

W22: Creating opportunities for personal and professional growth: Selling ourselves and our vision



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Disclosures

Suzanne Hess, PhD, CHTP is an Assistant Professor and HRI Scientist at Roswell Park Comprehensive Cancer Center.

She is the HBB Research Director and Committee Chair, and a HBB Level I Instructor in Training.

She is a member of HBB, the American Holistic Nurses Association (AHNA), and Consciousness and Healing Initiative (CHI).

Workshop Considerations



It's a long presentation, pace your self



Take care of your needs



Download handouts to work along with the presentation

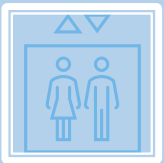
Objectives



Describe components of documents that convey vision, experience, and professional capabilities



Generate draft documents of professional experience, and summary statements after assessing vision and goals



Learn constructive and modern written and oral means to sell one's experience and ideas

Thoughts on Awakening and Connecting to the Art of Healing

Personal and Collective Journeys-

All have different paths, time frames, purpose

Some of us may feel awakened

We connect with individual practice, classes, service, research, community, job, support groups

The focus of our art of healing is varied

Oneself, loved ones, immediate community, ... the world





Awakening and Connecting to the Art of Healing



Awakenings

Awakening is not a thing. It is not a goal. It is not a concept. It is not something to be attained. It is a metamorphosis. Alejandro Todorowsky

The reason people awaken is because they have finally stopped agreeing to things that insult their soul! Warrior Goddess Training

The whole point of a conscious life is that you authentically discover your own unravelling soul purpose by listening to those inner whispers one day at a time. Kimberley Jones

Awakened souls strengthen and encourage each other by their friendships and interchange of thoughts they create a network of light over the planet and spin threads of mutual upliftment and inspiration. Vida Reed Stone

Don't you know yet? It is your light that lights the worlds Rumi

What is your Dream?

- To build your own holistic business?
- To obtain a better job?
- To increase your HT practice?
- To increase HT programs?
- To conducting HT Research
- To expand teaching HT?



“Every great dream begins with a dreamer. Always remember you have within you the strength, the patience, and the passion to reach for the stars to change the world.” Harriet Tubman

Becoming Your Vision



Create a vision of who you want to be and then live into that picture as if it were already true. Arnold Schwarzenegger

A vision is not just a picture of what could be, 'it is an appeal to our better selves, a call to become something more. Rosabeth Moss Kanter

Believe. No pessimist ever discovered the secrets of the stars or sailed to an uncharted land or opened a new heaven to the human spirit. Helen Keller

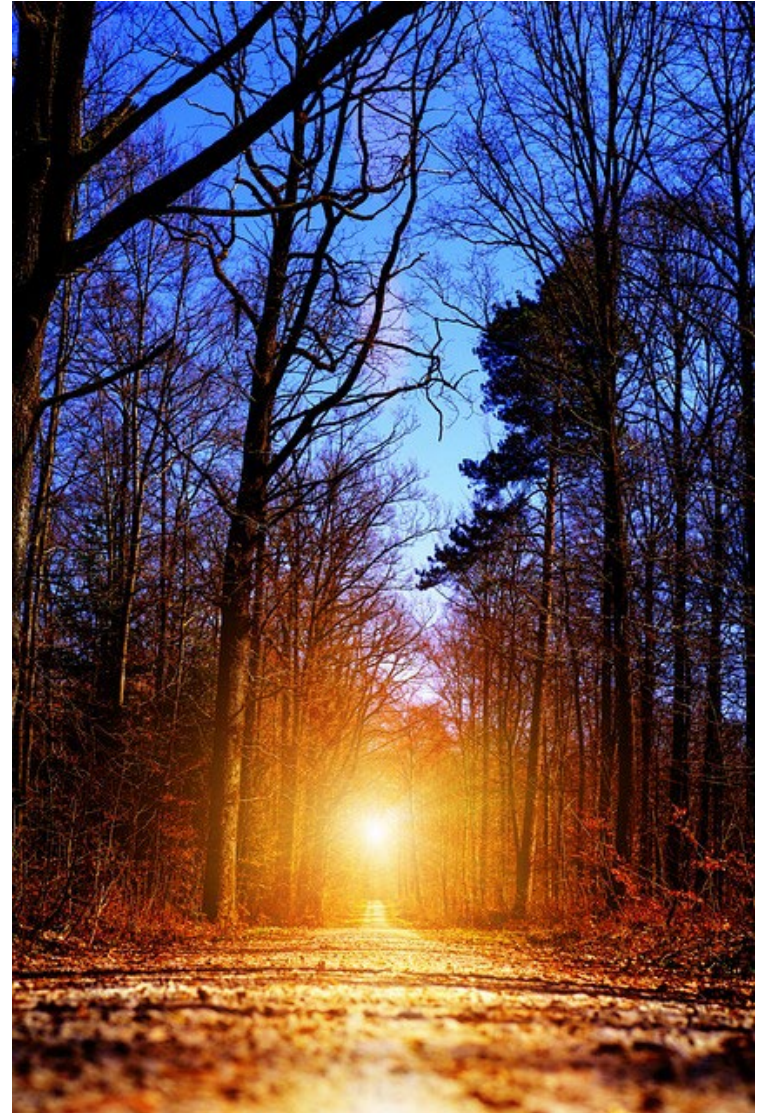
There is a vision for my life that is greater than my imagination can hold. Oprah Winfrey

A vision we give to others of who and what they could become has power when it echoes what the spirit has already spoken into their soul. Larry Crabb

It's time to stop pretending you're this average person, you've got big work to do. BIG Tiffany Han

Your Art of Healing

- ▶ What do you want to move forward in your personal life?
- ▶ What do you want to move forward in your professional life?
- ▶ What kind of care have you delivered or want to deliver?
- ▶ Who are you healing?
- ▶ Where do you want to do your healing work?
- ▶ Do you have a team in place or is this something you will do on your own?
- ▶ Do you have the tools/resources you need to move forward?



Growing into where you want to be. Today's reflections and first steps.

- ▶ What is your mission, vision, goal (s) and plan?
- ▶ What are your strengths, needs, accomplishments, skills?
- ▶ What is your educational background?
- ▶ What is your work experience and what special training have you had?
- ▶ What other gifts and talents do you bring with you?
- ▶ How to package this information to where you want to be?



Tangible Take Home Items

- ▶ Mission Statement
- ▶ Vision Statement
- ▶ Core values list
- ▶ Goals
- ▶ Plan
- ▶ Timeline
- ▶ Resume draft
- ▶ Executive Summary Draft
- ▶ Personal Statement draft
- ▶ Elevator Talk draft
- ▶ Resources



Information gathering with self reflection to build content

- ▶ **Worksheet 1 on mission, vision, values**
- ▶ **Worksheet 2 on goals, plans, and timelines**
- ▶ **Worksheet 3 on personal traits and skills**
- ▶ **Worksheet 4 on what you bring with you**
- ▶ **Worksheet 5 on your resume statement**
- ▶ **Worksheet 6 on elevator pitch**
- ▶ **Worksheet 7 on vision board**

Packaging and Marketing Strategies

- ▶ Sell yourself in resumes, personal statements, summary statements, biosketches, and elevator pitches
- ▶ Give employers what they ask for
- ▶ Use key words in job ads and in job title descriptions
- ▶ Highlight your accomplishments by using action verbs + what you did + why, outcome or quantified results
- ▶ Use social media outlets for networking, posting blogs, posting resumes, assessing your competitors, establishing mentors
- ▶ Get yourself out there in regard to job fairs, holistic fairs, HR wellness and benefit fairs, Departmental and community events, professional events, professional organizations
- ▶ Use websites if business or program oriented.

