Journey Mapping and Career Conversations (in 7 steps)

Paneez Khoury MD, MHSc

Learning Objectives

1) Understand tools and written approaches for career planning
2) Recognize utility of journey mapping for trainees
3) Incorporate a strategy for career mentoring for success
“Across cultures and contexts, people judge other individuals on two criteria: warmth and competence”  Cornell West
Power of Mentorship

- Many studies show that writing down goals makes individuals more likely to achieve them
- Sharing these goals (e.g. with a mentor) increases the rate of achievement
- Most of those who are well-mentored, go on to become mentors themselves thereby improving the culture of mentorship

Start with Self-Awareness
USER STORY OF A FELLOW

Elle is a 1st year fellow in your program. They have fallen in love with primary immunodeficiencies.

Elle wants to stay in academia. She says "As a person with a rare disease myself, I want to work in an underserved area for IEI so that I can provide the best care for this population of patients."

In order for Elle to achieve their goals, what must they do?
Design Thinking for Careers

Stanford d.school Design Thinking Process

- **Empathize**
  - Personas
  - Role objectives
  - Decisions
  - Challenges
  - Pain Points

- **Define**
  - Interviews
  - Shadowing
  - Seek to understand
  - Non-judgmental

- **Ideate**
  - Share ideas
  - All ideas worthy
  - Diverge/Converge
  - “Yes and” thinking
  - Prioritize

- **Prototype**
  - Mockups
  - Storyboards
  - Keep it simple
  - Fail fast
  - Iterate quickly

- **Test**
  - Understand impediments
  - What works?
  - Role play
  - Iterate quickly

https://dschool.stanford.edu

Breaking it down

Empathize

Define

Ideate

Prototype

Test it out

Test it out

Healthcare professionals career design

- Seek to understand varied roles
- Talk to folks
- Shadowing

- Pain points
- What’s the pay?
- Building clinics
- Future options
- Talk to mentors, others that know them
- Share options
- “What if”

- Mockups
- Storyboards
- Real comparisons

- Evaluate actual job prospects
- Visit!
Breaking it down

Empathize → Define → Ideate → Prototype

Test it out → Test it out

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From awareness to putting pen to paper

JOURNEY MAPPING GUIDING QUESTIONS/TEMPLATE

FROM
Where are you now?

1st year person

TO
What is your next big destination?

2nd year
Known for
Involved in JBI
Contribute to relevant projects

EXPERIENCES I NEED
What do I need to do to move towards my next destination?
Who/What should I leverage to accomplish this?
1. Meet with Dr. Emma Unologist—potential mentor?
2. Inquire about attending genomic lectures
3. Attend in-patient transplant rounds
4. Join CIS!
5.

Write down key desires and constraints

Location
Work flexibility
Impact
Pay
### Create a Prioritization Matrix

<table>
<thead>
<tr>
<th>Skills</th>
<th>Environment</th>
<th>The Horizon</th>
<th>Role</th>
<th>Compensation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Must Have</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gain new skills</td>
<td>Feedback culture</td>
<td></td>
<td></td>
<td>Independent</td>
</tr>
<tr>
<td>Opportunity for clinical trials</td>
<td>Dynamic Collaborative PIDTC consortium</td>
<td></td>
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<tr>
<td><strong>Nice to Have</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experience in leadership</td>
<td>Large teams</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>No Way</strong></td>
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**The Horizon Role Compensation**

- Most Important
- Least Important
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Fill out an Odyssey Plan (more mapping)
Brainstorm examples to model

Step 1: Patient contact and schedules

Step 2: Leadership Potential

Step 3: Study workflow scenarios

Step 4: Grants and Publishing

Step 4: Growth Potential
Diagnose network gaps and expand reach

“Social and professional networks shrunk by roughly 16% during the pandemic”

General cold-email format
1. Short
2. General info about you
3. Why them?
4. Don’t ask for anything!
5. Identify how you’ll follow up

Build and Document Assets

Skills  Products  Conversations
Skills

- Cognitive
- Experiential
- Technical

Products

- Publications
- Curricula/Courses
- Evidence of mentorship
- The CV!!
Perfect the pitch

Incorporate flexible strategic thinking

### POSSIBLE OBSTACLES
What challenges might I face?

*Can't find right job!* (in dire language)

### POSSIBLE SOLUTIONS TO OVERCOME OBSTACLES
What can I do when they happen?
Who/What should I work with to move beyond them?

- add *post-de training*
- Cold calls to *places*
- Leverage network
- Industry ??
Encourage courage

1. Start with Self-Awareness
2. Identify key desires and constraints
3. Brainstorm examples to model
4. Study Workflows
5. Diagnose network gaps and expand reach
6. Build and Document Assets
7. Encourage courage

Seek feedback
Pivot if necessary
Acknowledgments

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