

# AUTHENTICITY & THE ART OF REINVENTING YOURSELF

Zada Cooper Leadership Symposium  
Saturday, May 4<sup>th</sup>, 2019



---

---

---

---

---

---

---

---

## CONTACT INFORMATION



**Brianne Bakken, PharmD, MHA**  
Assistant Professor  
Medical College of Wisconsin School of Pharmacy  
bbakken@mcw.edu



**Nicole K. Brogden, PharmD, PhD**  
Assistant Professor  
University of Iowa College of Pharmacy  
nicole-brogden@uiowa.edu

---

---

---

---

---

---

---

---

## FIVE QUALITIES OF TRANSFORMATIONAL LEADERS

- Self-Awareness
- Ability to Collaborate
- Understanding Interdependence
- Humility
- Authenticity

Adapted From: Institute for Transformational Leadership, Georgetown University



---

---

---

---

---

---

---

---

**FIVE QUALITIES OF TRANSFORMATIONAL LEADERS**

- Self-Awareness
- Ability to Collaborate
- Understanding Interdependence
- Humility
- Authenticity

Adapted From: Institute for Transformational Leadership, Georgetown University



---

---

---

---

---

---

---

---



**SELF-AWARENESS**



---

---

---

---

---

---

---

---

- Authenticity begins with **self-awareness**
  - Your beliefs
  - Your values
  - Your emotions
  - Your strengths
  - Your weaknesses
  - How you are perceived



---

---

---

---

---

---

---

---

WHO YOU ARE	WHAT YOU DO
<ul style="list-style-type: none"><li>▪ The base that all other things are built on</li><li>▪ Character traits</li><li>▪ The characteristics that you are unwilling to give up about yourself or your job</li></ul>	<ul style="list-style-type: none"><li>▪ Roles that you fulfill</li><li>▪ The way you execute your roles depends on the base that you build upon</li></ul>

---

---

---

---

---

---

---

---



**AUTHENTICITY**



---

---

---

---

---

---

---

---



- "not false or copied; genuine; real"
- "representing one's true nature or beliefs; true to oneself or to the person identified"

---

---

---

---

---

---

---

---

- It is not an innate quality
- It is not fixed
- It is not about being rigid or unchanging
- It is not about sticking with what feels safe or comfortable
- It is not uncontrolled expression of your inner self



---

---

---

---

---

---

---

---

*"Be yourself, everyone else is already taken."*  
—Oscar Wilde

---

---

---

---

---

---

---

---



**Being true to yourself.**  
Which self? We have many selves, depending on the different roles that we play in life. We evolve and transform ourselves with experience. How can you be true to a future self that is still unformed?

**Strict coherence between what you feel and what you say and do.**  
You lose credibility and effectiveness if you disclose everything you think and feel, especially when you are unproven.

**Making values-based choices.**  
We must rely on our authentic core values when faced with new challenges and difficult decisions, especially when taking on new roles or positions.

Adapted From: Ibarra, HBR, 2015



---

---

---

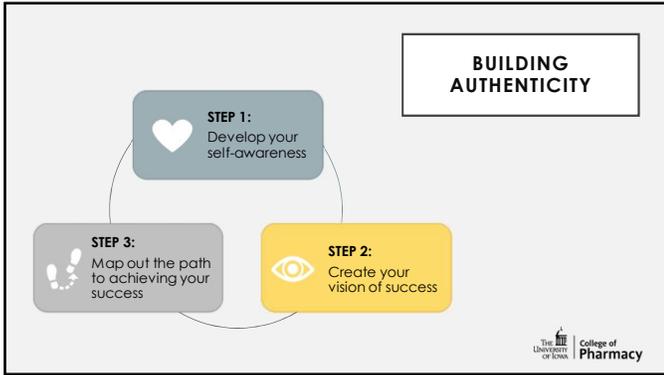
---

---

---

---

---



---

---

---

---

---

---

---

---

**STEP 1:**  
Develop your self-awareness

- Identify who you are:
  - Strengths
  - Weaknesses
  - Values
  - Beliefs
  - Passions
  - Goals
- Align your life and career goals

---

---

---

---

---

---

---

---

**STEP 2:**  
Create your vision of success

- Integrate your "who I am" into your career
- Determine what things you are unwilling to give up or compromise
- Continually check back in with the core self that you are building upon

---

---

---

---

---

---

---

---

**STEP 3:**  
Map out the path to achieving your success

- Develop situational awareness
- Identify what resources you need, and how to get them
- Must do these things without compromising the "who you are"