Mission- a single sentence that describes an organizations or person's fundamental purpose

- ▶ To spread healing and light worldwide through the heart-centered practice and teaching of Healing Touch (HBB).
- ▶ To eliminate cancer's grip on humanity through cancer research, cancer treatment, cancer prevention and cancer education (RPCCC)
- ▶ To improve quality of life and empower individuals globally through Healing Touch, a biofield therapy, that impacts body, mind, and spirit (Hess).

Vision Statement

An aspirational statement of what the company or organization hopes to achieve through long term objectives and goals



- ▶ **Global Leadership:** Striving for global recognition in immunotherapy and adoptive cell therapy through innovative immunotherapy research and clinical trials
- ▶ **Empowerment:** Mentoring a diverse group of next generation immuno-oncologists
- ▶ **Community Impact:** Aligning clinical initiatives with patients needs and access to care and clinical trials

Healing Beyond Borders Vision

Spread Healing, Light and Love, creating
wholeness on Earth.



<https://www.healingbeyondborders.org>

*People working together in a strong community with a shared goal and a common purpose
can make the impossible possible Tom Vilsack*

Vision: To see Healing Touch have global impact by being

...Taught and practiced across the world

...Integrated into allopathic medicine

...Researched through federal, public, and private mechanisms to generate evidence-based practice

...Included as programs at major hospitals, institutions, nursing homes, and hospices throughout the world HESS

Having a clear vision of your goal makes it easier to take the first step

Values-beliefs or core principles that guide behavior or decisions for individuals or organizations

- ▶ Integrity
- ▶ Honesty
- ▶ Compassion
- ▶ Innovation
- ▶ Knowledge
- ▶ Generosity
- ▶ Flexibility
- ▶ Performance
- ▶ Quality
- ▶ Loyalty
- ▶ Creativity
- ▶ Caring
- ▶ Fairness
- ▶ Empathy
- ▶ Reliable
- ▶ Stability
- ▶ Understanding
- ▶ Success
- ▶ Safety
- ▶ Resilience

A highly developed values system is like a compass. It serves as a guide to point you in the right direction when you are lost. Idowu Koyenikan

What do you want to do? (Worksheet 1)

- ▶ What is your Mission?
- ▶ What is your Vision?
- ▶ What are your Values?
- ▶ 5-minute exercise on worksheet 1.



What you do makes a difference. And you have to decide what kind of difference you want to make. Jane Goodall

Vision: To have Programs for Healing Touch throughout the world

- **Goal: Increase knowledge and visibility of HT**
- **Goal: Determine feasibility of introducing HT pilot programs**
- **Goal: Conduct Healing Touch research using quantitative and objective outcomes**
- **Goal: Increase visibility of HT and HT research to other countries**

HOW TO ACHIEVE YOUR GOAL

Define it Want it, Believe it, Write it down, Split it up, Review it, Schedule it, Make it happen–Jan–Michael Rosarid

Goals and Plans and Timelines

Without goals and plans to reach them, you are like a ship that has set sail with no destination.

Fitzhugh Dodson



I can't change the direction of the wind, but I can adjust my sails to always reach my destination-Jimmy Dean

Building Your Vision!

HESS



Goal: Increase knowledge and visibility of HT at RP and in WNY

Offer HT classes/talks to healthcare practitioners

Finish my instructor training and/or bring in other Instructors

Grow a program here and in the catchment area

Introduce program to disparate populations

Continue to foster collaborations with nursing community and give didactic and experiential talks

Work on members of my clinical team to introduce it into my department (2/week)

Identify allies

Meet with Resiliency/Wellness team to do demonstrations (1 in Dec.)

Deliver presentation on HT to members of hospital departments (1 /mo.)

Goal: Determine feasibility of introducing a HT pilot program

Introduce a small program with “stressed” students or postdocs twice a month to voice guide some techniques, gather qualitative feedback. Feb 2024

Goal: Acquire quantitative, objective outcomes using HT

Write small pilot grant related to either resiliency with nursing staff or as a feasibility trials with patients within the department May 2024

Aid other investigators to conduct HT research as HBB Research Director

Goal: Increase visibility of HT and HT research to other countries

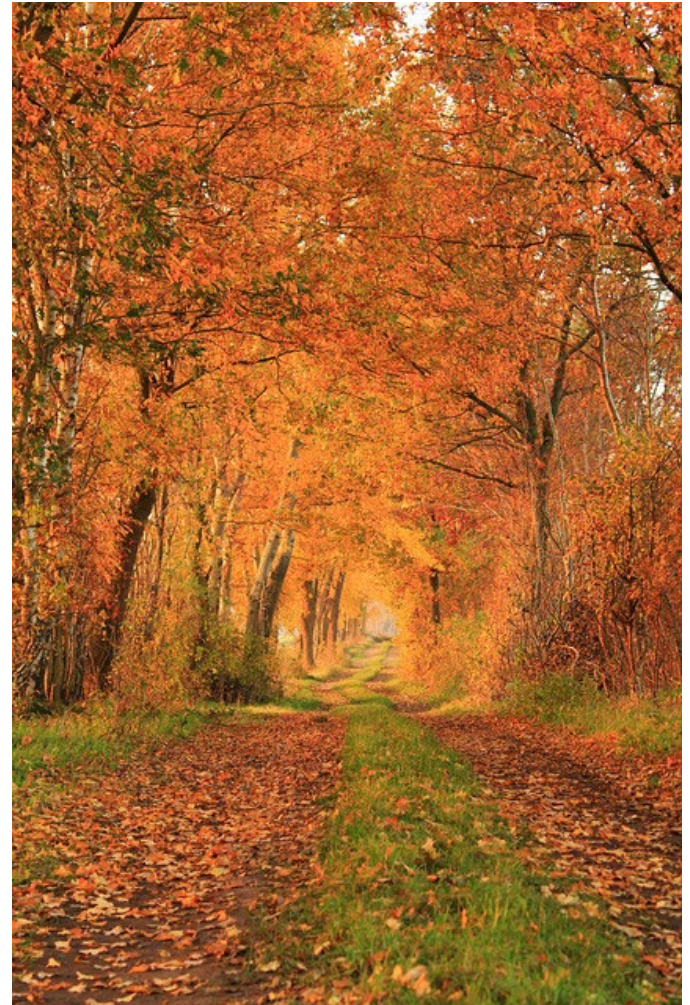
Continue to offer global Biofield Research Interest Zoom meetings (Monthly)

Continue to attend workshops or participate in biofield seminars

Follow up with Ukrainian Oncologists and Polish Non-profit Copernicus group (Nov 2023)

How do you get there? (Worksheet 2)

- ▶ What are your goals?
- ▶ What is your plan to accomplish your goals?
- ▶ What is your timeline to accomplish your goals?
- ▶ Who will help you get there?
- ▶ 5-minute exercise to complete worksheet 2



A dream written down with a date becomes a goal. A goal broken down into steps becomes a plan. A plan backed by action makes your dreams come true. Gary S. Reid

These tasks will help bring focus to

- ▶ Your vision, mission, or values
- ▶ What initial goals you may have
- ▶ Action items that will help you move forward
- ▶ A timeline that will help regarding accountability and staying on track
- ▶ Help relay who might be the persons or organizations involved in your vision
- ▶ Additional help you may need or skills you may need to acquire
- ▶ Initial content for a new business, brochure, or website
- ▶ Recognize if you and your values will fit into an organization or company you are considering for a job.

