

MD HEALTH WORKSHOP 5

Building a Professional Network

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mdhealth
pilates - exercise phys - osteo - physio

reimagining
BUSINESS
PERFORMANCE + LEADERSHIP

PURPOSE

Empowering you to supercharge your career through effective networking, CPD mastery, mentorship, and professional association engagement. Unlock your potential, build meaningful connections, and thrive.



AGENDA

- Effective Networking
- Continuous Professional Development
- Mentorship and Sponsorship
- Reflections and Commitments

Reminders...   

*“It's not what you know, it's who you know.
But, more importantly, it's who knows you.”*

– Jeffrey Gitomer

WHY IS NETWORKING IMPORTANT?

How has networking helped you so far in your career?

Networking is vital for those who want to move up in their career. According to HubSpot, 85% of jobs are filled through networking. In fact, according to CNBC, 70% of jobs are never published publicly.



HOW DO YOU NETWORK?

Online

- Social media (presence & engagement)
- Online workshops
- Podcasting
- Blogging
- Online Courses

Offline

- Local Events
- BNI
- Professional Associations
- Universities
- Health & Fitness Expos

REFLECTIONS

- Rate yourself on a scale of 1-5 on how well you undertake the above activities.
- Who does this well?
- How can you improve your scores?



INDUSTRY ASSOCIATIONS

- What Industry Associations are you a part of?
- Are there any you can join?
- For what purpose?



*“Lifelong learning is not a luxury, but a necessity
for personal and professional growth
in an ever-changing world.”*

CONTINUOUS PROFESSIONAL DEVELOPMENT

- Why is this important?
- What are industry expectations?
- How do you achieve CPD at MD Health?
- What can we do differently to improve how we undertake CPD at MD Health?



MENTORSHIP AND SPONSORSHIP

What is the difference between
Mentorship and Sponsorship?



MENTORS

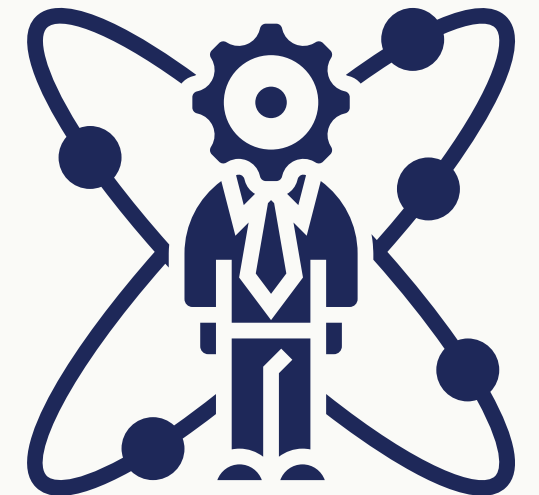


Guidance and Wisdom

Mentors provide valuable guidance and share their experiences, helping you navigate challenges and make informed decisions.

Skill Development

A mentor can offer insights and advice on developing specific skills, enhancing your professional capabilities.



MENTORS

Networking Opportunities

Mentors often have extensive networks, providing you with access to valuable connections and opportunities within your industry.



Career Path Clarity

Mentors can assist you in defining your career goals, offering advice on potential paths, and helping you understand your strengths and areas for improvement.

MENTORS



Motivation and Support

Mentors offer encouragement during challenging times, boosting your confidence and motivation to pursue your goals.

Objective Perspective

Mentors provide an external and objective viewpoint, helping you see situations from different angles and fostering personal growth.



SPONSORS

Advancement Opportunities

Sponsors actively advocate for your professional advancement, helping you secure promotions, new roles, or challenging projects.



Visibility and Recognition

Sponsors put you forward for opportunities, making sure your achievements and potential are recognized by decision-makers within the organisation.

SPONSORS



Access to Resources

Sponsors can provide access to resources, networks, and information that might not be readily available to you, giving you a competitive edge.

Career Acceleration

Sponsors play a key role in accelerating your career by opening doors, endorsing your capabilities, and ensuring your talents are recognized at higher levels of the organisation.



SPONSORS

Feedback and Development

Sponsors often provide constructive feedback, helping you identify areas for improvement and guiding your professional development.



Organisational Insight

Sponsors can offer insights into the organisational culture, politics, and dynamics, helping you navigate your career within the specific context of your workplace.

REFLECTION QUESTIONS

- Do you have a mentor?
- Do you have a sponsor?
- Who could be a mentor or sponsor for you?



REFLECTIONS AND COMMITMENTS

- What's your biggest insight from today?
- What do you commit to going forward?





THANK YOU!

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