---

---

---

---

---

---

---

---

WHO YOU ARE	WHAT YOU DO
<ul style="list-style-type: none"><li>▪ The base that all other things are built on</li><li>▪ Character traits</li><li>▪ The characteristics that you are unwilling to give up about yourself or your job</li></ul>	<ul style="list-style-type: none"><li>▪ Roles that you fulfill</li><li>▪ The way you execute your roles depends on the base that you build upon</li></ul>

Who you are should dictate what you do

---

---

---

---

---

---

---

---



**ROAD BLOCKS TO AUTHENTICITY**

The University of Iowa College of Pharmacy

---

---

---

---

---

---

---

---

### THE STRUGGLE WITH AUTHENTICITY

Individuals most often grapple with authenticity in the following situations:

- 1 Processing negative feedback
- 2 Selling your ideas and yourself (networking)
- 3 Taking on a new or unfamiliar role

Adapted From: Ibarra. HBR. 2015




---

---

---

---

---

---

---

---

*No leader can look in the mirror and say "I am authentic"*

- Authenticity is largely defined by what others see in you
- As such, it can be controlled by you




---

---

---

---

---

---

---

---

### DISCUSSION

- Importance of receiving good, honest feedback from those around you
  - Not all feedback is good feedback
- Identifying blind spots
- Having a growth mindset and using feedback to improve your self-awareness




---

---

---

---

---

---

---

---

### THE STRUGGLE WITH AUTHENTICITY

Individuals most often grapple with authenticity in the following situations:

- 1 Processing negative feedback
- 2 Selling your ideas and yourself (networking)
- 3 Taking on a new or unfamiliar role

Adapted From: Ibarra. HBR. 2015



---

---

---

---

---

---

---

---

*"Be yourself... but carefully..."*

---

---

---

---

---

---

---

---

- You must know yourself (self-awareness)
- You must also know and understand the environment or situation you are currently in (situational-awareness)
- Use them to adapt in the moment and master the art of self-disclosure... what you share, with who and when



---

---

---

---

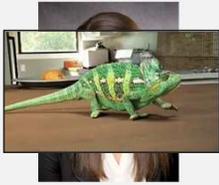
---

---

---

---

- When picking which aspects of yourself to reveal, determine how much you need to conform to social and organizational norms.
- Highlighting specific strengths and attributes while minimizing others.



---

---

---

---

---

---

---

---

**DISCUSSION**

Authenticity struggles when selling yourself and your ideas:

- Networking
- Letters of Intent
- Interviews



---

---

---

---

---

---

---

---

**THE STRUGGLE WITH AUTHENTICITY**

- Individuals most often grapple with authenticity in the following situations:
  - 1 Processing negative feedback
  - 2 Selling your ideas and yourself (networking)
  - 3 Taking on a new or unfamiliar role

Adapted From: Ibarra, HBR, 2015



---

---

---

---

---

---

---

---

## DISCUSSION

Reflecting on your authentic self and core values can be extremely helpful when

- Facing a difficult decision
- You need to pivot and change directions
- When taking on a new role or position it can be helpful to reflect on your authentic core values




---

---

---

---

---

---

---

---

*"Just because you can,  
doesn't mean you should."*  
—Mike S. McConnell




---

---

---

---

---

---

---

---

## REINVENTION

▪ How do you know when it's time to reinvent?

1. Your core self is no longer being honored
2. Your vision of success has changed
3. You've reached your goals and need to grow into new ones




---

---

---

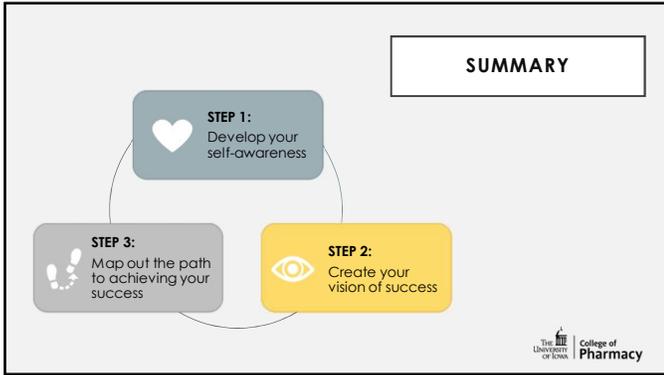
---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

**CONTACT INFORMATION**

**Brianne Bakken, PharmD, MHA**  
Assistant Professor  
Medical College of Wisconsin School of Pharmacy  
bbakken@mcw.edu

**Nicole K. Brogden, PharmD, PhD**  
Assistant Professor  
University of Iowa College of Pharmacy  
nicole-brogden@uiowa.edu

---

---

---

---

---

---

---

---