What do you think are some of your positive personal traits?

- ▶ Hardworking
- ▶ Ethical
- ▶ Skilled
- ▶ Motivated
- ▶ Loyal
- ▶ Enthusiastic
- ▶ Direct
- ▶ Adaptable
- ▶ Organized
- ▶ Compassionate
- ▶ Knowledgeable
- ▶ Creative
- ▶ Detail-oriented
- ▶ Caring
- ▶ Honest
- ▶ Diligent

Top skills to put on a resume

- ▶ Record-keeping and documentation
- ▶ Time management and organizational
- ▶ Critical thinking and problem solving
- ▶ Specialized software and equipment
- ▶ Clinical competencies
- ▶ Communication skills
- ▶ Interpersonal skills
- ▶ Teamwork
- ▶ Computer
- ▶ Customer service
- ▶ Collaborative
- ▶ Self motivation
- ▶ Innovation
- ▶ Leadership
- ▶ Analytical
- ▶ Language
- ▶ Data entry
- ▶ Project management
- ▶ Multitasking

Worksheet 3

Top 5 personal traits

List at least 5 personal traits representative of you in the workplace

Top 5 skills

List at least 5 skills that you have that will be looked at favorably on your application

What resources do you have in hand?

▶ YOU

- Your education
- Your work experience
- Your leadership experience
- Your people skills
- Your technical or soft skills
- Your certificates or licenses
- Your workshop experience
- Your teaching experience
- Your life experience
- Your hobbies
- Your professional development
- Your Healing Touch (Holistic) experience (s)



And Principles of Healing Touch and Energy Medicine

- ▶ Grounding
- ▶ Connection to Source
- ▶ Focusing on Attributes of the Heart
- ▶ Setting intention
- ▶ Being in balance to bring clarity
- ▶ Intuition
- ▶ Assessing what you are resonating with energetically—ideas, words, thoughts, career direction, collaborators
- ▶ Meditation

How do you communicate with the world?

- ▶ Name
- ▶ Phone—land line, cell
- ▶ Texts
- ▶ Email address
- ▶ Web site
- ▶ Instagram account
- ▶ Facebook account
- ▶ LinkedIn or other professional sites (ZipRecruiter or Monster)

Are the web and social media presence reflective of your core values?

Educational Experience

- ▶ High School
 - ▶ College or Trade School
 - ▶ Study abroad
 - ▶ Specialty training–Certificates or Licensures
 - ▶ Graduate Education
 - ▶ Post graduate Education/Fellowships
-
- ▶ Dates. Location. Certificates or Degrees
 - ▶ Major area, Honors or Awards
-
- ▶ If a recent graduate, include high school experience. Otherwise, start from college.
 - ▶ Maybe mention activities participated in or leadership skills if relevant to position

Scientific and Holistic Experience

1993–PhD in Cell and Molecular Bio, PSUSM

1993–1998–Postdocs UNC, NC

1998–2001–Res Assoc. , Asst. Prof, WFUSM

2011–2022–RP, Grant Coordinator

2022–present–RP, HRI Scientist/Program Manager

- ▶ Accomplishments
 - Publications (pubmed link)
 - Mentoring (MS students)
 - Committees (Admissions, Wellness, survivorship, etc.)
 - Board of Directors–CERTL, CNC MS Society
 - Grants

- ▶ Usui Reiki Master > 20 years
- ▶ HT > 20 years, CHTP since 2005; recertified 2020.
- ▶ WFU Co–chair biofield research group
- ▶ Established HT volunteer group RP 2 programs–Roswell survivorship and Hospice Community location
- ▶ Established biofield research interest group global zoom
- ▶ HBB Research committee, chair and director
- ▶ Lead HT program at RP survivorship/caregiver and grief retreats from 2013–2023.
- ▶ HT QOL grant, RPAF 2012

Work Experience

What is your most recent job? Dates 5/2022–present, Job Title–HRI Scientist, Employer–Roswell Park, Buffalo, NY

Duties–Manage Programs for departmental chair, aid in securing funding and managing grant related reports and regulatory documents. Work with Jr. Faculty and Fellows on posters, grants, and manuscripts.

Accomplishments

Use action verbs, quantitate if possible

Wrote and produced other attachment documents related to clinical expertise, training expertise, mentored students, and mentored grants for Tumor Immunology and Immunotherapy Program at a CCSG P-30 Comprehensive Cancer Center

Edited the 12–page research strategy section for TII Program

Generated and edited the PowerPoint presentation for NCI site visitors and drilled program leaders with potential questions

Submitted DOD Clinical Trial Grant with PI. Secured 2.0 M dollars for triple combination treatment for advanced stage ovarian cancer patients.

Managed regulatory document submission. Helped secure parallel Pharmaceutical funding to cover additional costs of clinical trial

Collaborated with junior scientists for Gyn Onc related grant applications.

Holistic Experience

Accomplishments

Use action verbs

Quantitate if possible

Established a Healing Beyond Borders Healing Touch Program at an NCI designated Comprehensive Cancer Center in the Survivorship Clinic where 14 trained level 1 volunteers delivered twice a week for 3 hr. over 760 30-minute sessions in the first year to over 390 cancer patients and caregivers. In 16 months over 1200 sessions were performed.

Established a Healing Beyond Borders Healing Touch Program offsite on the grounds of Hospice Buffalo where 14 trained level 1 volunteers delivered sessions to over 100 individuals over a 3 yr. period.

Initiated a monthly biofield research interest zoom group since 2021 where publications, studies, books, and strategic plans are discussed, and biofield research presentations are given.

Examples: Scientific and Holistic accomplishments

- ▶ Designed and performed experiments, analyzed data, presented results, trained, supervised, and evaluated lab personnel.
- ▶ Submitted 34 abstracts to cancer related meetings/organizations; Published 12 journal articles in peer reviewed scientific journals
- ▶ Presented 60 oral presentations at academic institutions and in the community
- ▶ Managed a lab start up budget of \$250,000, as well as additional grant and pharmaceutical dollars.
- ▶ Mentored 3 Medical Students, 2 NC A & T Master's Graduate Students, 1 WFUSM Physician Assistant (PA) Master's Student, and 13 high school students.
- ▶ Served on the Editorial Board for the Journal of Cancer Integrative Medicine (2003-2005).
- ▶ Received Roswell Park Alliance Foundation grant with Dr. Lynda Beaupin to run a pilot RPCI Healing Touch (HT) Program for Pediatric Outpatients and their parents/caregivers.
- ▶ Obtained certification as a Certified Healing Touch Practitioner (CHTP) (2005) and CHTP Recertification from Healing Touch International every 5 yrs.
- ▶ Completed Reiki I, Reiki II, and Usui Reiki Master Training (2000-2002).
- ▶ Volunteered monthly at *Gatherings of Grace* Free HT Community Clinic held at Cicely Tice Mansion (2002-2003), Brookstown Inn (2003-2005), and North Carolina Baptist Hospital Sticht Center (2005-2006) WS, NC.
- ▶ Demonstrated HT on Director of Nursing Research and staff at NCBH in WS, NC (2005).
- ▶ Performed free monthly HT sessions on cancer patients/survivors at Cancer Services Inc., WS, NC (2005-2006).

