connect on a phone or video call
- Follow up with a thank you note or email



Tips For Success

Communication

- Be professional and polite
- Don't be nervous.... Remember, we are all just people!
- You have a lot more in common than you think or realize (yet)
- Listen to hear... not just to respond
- Make a connection
 - Find common passions and interests (think beyond pharmacy!)
 - Share stories and experiences
 - Ask questions

Tips For Success

Put Yourself Out There

- Be willing to take calculated risks
 - Ask if you can follow-up on LinkedIn or to meet later
 - Ask if you can help them with something
- If you say you are going to follow up..... follow through
- Be willing to ask for help or advice

Step 3: Build & Nurture The Relationship

- Connect and engage on LinkedIn
- Inquire about news or updates from them
- Reach out to them with your news and updates
- Meet periodically (virtually or in person)
- Reconnect when attending pharmacy events or when you are in their area
- Say thank you and express gratitude



Reach out and let me know if there is ever anything I can do to help you in the future



The Power of Professional Relationships and Tips for Success

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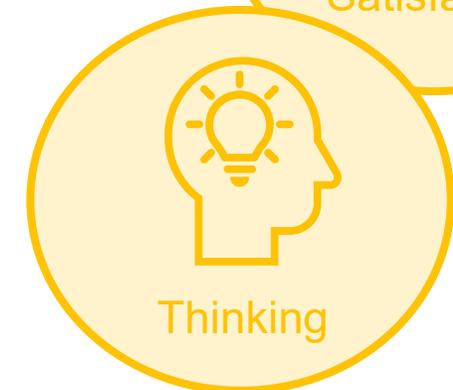
Think – Write – Share

- **Think:** Reflect upon your current professional relationships
- **Write:** Return to your worksheet and
 - Write down what you could do to maintain or improve your existing professional relationships
 - Write down the names of other or new individuals who could fill any gaps or weaknesses you identified
 - What will be your strategy to meet or connect with this individual
- **Share:** Discuss your answers with someone nearby

Benefits of Professional Relationships

From the mentor or advisor perspective

- **Why do pharmacists want to mentor?**
 - The desire and obligation to give back to the profession
 - Keeps the profession strong and fosters advancement or improvement of the profession
 - Satisfaction of helping the mentee experience the richness of the pharmacy profession
 - Facilitates self-reflection, learning, and development
 - Rediscovery of passion and excitement for the profession
 - Stimulates creativity and innovation
 - Learning new knowledge and practices from students



Benefits of Professional Relationships

From the mentor or advisor perspective

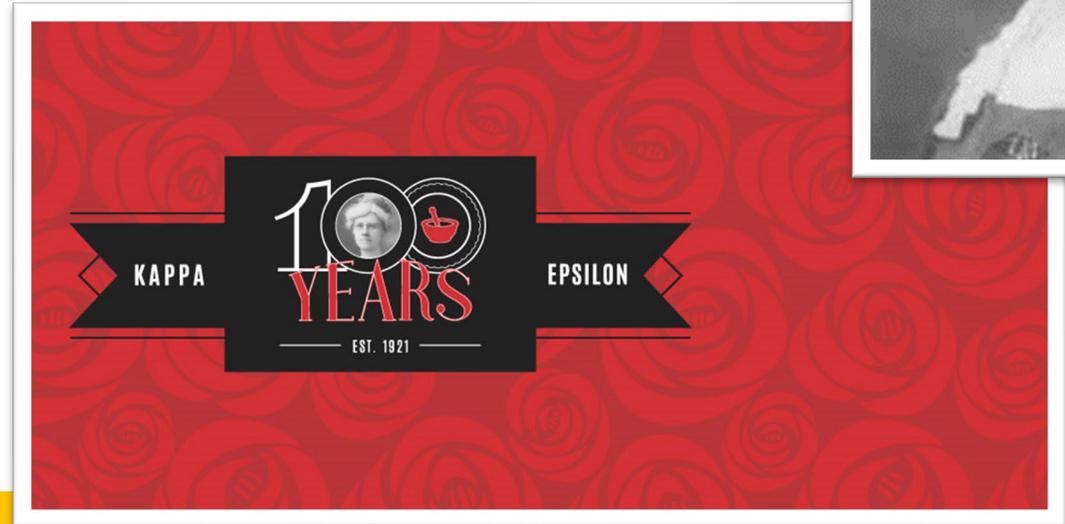
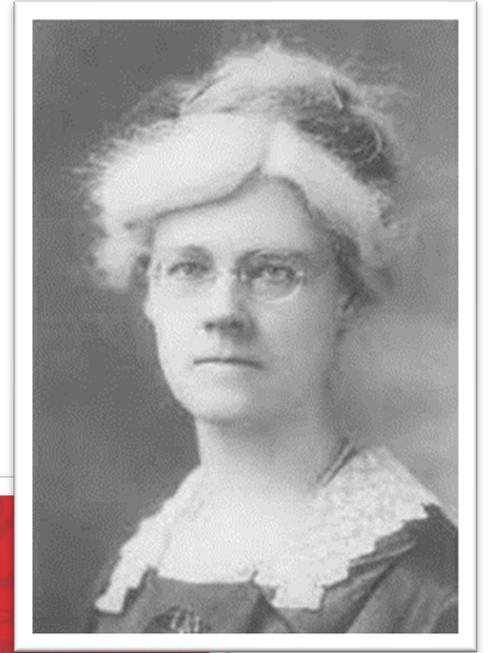
■ How do mentors benefit?

