



## Physician NonClinical Career BootCamp™

*"Because you're not just looking for a new job, you're wanting a new career."*

**third**<sup>TM</sup>  
**Evolution**

NonClinical Careers for Physicians

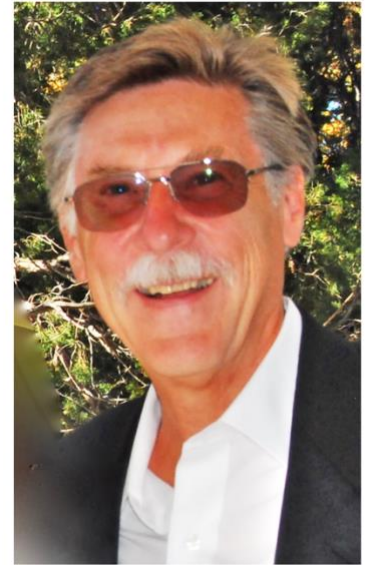
**Spring/Fall 2019 Agenda  
Denver, CO**

600 17<sup>th</sup> Street, Denver, CO 80202  
720-339-3585 | [info@thirdevo.com](mailto:info@thirdevo.com)

# Physician NonClinical Career BootCamp™

Getting started in Career Change can seem like a daunting objective, but I've worked with physicians for 30+ years as a trusted career guide and coach. What I've learned is that you can do anything you set your mind to, you only need the tools and resources to be successful.

And, that's the purpose of Career BootCamp. First, to help you decide what job or career path you want to follow. That's a big question – just like diagnosing a patient before treating. After that, tools and process will be our focus for these two days together, and you may decide what if any further resources you need from me. I look forward to working with you.



A handwritten signature in blue ink that reads "Keith Tj." The signature is stylized and written in a cursive-like font.



## Welcome to Denver


Whether you're a seasoned visitor to Denver or here for the first time, our FREE Denver & Colorado Official Visitors Guide is your best resource on how to navigate the Mile-High City, with highlights, tips, maps and as well as info on attractions, hotels, restaurants and more! Can't wait? [Click here](#) to view our virtual guide, or [here](#) to download our app to your iPad or iPhone.



# Day One

8:30 - 9:00 a.m.	<b>Coffee and Networking</b>
9:00 - 9:30 a.m.	<b>Introductions and discussion of the Career BootCamp Process</b>  Just like treating a patient career change follows a process. I present that process in a clinical format following a diagnosis, treatment planning and implementation. As you understand this process, the components and objectives of our work during these two days will seem more logical and achievable.
9:30 - 11:30 a.m.  15 minute break is scheduled during this segment	<b>Birkman Interpretation</b>  <i>What career do I want; what career is right for me? Am I an Employee or an Entrepreneur?</i>  This section is about diagnostics and reaching a definitive diagnosis for your career transition campaign. Before arriving you took the Birkman assessment, and we will discuss those results and how to use your Birkman report, not just for the next two days but throughout your career. We will also follow a SOAP note format in this segment with the Birkman representing the Objective material.
11:30 - 12:30 p.m.	<b>Resume Format and Function: What's the Best Resume format for you?</b> Chronological, Functional, Combination Business/Product Preso* (the resume for your new business)  During our two days, we're going to use, and perhaps learn, many business and marketing terms. Packaging is one, and your packaging will begin with your resume. Even for attendees focused on entrepreneurial pursuits, core competencies developed for the



	<p>resume will also be elemental to project/product presentation.</p> <p>Importantly, we will discuss not only the basic differences between a CV and a resume, but also resume options and why I most often recommend the Functional Resume format.</p> <p><b>*PowerPoint Presentation</b></p>
12:30 – 1:30 p.m.	Lunch
1:30 – 3:00 p.m.	<p><b>Resume/Preso Development: Your accomplishments and Core Competencies</b></p> <p>We will drill down during this segment to put in plan what was previously discussed so you can have a complete or nearly complete resume/preso at the end of the day. And by complete, you should have a career focus, your core competencies, a list of accomplishments, and have selected the appropriate format for your resume/preso.</p>
3:00 – 3:15 p.m.	Bio Break
3:15 – 4:30 p.m.	<p><b>Stump Speech.... The answer to every question.</b></p> <p>Your stump speech is the answer to the hardest interview question ever asked, "Tell me a little bit about yourself." And, it's the answer to the last question you'll be asked in every interview, "Is there anything else you'd like to add or say?" It's also what you say in meetings when someone announces, "Let's go around the table and introduce ourselves." And I could go on and on. It just might be the most important "speech" you'll ever develop.</p> 
4:30 – 5:30 p.m.	Q&A from day one with refreshments
5:30 p.m.	<p><b>Home Work: Refine Resume/Preso and Stump Speech</b></p> <p>We'll talk about how to get your resume/preso ship-shape to present tomorrow.</p>

# Day Two

8:30 - 9:00 a.m.	Coffee and Networking
9:00 - 9:45 a.m.	<p><b>Q&amp;A from Day One</b></p> <p>You'll have questions, and in addition to our planned schedule, this will shape some of our focus and thinking for the day</p>
9:45 - 10:00 a.m.	Bio Break
10:00 - 11:30 a.m.	<p><b>Resume/Preso analysis, refinement and recommendations</b></p> <p>We'll collaborate as a group to fine tune your resume/preso. You may still do some wordsmithing once home, but you'll be at least 90% finished by lunch.</p>
11:30 - 12:30 p.m.	<p><b>Stump Speech – and phone script</b></p> <p>More practice and advice to make every word count. Also, you'll see the value of using your Stump Speech with the phone.</p>
12:30 - 1:30 p.m.	Lunch
1:30 - 2:00 p.m.	<p><b>Your best leave behind, your business card</b></p> <p>You'll be the only physician business card in the file without an appointment reminder on the back, a caduceus somewhere and more letters after you name than the alphabet.</p>
2:00 - 3:00 p.m.	<p><b>Networking – a tactical plan for strategic results</b></p> <div style="display: flex; align-items: flex-start;">  <p>How to ask for a job without ever asking for a job. – and one of my most valuable tips, never ask for a job. Networking is about establishing relationships, about helping others as well as yourself and about learning more about what you really want to be doing. Networking is exploring.</p> </div>

3:00 – 3:30 p.m.	<p><b>Turning Two Days into Action – Your next steps.</b></p> <p>As you will read in my book, Great ideas are a dime a dozen, great implementation is priceless. Every doctor knows how to make EHRs better, how many have actually done it? That is the difference, and you will have a plan to put in place when you leave.</p>
3:30 p.m.	<p><b>Final Q&amp;A. Wrap up and close</b></p>

**Airport Information**

**Downtown to Denver International approximately 30 minutes by cab, two hour window with Super Shuttle.**

**Cab/Uber/Lyft: rates: \$55 approx**

**Super Shuttle: \$22/person**

**Light Rail: \$20 to Union Station. (**

**Outbound flights are available to most major cities, both East and West, between 4:30 p.m. and 8:30 p.m.**

*Whether you want to start your new NonClinical career now, or you're just testing the waters...*

**Physician NonClinical Career BootCamp™ is Your Place to Start.**