What do you bring with you?

Self-reflection Worksheet #4

1. Education
2. Professional Work Experience
3. Accomplishments
4. Skills/special skills
5. Credentials, Licensures
6. Publications
7. Teaching
8. Project Management
9. Personal Experience
10. Holistic practice
11. Leadership
12. Professional Organizations
13. Other-volunteering, community activities, organizations



Resume

- a compilation of work history and skills

A job recruiter has under 7.4 sec to review a resume.

Make that 7.4 sec count!

You need to highlight your industry specific experience, activity, key words, accomplishments, and credentials

What to include:

**Contact Information: Name, phone number, email, phone, city state, other
Job specialty or career title**

Professional Summary, 2-3 sentences / Career Objective - Way to introduce yourself

Work Experience

Skills

Education / Certifications

Four Important Components of Resumes

1. Top personal half with contact information and either summary, goal, background or objective statement-First thing that is noticed by recruiters
2. Work experience-usually is listed first in a reversed chronology resume
3. Education & Training- usually is listed first if only have part time jobs or limited job experience, or recent graduate
4. Skills and other sections (Certifications, special trainings)-sometimes is listed first in a functional resume where focus is on achievements, where you might be reentering workforce, instead of chronology or sequence of work experience

Skills

Abilities

Accomplishments

Employment History

Resume Summary Statement

- ▶ It's a short description at the top of a resume that includes your most important professional qualifications regarding experience, skills, and achievements to capture the attention of recruiters or hiring managers.
- ▶ It lets them know in a few sentences your key qualifications and within seconds if you are right for a specific job and worth exploring further.

Examples of Summary Statements

#1. Motivated, driven, innovative nurse with over 10 years-experience working with addiction populations providing managed patient care in emergency room environments, seeks nurse manager position in high paced, inner-city hospital. Special skills include previous experience in substance abuse counseling, mental health nursing, and drug abuse group counseling, with certificates in crisis and addiction counseling.

#2. Knowledgeable, organized, and focused RN with 25 years OR experience in cardiac procedures and current cardiology treatment options and procedures seeks to coordinate an inpatient and outpatient heart valve clinic and valve program at a large city hospital and affiliated site.

Examples of other statements included at top of resume



- ▶ **Objective:** To utilize my extensive background in cancer research, lab management, grant writing, graduate and medical student mentoring and education, medical continuing education, community education and outreach, and private holistic practice to obtain a position at a leading health care institution (Hess).
BAD-too broad, too long
- ▶ **Goal:** Full time pediatric nursing position at an institution that puts nursing theory into practice to provide high-quality evidence-based care to its patients.
- ▶ **Background:** Ten years of nursing experience in ICU and medical/surgical units. BSN with critical care certifications. Leadership and managerial experience.
- ▶ **Overview:** Licensed Midwest RN with experience in community health. Excellent interpersonal, communication, and leadership skills. Possesses holistic approach to health care focusing on connection to patients and caregivers.

Workshop 5: Statement Development

- ▶ **Work on a summary statement or objective or goal or overview for your next job!**
- ▶ **What type of resume style do you think you would want? What would you highlight?**
 - **Work experience, skills, accomplishments, education, specialty skills?**

Resume

- ▶ You NEED to tailor the resume for a particular job
 - Look at company website, vision, mission, values
 - Look at job description to see what key words to include
- ▶ A computer Applicant Tracking System (ATS) is used to see if you are compliant and to get you to move onto a human reader
- ▶ Formatting–0.5 or 0.75 Headlines–capitalize, bold, color, use white space and margins–Cambria, times, Calibri 10–12 font size
- ▶ Contact, headline, 3 key skills
- ▶ SUMMARY–attention grabbing–Title/Job 3 key skills under title, related to position. –job posting, description from posting, they have in posting, tailor resume, # years, accomplishments, 2 sentences, last sentence, specialty and expertise.
- ▶ Work experience–accomplishment, results driven, keyword heavy, quantifiable
- ▶ Education and training
 - Accurate, honest, honors, coursework
- ▶ Skills and other
 - Hard Skills–Technical skills profession–computer, design based
 - Soft Skills–volunteer, memberships, awards, honors, language
 - How to customize–research + key works + direct correlation your work and position
 - Achievement statements–Action verb + task + result
 - Quantitative Measurements– Use \$, %, numbers, time.

Updated Guidelines for Resumes

- ▶ Keep clean and concise
- ▶ No bright colors, graphics, or clip art–Blues and blacks are ok
- ▶ No columns. Affects how resumes are screened (ATS). Information gets lost if in columns
- ▶ No photos of oneself in U.S. resumes–social media ok
- ▶ No personal identification, no race, marital status, age, religion, etc.
- ▶ No unprofessional email addresses
- ▶ No full addresses, just city and state–prevents discrimination
- ▶ Remote workers put in city, state, geographic regions
- ▶ Work history is not relevant if over 10 years
- ▶ Avoid industry specific jargon
- ▶ Avoid too much education info, minors, gpa over 3 years, no internships unless recently graduated and relevant.
- ▶ Reference listings not needed
- ▶ No salary history should be included
- ▶ No generic skills–Microsoft–excel, word, PowerPoint,
- ▶ Don't use leadership and organization skills–give examples
- ▶ No generic jargon–"team player", "good people skills"

36 Fresh Resume Actions Verbs

Accelerated	Formalized	Counseled	Outpaced
Advocated	Generated	Critiqued	Outperformed
Maintained	Utilized	Cultivated	Pioneered
Amplified	Investigated	Devised	Publicized
Authored	Mentored	Dispatched	Remodeled
Centralized	Mobilized	Enabled	Spearheaded
Charted	Negotiated	Incorporated	Fostered
Designated	Facilitated	Engineered	Transformed
Expedited	Undertook	Forecasted	United

Additional resume action verbs are included as a separate handout.