- Creates new connections and relationships, expanding the mentor's professional network
- Investment yields both personal and professional rewards
- Stimulates career development for both parties
- Creates opportunities for partnership and collaboration on projects, research, or other initiatives
- **It's fun!** Especially when celebrating success



Grand & Glorious Lady of Pharmacy

- Zada Mary Cooper, Pharmacy Pioneer & Mentor
- 1897 Graduate of University of Iowa College of Pharmacy
- Iowa faculty (graduation through 1942)
- Founder of Kappa Epsilon, Rho Chi & APhA's Women's section



Sponsor: Race To Value Podcast

- "The Powerful Impact of the Pharmacy Profession on Value, Equity, and Public Health" - October 18, 2021
 - Pharmacists mobilize around healthy equity to narrow disparity gaps and provide value to patients, payors, and providers
 - Counsel, educate, and connect around COVID-19 vaccinations and treatment in underserved communities
 - Recognize and address SDOH, leading to improvement in chronic care management and medication adherence
 - Co-develop strategies via team-based multidisciplinary and community-based approaches
 - Improve diversity in the profession



Dr. Jacinda Abdul-Mutakabbir (Dr. JAM)



Brianne Bakken

"The 2019 National Pharmacist Workforce Study provides actionable data."



MagisRxScripts

Sponsor

Mentor



Mentor

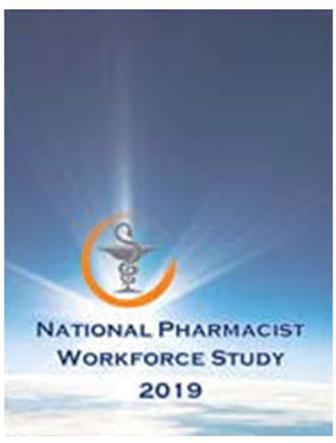
Advisor

Mentor

TOWNCREST PHARMACY



HealthMart PHARMACY



NATIONAL PHARMACIST WORKFORCE STUDY 2019

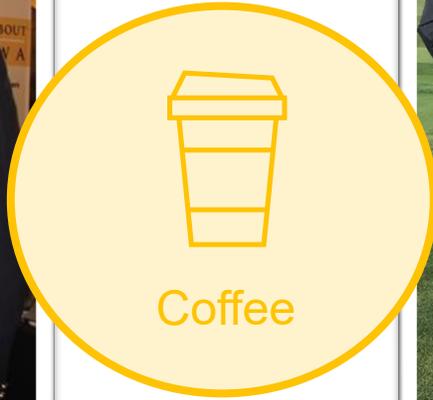


UNIVERSITY OF IOWA
HOSPITALS & CLINICS

University of Iowa Health Care



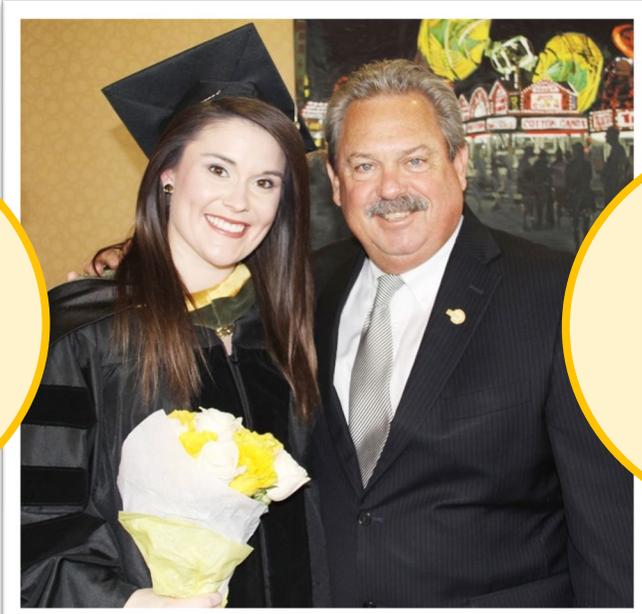
Pharmacy Legislative Day



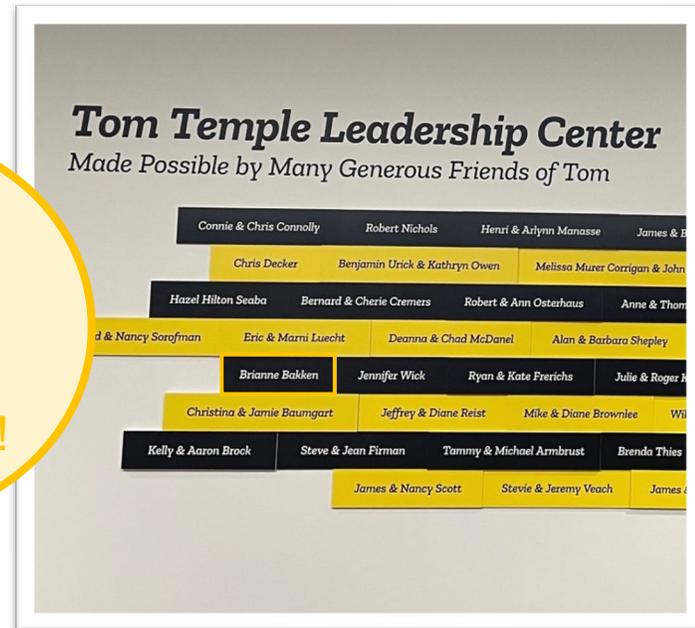
Pharmacy Scholarship Golf Outing



Football Tailgate



Celebrating Graduation



Key Takeaways

- 1) *Establishing and maintaining professional relationships are critical to a pharmacist's success.*
- 2) *Continually evaluate your professional network and relationships throughout your career and modify as your personal and professional needs change.*
- 3) *Utilize the professional relationship worksheet provided as a tool to evaluate your relationships periodically and set goals for creating and improving relationships.*



Socializing Break