

Stop Giving Discounts – Influence and Plan Your “ASK”

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Learning Objectives

- Define Your Goals, Identify The Needed Resources
- Align With Influencers
- Building Your Brand – Establishing Your Value
- Identify the Time To Ask

Define Your Goals, Identify The Needed Resources

STEP 1

- **Define your goals**
- 10-year picture
- Work and personal life alignment
- Opportunity cost
- Key Performance Indicators (KPIs)

STEP 2

- **Identify your needs**
- Resources?
- Timing?
- Internal competition for resources?

STEP 3

PLAN!

Plan, prepare, adjust

Align With Influencers

Four types of influencers

Mentors

Sponsors

Key Stakeholders

Peers

Building Your Brand – Establishing Your Value

Your Value is what you add – distractions

Positives

- Job performance
- Aligning with key stakeholders & sponsors
- Strategic side projects
- Building a solid brand



Negatives

- Drama
- Frequency of your issues with colleagues
- “Emotional expensiveness”

Identify the Time To Ask


Timing: long-term planning and fiscal health of your department/institution



Political points acquired: Job performance + help on initiatives + key stakeholder support



Your brand's strength: Have you intentionally built and grown a positive brand?



Macro view: Tie it all back to your department/institution's goals and key initiatives

Questions?