Lisa Laurie BSN, RN
5555
llaurie@gmail.com
2222

Home 716-555-

Cell 716-222-

Employment/Experience

2020 – Present	Health Wellness Nurse Coach	Independent Practice
2013– Present	Sisters Hospital	Medical/Telemetry/Neuro
2014– 2018	Catholic Health	Community Screenings and
Coaching		
2014– 2018	Catholic Health	DM follow up surveys with
Coaching		
2015– 2016	Cardea Health	Infusion Nurse
2000 - 2014	McAuley Residence	Geriatrics/Rehab/Supervision
2011 - 2012	Hospice Buffalo	Palliative Care/End of life
2010 – 2011	BOCES Adult Education	LPN Instructor
2000 - 2004	Child and Family Services	Adult Education Instructor
1990 - 2000	Allcare Family Services	Pediatric /Adult Clients
1984 - 1997	Interim Health Care	Spinal Cord/MS Patients
1982 - 1984	Hotel Dieu Hospital	Medical/Surgical

Leadership

Presented at the American Nurses Association New York Yearly Conferences 2022
Presented at the American Holistic Nurses Association (AHNA) National Yearly Conference 2022, 2023
Planetary Health Task Force Member (AHNA) 2021 – Present
Diabetes Self-Management Education and Support Advisory Group Member 2019 – 2022
Planning committee member for (AHNA) yearly conference 2018

Sisters of Charity Hospital Committees:

Planetary Health Committee	2021 - Present
Shared Governance member	2019 - Present
Employee Wellness	2017 - 2020
Preceptor/DEU Educator	2016 - Present
Relationship Based Care Champion	2015 - Present
Unit Practice Council 3 South Chairperson	2014 – Present
Patient Care Executive Member/Co-chair	2014 - 2017

Certifications / Professional Affiliations / Speaker

Holistic Stress Management Instructor
Board Certified Health and Wellness Nurse Coach

Resiliency Program Leader

Summary:

Develops, manages, directs, and delivers Resiliency programs designed to meet the needs of all staff and other individuals as necessary; develops and manages programs in collaboration with the Wellness program and other elements of the Psychosocial Oncology team; serves as a resource for organization staff; develops and manages educational and training functions of the department. Supervises Wellness Program Coordinator for activities and educational programs in the staff resiliency and wellness programs at Roswell Park Comprehensive Cancer Center (Roswell Park). Implements a comprehensive program that supports these activities for staff; collaborates with community partners to create a network of Resiliency, Stress & Burnout Reduction, and Wellness programming available to staff of Roswell Park; collaborates with academic investigators to develop an initial and long-term research agenda involving resiliency, stress and burnout reduction and wellness for healthcare workers and staff; identifies and pursues grant opportunities and other sources of funding to support research and educational initiatives; manages Resiliency programming budget and supports maintaining accreditations for the program (e.g. Joy in Medicine through American Medical Association).

Qualifications:

Required Education and Experience

1. Doctoral degree (MD, PhD, DNP or related) in a health or mental health related field and the equivalent of two (2) years of full-time experience in a health-related field; or
2. Master's degree in Social Work, Mental Health, Nursing, or a related field, and the equivalent of five (5) years of full-time experience in Medical Social Work and/or experience in a comprehensive cancer center or a health-related field including two (2) years of full-time leadership experience developing and implementing programming within a health care facility.

SUMMARY

Highly motivated, skilled, and passionate nurse with over 40 years-experience working with adult and pediatric populations providing compassionate and effective patient care in fast pace, high stress environments, seeks a holistically oriented nursing or wellness position. Dedicated to treating the physical, mental, emotional, and spiritual needs of persons through patient centered care and educating nursing staff and healthcare providers regarding self-care and resiliency techniques to ensure quality of life, quality of work, and longevity to healthcare workers.

PROFESSIONAL EXPERIENCE

2020 – Present	Health Wellness Nurse Coach	Independent Practice
2013 – Present	Sisters Hospital	Medical/Telemetry/Neuro
2014 – 2018	Catholic Health	Community Screenings and Coaching
2014 – 2018	Catholic Health	DM follow up surveys with Coaching
2014 – 2016	Cardea Health	Infusion Nurse
2000 - 2014	McAuley Residence	Geriatrics/Rehab/Supervision
2011 - 2012	Hospice Buffalo	Palliative Care/End of life
2010 – 2011	BOCES Adult Education	LPN Instructor
2000 - 2004	Child and Family Services	Adult Education Instructor
1990 - 2000	Allcare Family Services	Pediatric /Adult Clients
1984 - 1997	Interim Health Care	Spinal Cord/MS Patients
1982 - 1984	Hotel Dieu Hospital	Medical/Surgical

INVITED TALKS

2023	American Holistic Nurses Association (AHNA) National Yearly Conference
2022	American Nurses Association (ANA), New York, Yearly Conference
2022	AHNA National Yearly Conference

LEADERSHIP

2021 – Present	Planetary Health Task Force Member (AHNA)
2019 – 2022	Diabetes Self-Management Education and Support Advisory Group Member
2018	Planning committee member for AHNA yearly conference
2011 – Present	WNY AHNA, Founder and Chapter Leader

HOSPITAL COMMITTEES

Sisters of Charity Hospital, Catholic Health System, Buffalo, NY

2021 - Present	Planetary Health Committee
2019 - Present	Shared Governance member
2017 – 2020	Employee Wellness
2016 – Present	Preceptor/DEU Educator
2015 - Present	Relationship Based Care Champion
2014 – Present	Unit Practice Council 3 South Chairperson
2014 - 2017	Patient Care Executive Member/Co-chair

CERTIFICATIONS

Certified Holistic Nurse (HNB-BC)
Holistic Stress Management Instructor
Board Certified Health and Wellness Nurse Coach

PROFESSIONAL AFFILIATIONS

Academy Medical Surgical Nursing,
American Holistic Nurses Association
American Nurses Association
Homeopathic Nurses Association
WNY Professional Nurses Association

SPEAKER

Toastmasters - NY

EDUCATION

2014	BSN, Niagara University, Niagara Falls NY
2008	AAD, Erie Community College, Williamsville, NY
1982	Practical Nursing, New Orleans, LA

AWARDS

2020	Practice Grant Implementing Self-Care for Nurses from AHNA
2015	2015 Outstanding Nurse, Sisters of Charity Hospital, Buffalo, NY
2012	CHS/Niagara University, RN to BSN Scholarship, Niagara University, Niagara Falls, NY
2010	Nursing Scholarship, New York State Health Facilities Association
2006	Employee of the Month, McAuley Residence, Kenmore Mercy Hospital, Catholic Health System
1993	Allcare, Employee of the Year
1980	Letter of Commendation from the US Army Reserve

VOLUNTEER ACTIVITIES

2011 – Present	WNY AHNA, Founder and Chapter Leader
2017-2019	Roswell Park Healing Touch Volunteer Program, Hospice Location, Cheektowaga, NY
2012 – 2016	American Heart Association
1988 – 2015	Parent Volunteer
1986 – 1999	La Leche League

Example Resume Template

YOUR NAME

Phone | Email | Location (City, State, ZIP)
Online Portfolio/Professional Website (Optional)

PROFESSIONAL SUMMARY

2-3 sentences or 2-3 bullet points that include your years of professional experience, accomplishments, top skills and strengths as they relate to the position and what you're looking for in your next role.

