



**USC** University of  
Southern California

# TELL ME ABOUT YOUR GOALS: CREATING AN EFFECTIVE ORAL EXECUTIVE SUMMARY

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## Objectives

- To appreciate the importance of brief oral communications in research and career advancement
- To draft several executive summaries to communicate their career and research goals for a diverse variety of audiences
  - 30 seconds: “Tell me about yourself” / “What’s your career vision?”
  - 90 seconds: “Tell me about your goals”
  - 90 seconds: “How can I help?” / “What do you need?”

# Promotion Guidelines

## IX. Table Summarizing Clinical Promotion Series

Summary of Clinical Promotional Series							
Series	Title	Areas	Evaluated on Research	Evaluated on Teaching	Evaluated on Service	Evaluated on Clinical	OTHER REQUIREMENTS
<b>Clinical Scholar</b>	{Associate} Professor of [Dept] (Clinical Scholar)	1) Excellence in Research, 3) Excellence in Teaching/Educ/Mentoring 3) Strength in Service	Yes	Yes	Yes	No	Evaluated by UCAPT and Provost, Ten reference letters, 5-6 from arm's length referees
<b>Clinical</b>	{Assistant} {Associate} Professor of Clinical [Dept]	Excellence usually in one area (usually research or teaching), strength in remaining two areas	Yes	Yes	Yes	No	5 reference letters (proportions of different types depend on area of excellence)
<b>Educational Scholar</b>	{Associate} Professor of Clinical [Dept] (Educational Scholar)	Excellence usually in Educational Scholarship, strength in remaining two areas	Yes Research in area of Educational Scholarship	Yes	Yes	No	5 reference letters (see checklist for proportions of different types). Includes evaluations by referees with expertise in education
<b>Clinician-Educator</b>	Clinical {Assistant} {Associate} Professor of [Dept] (Clinician-Educator)	Teaching, Education and Mentoring, Clinical Practice	Only as appropriate for minimal part of profile, clinical trial enrollment or trainee supervision in research	Yes	Yes, if service is part of profile	Yes	Includes evaluations by trainees and mentees, by residency or fellowship director as appropriate. Supervisors, peers and supervisees asked to submit surveys on evaluation of clinical skill
<b>Practitioner</b>	Clinical {Assistant} {Associate} Professor of [Dept] (Practitioner)	Primarily Clinical Practice	Only as appropriate for minimal part of profile, clinical trial enrollment or trainee supervision in research	Only as appropriate if minimal part of profile, mentoring/training of colleagues or community physicians documented	Yes, if service is part of profile	Yes	Supervisors, peers and supervisees asked to submit surveys on evaluation of clinical skill

## “What’s your career vision?”

- 30 seconds:
- Hi, I am \_\_\_\_\_ (name), a(n) \_\_\_\_\_ (rank) Professor of \_\_\_\_\_ (department) at CHLA/USC. My career vision comes from my experience \_\_\_\_\_ (insert #1). As a faculty member, I pursue things that help to \_\_\_\_\_ (insert #2). A career where I \_\_\_\_\_ (activity #1), \_\_\_\_\_ (activity #2), and \_\_\_\_\_ (activity #3) will allow me to align the things that I do professionally with my own vision and goals.

## “Tell Me About Your Goals”

- 60 seconds
- My vision for the next \_\_\_\_ (#1) years really ties back to \_\_\_\_\_ (#2). To help make a difference for \_\_\_\_\_ (#2), I see myself pursuing research in \_\_\_\_\_ (#3). I also anticipate taking the next phase of my career to expand my efforts in \_\_\_\_\_ (#4). In talking with my mentors, I recognize that the most important things to accomplish will be to \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ (#5). I know that national recognition is important also, so as a next step, I would see myself serving on national committees and working to give a series of invited talks though I'll work with my mentors on timing of these to ensure that my productivity is sufficient.

## Elevator Speech (with Ask)

- 90 seconds
  - Position
  - Summary of project/challenge
  - Outcome of the project/what would success look like
  - Areas impacted/scope
  - Timeline and strategy
  - Outcome measure
  - Strategies to overcome barriers (e.g., training needs, promoting buy-in)
  - ASK, i.e. what is it that you need from your chief/chair/CEO