EXPERIENCE

Title **Start Date - End Date (Current)**
Company Name, Location
(Action verb) + what you did (more detail) + reason, outcome or quantified results
(Action verb) + what you did (more detail) + reason, outcome or quantified results

Title **Start Date - End Date (Current)**
Company Name, Location
(Action verb) + what you did (more detail) + reason, outcome or quantified results
(Action verb) + what you did (more detail) + reason, outcome or quantified results

SKILLS
[Relevant skill] | [Relevant skill] | [Relevant skill] | [Relevant skill] | [Relevant skill]

EDUCATION **Month/Year of Completion**
Degree Type, Major (if applicable)
Institution Name

CERTIFICATIONS
[Certification], [Certifying organization] - [Year earned]

AWARDS/RECOGNITIONS/VOLUNTEER WORK - (OPTIONAL)
Award, recognition or volunteer work **Date**
Award, recognition or volunteer work **Date**

Resume help and Artificial Intelligence (AI) driven products

Resumes

Online AI Resume builders (Automatic Resumes)

Some have prewritten bulleted points to choose from depending on various job titles

Most usually start out with # of years worked

You can choose a template. Templates also available for cover letters

Then you can create resume or upload a version you have

Sometimes if you are choosing directly from a job ad, AI fills in the details

Most sites say that a resume can be generated, downloaded, and printed after formatting in 15 minutes or less

<https://resumegenius.com>

<https://resumegig.com>

<https://myperfectresume.com>

<https://www.livecareer.com>

Websites to post your resume for your dream job

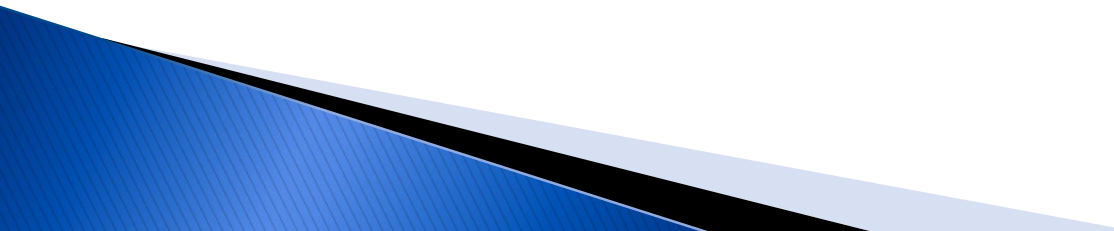
- ▶ LinkedIn <https://www.linkedin.com>
- ▶ Indeed <https://www.indeed.com>
- ▶ ZipRecruiter <https://www.ziprecruiter.com>
- ▶ Career Builder <https://www.careerbuilder.com>
- ▶ Monster <https://www.monster.com>
- ▶ Simply hired <https://www.simplyhired.com>
- ▶ Job.com <https://job.com>

Most sites have wonderful tutorials or information regarding resumes, interview skills, action verbs, Top 5–10 things to include, do s and don'ts of various job-related components.

There are a host of free videos online from people who give advice from a recruiter's perspective or web-based hiring experts on what to do or not do if you are looking for a job or trying to network on social media outlets.

Ex. Professor Heather Austin, A life after layoff, The Millionaire Recruiter, Jeff Su, Indeed

Cover letter

- ▶ Why are u seeking job
 - ▶ Why you want to work for company
 - ▶ What you can bring
 - ▶ Connect with the company vision/mission
 - ▶ Connect with key words on job posting
 - ▶ Paragraph on how they can get in touch with you for interview and references
 - ▶ Closing statement
- 

Cover letter

- ▶ Need to address it to a person if possible: manager or senior person
- ▶ No grammar or spelling mistakes
- ▶ Don't be too self centered. Work the company into your letter
- ▶ Quantify instead of describing
- ▶ Cover letter hygiene
- ▶ Don't use jargon
- ▶ Do not go over 2 pages
- ▶ Maybe try Chat GTP to see what options it gives you for your letter.

Example: Cover letter –Wellness Coordinator Position

▶ Dear Human Resources

Please accept my application for the Wellness Coordinator. As a holistic health and wellness nurse I have a passion for promoting self-care with a focus on stress reducing activities. I have the knowledge and skills to create programs for resiliency, to reduce stress and prevent burnout. As a bedside nurse leader, I understand the needs of health care workers and benefits of offering activities and programs for support.

As the founding member and chapter leader of the WNY Holistic Nurses Association I have presented on a variety integrative therapies including mindfulness, yoga, movement, healing touch and humor just to name a few. In my present position I have collaborated on wellness programs, participate in research projects on mindfulness and aromatherapy and received a grant from the American Holistic Nurses Association. In 2018 – 2019 I participated as a volunteer for the Health Touch Program that was offered to patients, family and employees at Roswell Park Comprehensive Cancer Center.

I believe with my experience and passion for health promotion with a focus on stress reduction is a great match for this position. Thank in advance for your consideration and I look forward to hearing from you to discuss any possible opportunities.

Revised Cover letter

Date

Charles Jones
Human Resource Department
213 Parkway Dr.
Buffalo, NY 14263

Dear **Mr. Jones**,

Please accept my application for the Wellness Coordinator, **position #12345**. **I have been** a holistic health and wellness nurse **with over a 40-year career addressing patients needs from children to geriatrics**. **At my current job as a nurse leader in a Medical/Telemetry/Neuro unit at a city hospital in the Buffalo, New York area, I have promoted self-care initiatives and secured funding from the American Holistic Nursing Association (\$5000), to focus on stress and reducing activities for my nursing staff. I have created programs for resiliency, to reduce stress, and prevent burnout. I have championed the need at an institutional level to provide these types of programs to our staff, especially in a post-covid world.**

As a bedside nurse leader, I understand the needs of health care workers and **the benefits of offering holistic activities and wellness programs for their support, which ultimately translates to a better experience for our patients, and a more cost-effective model for our hospital administration**. In addition to bringing my knowledge and expertise in nursing, holistic caregiving, and wellness, I can also offer my leadership skills in this area to your organization. **I founded the WNY Chapter of the American Holistic Nurses Association and lead this chapter with monthly meetings and experiential sessions by holistic teachers and practitioners**. I have **presented** on a variety integrative therapies including mindfulness, yoga, movement, healing touch, and humor, just to name a few. In my present position, I have **collaborated** on wellness programs, **participated** in research projects on mindfulness and aromatherapy, and **presented** talks at the American Holistic Nurses Association annual conferences. I

Most importantly, as someone who has been training in holistic therapies, I have seen firsthand the differences they can play in one's life. As an example, in 2018 - 2019, I **volunteered** for a free Healing Touch program offered to patients, family members, and employees at Roswell Park Comprehensive Cancer Center offered at two sites and at cancer center events. The true worth of offering this modality to patients and staff alike was a testament to the value these types of holistic programs can have on individuals and their quality of life.

In conclusion, I believe with my experience and passion for health promotion, with a focus on stress reduction, **I would be a great asset to your institution and match for this position**. I thank you in advance for your consideration and I look forward to hearing from you to discuss this amazing opportunity.

Sincerely,

Lisa Laurie, BSN, RN, HNB-BC

Biosketches

- ▶ You will need to include a biosketch for almost all research related grants you are a part of whether PI or mentor or key personnel regardless of citizenship
- ▶ Most grant funders ask for the NIH 5–page biosketch even if it is not for an NIH grant
- ▶ The biosketch is used to evaluate you as a PI or mentor or as part of a research team (key personnel) and usually falls under the criteria for how a grant is evaluated
- ▶ It includes your background, education, training, role on project, your contributions to science, any grants and your personal statement as to what you feel you need to convey in regard to role on project.

Importance of Biosketches

- ▶ Gives reviewers an idea of who you are, where you have been, what you have done, and where you want to go
- ▶ Gives reviewers an idea of what areas you will be focusing on
- ▶ Gives reviewers a brief snapshot of the project
- ▶ Gives reviewers an idea of who you are working with and the role they are filling
- ▶ Gives reviewer an idea of past accomplishments, leadership roles, academic prowess.
- ▶ Gives reviewers an idea of success of projects with other collaborators
- ▶ Gives reviewers an idea of whether you adhere to guidelines and how carefully you've reviewed this part of the application

BIOGRAPHICAL SKETCH

Provide the following information for the Senior/key personnel and other significant contributors.
Follow this format for each person. **DO NOT EXCEED FIVE PAGES.**

NAME:

eRA COMMONS USER NAME (credential, e.g., agency login):

POSITION TITLE:

EDUCATION/TRAINING *(Begin with baccalaureate or other initial professional education, such as nursing, include postdoctoral training and residency training if applicable. Add/delete rows as necessary.)*

INSTITUTION AND LOCATION	DEGREE <i>(if applicable)</i>	Start Date MM/YYYY	Completion Date MM/YYYY	FIELD OF STUDY

A. Personal Statement

B. Positions and Honors

C. Contributions to Science

Professional Information

- ▶ We are on FORMS VERSION H (After Jan 25th, 2023)–INCLUDED in HANDOUTS
 - ▶ **Header:** *OMB No. 0925–0001 and 0925–0002 (Rev. 10/2021 Approved Through 01/31/2026)*
- ▶ Last Name, First Name
- ▶ eRA commons username–Mandatory as PI
 - If you need one, contact grant administrator/manager at your academic institution
 - Make sure they have you listed with the correct role in eRA systems
- ▶ Make sure your eRA Commons name is linked to ORCID.
- ▶ https://era.nih.gov/erahelp/commons/PPF_Help/8_2_orcid.htm
- ▶ Current Position
- ▶ Education/Training (Chronological)
- ▶ Follow form format and fonts!

Personal Statement

- Follows educational information on a biosketch. Should NOT be a summary of everything that comes after it in the biosketch document.
- Lets reviewers know who you are as a researcher—interests, long term goals, achievements
- Want to convey your experience
- Can mention your team and how they will contribute to that scientific and or/experience.
- May include a description of factors (ex. family care responsibilities, illness, disability, active duty military service) to explain impediments to past productivity.
- Use first person.
- At end of statement, may cite up to 4 publications or recent grants that highlight your experience and qualifications for this project.

Academic Personal Statement

My long-term goal is to become a successful translational cancer researcher in breast cancer research at a top 10 NCI designated Comprehensive Cancer Center who leads the field generating novel therapeutics in the area of immunotherapy.

During my undergraduate education as a Biology major, I conducted immunological research in the lab of Dr. Smith, an expert in the tumor microenvironment (TME), using a triple negative breast cancer mouse model to assess the response of a new therapeutic agent, Y. After the death of my mother from breast cancer, I applied to the X university Ph.D. program where I was a pre-doctoral candidate in Dr. I's lab focusing on ways to improve immune response in metastatic BC patients. My thesis project involved modulating the TME with a cocktail of S, Y, and Z to determine what leads to improved responses using a metastatic mouse model (model 1). This resulted in a publication in *Nature Communications*.

My post doc research focused on determining the mechanism of this response and identifying the specific pathways that are involved in resistance models (model 2) to identify novel targets. Currently, my translational research laboratory focuses on CAR-T cell therapy to generate novel therapeutics. With the support of my co-I, Dr. I, and the rest of my team, including Drs. U (Biostatistics), W (Bioinformatics), and Z (Laboratory Animal Shared Resource), and the supportive environment and resources at Roswell Park, this will help me achieve my long-term goal to pursue new methods for harnessing the immune system for the treatment of cancer.

Holistic Personal Statement

My long-term goal is to increase studies related to biofield therapies to assess efficacy both alone and in combination with allopathic regimens and other integrative therapies to treat cancer patients in a more holistic manner with less adverse effects, improved patient outcomes, and increased quality of life. In particular, I am interested in a biofield therapy, Healing Touch, recognized by the NIH's National Center for Complimentary and Integrative Health. For this study, I will assess the efficacy of Healing Touch in a randomized pilot study where 60 triple negative breast cancer patients on immune checkpoint inhibitors will be randomized to a wait list group or delivered a 30-minute Healing Touch session by Certified Healing Touch Practitioners (CHTP) once a week for 8 weeks. Outcomes will be assessing the stress response through pre and post assessments of cortisol/norepinephrine levels, as well as markers of immune response, quality of life surveys, and sleep measures.

I have a PhD background in Cell and Molecular Biology with over a 20-year history in the cancer field. I also am Research Director of Healing Touch International dba Healing Beyond Border. I have been a certified Healing Touch Practitioner since 2005 and have been recertified since after going through rigorous peer reviewed assessment and advanced continuing education credits. I have established previous in house healing based energy programs for patients and caregivers. It was well received with over 1200 sessions given in the first year and a half of our program in Survivorship. I have assembled an experienced team of investigators (Drs. X, breast clinician, Y, biostats, Z, immune markers expert, and R, psychosocial expert) and CHTPs. I am confident we can accomplish our aims.

Other Biosketch Sections

- **B. Positions, Scientific Appointments, and Honors**
- **List these in reverse chronological order–NEW**
 - **Positions, Scientific Appointments, and Employment**
 - List positions in **reverse chronological order** starting with your current position.
 - **Academic Honors/Achievements**
 - Awards, prizes, recognition
 - Scholarships, traineeships, fellowships
 - Invited poster or oral presentations, travel awards
 - Clinical licensures and specialty board certifications
 - **Other Experience and Professional Memberships–**
 - Organizations
 - Groups related to Graduate or Medical Education, related to mentoring, Advisory Boards/Editorships

C. Contributions to Science

- **Everyone needs to complete this section**
- **Up to 5 contributions may be sited with up to 4 publications or research products for each.**
- **If not an author on the publication, state what your role in the work was.**
- **Research products may include:**
 - audio or video products
 - conference proceedings such as meeting abstracts, posters or other presentations
 - patents, data and research materials, data bases
 - educational aids or curricula
 - instruments or equipment
 - models, protocols
 - software or netware
- **Each contribution should be no longer than ½ page, including citations.**

Contributions to Science 3

Color coded example of how to write each contribution:

- the historical background that frames the scientific problem;
- the central finding(s);
- the influence of the finding(s) on the progress of science or the application of those finding(s) to health or technology;
- your specific role in the described work.

1. My early publications directly addressed the fact that substance abuse is often overlooked in older adults. However, because many older adults were raised during an era of increased drug and alcohol use, there are reasons to believe that this will become an increasing issue as the population ages. These publications found that older adults appear in a variety of primary care settings or seek mental health providers to deal with emerging addiction problems. These publications document this emerging problem but guide primary care providers and geriatric mental health providers to recognize symptoms, assess the nature of the problem and apply the necessary interventions. By providing evidence and simple clinical approaches, this body of work has changed the standards of care for addicted older adults and will continue to provide assistance in relevant medical settings well into the future. I served as the primary investigator or co-investigator in all of these studies.

NOTE CITATION

- a. Hunt, M.C., Marks, A.E., Venturi, R., Crenshaw, W. & Ratonian, A. (2007). Community-based intervention strategies for reducing alcohol and drug abuse in the elderly. *Addiction*, 104(9), 1436–1606. PMID: PMC9000292

Example of a Scientific Contribution to Science

Intrinsic or acquired resistance to platinum (Pt)-based chemotherapy is a major issue in the treatment of cancer. The cell generates ways to bypass prototypical cisplatin and carboplatin adducts. I teamed with Dr. Uli Bierbach who developed novel platinum-based strategies to test agents that might work in Pt resistant cells. We showed low uM ranges with our initial drug, PT-ACRAMTU that looked promising. This work led to a phase I study using a modified conjugate for lung cancer patients.

Hess SM, Anderson JG, Bierbach U. A non-crosslinking platinum-acridine hybrid agent shows enhanced cytotoxicity compared to clinical BCNU and cisplatin in glioblastoma cells. *Bioorg Med Chem Lett*. Jan 17;15(2):443-6. 2005

Hess SM, Mounce AM, Sequeira RC, Augustus TM, Ackley MC, Bierbach U. Platinum-acridinylthiourea conjugates show cell line-specific cytotoxic enhancement in H460 lung carcinoma cells compared to cisplatin. *Cancer Chemother Pharmacol*. Oct;56(4):337-43. 2005

Ackley MC, Barry CG, Mounce AM, Farmer MC, Springer BE, Day CS, Wright MW, Berners-Price SJ, Hess SM, Bierbach U. Structure-activity relationships in platinum-acridinylthiourea conjugates: effect of the thiourea nonleaving group on drug stability, nucleobase affinity, and in vitro cytotoxicity. *J Biol Inorg Chem*. Jun;9(4):453-61. 2004

Augustus TM, Anderson J, Hess SM, Bierbach U. Bis(acridinylthiourea)platinum(II) complexes: synthesis, DNA affinity, and biological activity in glioblastoma cells. *Bioorg Med Chem Lett*. Mar 10;13(5):855-8. 2003

Example of a Holistic Contribution to Science

- ▶ Many Americans with cancer pay out of pocket for services which they believe may help relieve symptoms, side effects, and recurrence from cancer. Evidence for what is called complementary or integrative therapy (CIT) is lacking. I have been involved in educating healthcare practitioners and the community, conducting programs and advising on CIT studies. Below are some of the examples of ways that this has been done.
 - Book chapter, Research and Evidence, Shaw, Hess, Stark, Integrative Oncology, Principles and Practice, Matt Mumber, MD, editor. 2005
 - Blook, Burns, Cohen, Dobs, Hess, Vickers. Point counterpoint: using clinical trials for the evaluation of integrative cancer therapies. *Integr. Cancer Ther.* 3(1): 66–81. 2004
 - Hess, Shaw, Anderson, and Shaw. DNA Damage and Cytotoxicity of Therapeutic Grade Essential Oils. *J. Cancer Int. Med.* 1(2): 41. 2004
 - Glaser, McDaniel, Hess, Flores, Rokitka, Reid. Implementing an Integrative Survivorship Program at a Comprehensive Cancer Center: A Multimodal Approach to Life After Cancer. *J. Altern Complement Med.* 25 (S1): S106–S111. 2019

Using LinkedIn

- ▶ Use LinkedIn when not job searching—build network, build brand, be more visible, build your career
- ▶ Join in LinkedIn groups
- ▶ Your Resume and LinkedIn should match
- ▶ You can upload your resume on LinkedIn.
- ▶ Request connections with people you know and look at who they know.
- ▶ Take advantage of LinkedIn Learning module
- ▶ Share articles with your professional network.
- ▶ Recommend those things you like.
- ▶ Check out other profiles,—understand your audience
- ▶ Use power/key words—see profiles/ jobs you want, look at buzzwords.
- ▶ Put important skills up top, about, experience, photos, new business card, marketing, complete profile Make a good impression. Profile pictures
- ▶ Headline connects you to profession, specific jobs when searched.
- ▶ Feature sections—links blogs articles, show and tell
- ▶ Write accomplished descriptions—detail accomplishments, 3–5 top accomplishments with #s
- ▶ Links under jobs
- ▶ Add certifications, mentoring, volunteer experiences, any additional languages
- ▶ Add up to 50 skills
- ▶ About section
 - Can include an executive summary or elevator pitch—First person—skills, experiences, achievements

Recruiters see what's on LinkedIn

Use it for professional networking, professional updates, learning, shaping your brand

- ▶ Message candidates based on their profile–mentor, network
- ▶ Looking for talent in the market, it's passive
- ▶ Hiring managers looking at profiles for positions
- ▶ Key things on profile
 - Sample profiles–assess top performer, interview skills, selling oneself
 - Optimize for success, how to tell your story in 5 or 10 seconds, use all LinkedIn features
 - Include a cover photo here where you are smiling, looking at camera, have a good headshot and photo in the background–company or something you generate
 - In the about section, tell your story, have key words present so they pop up on searches
 - Include relevant contact info, phone, email, titles of jobs, open to new opportunities–do lots of writing–sharing, write your own things, experiences–buzz words, licenses and publishing articles
 - Want to stand out. Look at settings–turn off people viewed (your competitors). Have it so that recruiters can look at your profile and if you are amenable to new job opportunities.

Posts on social media

- ▶ Facebook
- ▶ Twitter
- ▶ Zipjob
 - Identify Skills
 - Hard skills–learned–technical–quantifiable
 - Computer, languages, design, licenses, and certifications
 - Soft skills–communication skills, people skills, character traits–problem solving, negotiation, time management, leadership, critical thinking
 - Skills–match to job description

Elevator Pitch

I. Elevator Pitch

What is it?

When to use it?

Key components?

Examples?

Elevator Pitch

- ▶ Short statement
- ▶ Summary of oneself—what you want someone to know about you
- ▶ 30–60 seconds or ~75 words or 4–5 sentences
- ▶ Selling yourself as a professional
- ▶ Convey what you are selling or interested in
- ▶ Convey why someone should be interested in buying product or hiring you or collaborating with you

When to use it?

- ▶ Looking for a job
- ▶ Pitching an idea
- ▶ A quick introduction
- ▶ Trying to initiate a mentorship or collaborative opportunity
- ▶ Introducing a new concept
- ▶ Preparing for an interview
- ▶ Networking events
- ▶ Career Fairs

Four-Step Elevator Pitch

- ▶ Introduce yourself
- ▶ Provide a summary of what you do
- ▶ Explain what you want
- ▶ Finish conversation saying you will follow up with them (When and How)

Example of an Elevator Pitch

▶ BAD

- Hi, I'm Joe. I work in cancer genetics but am not really happy about the work I am doing and want a new job. Can I send my resume to you?

▶ GOOD

- Hi, my name is Joe and I'm a first-year postdoc in the cancer genetics department working for Dr. S. My PhD was in pre-clinical drug development in the lab of Dr. Z at Harvard focusing on inhibitors of the AKT pathway in pancreatic cancer. I am hoping to expand my work in the area of your expertise, checkpoint inhibitors, by combining these two strategies to improve efficacy that can be translated into clinical trials. I would like to send my biosketch and follow up with you by email to set up a meeting to discuss a possible collaboration, mentoring, or future job opportunities.

Example of an Elevator Pitch

▶ Introduction

- Hi, I'm Lisa Laurie. I have a 40-year career taking care of patients as a nurse and has board certifications in holistic nursing, health and wellness nurse coaching, and am also an instructor of holistic stress management.

▶ What you do

- I currently work at Sisters hospital in the medical, telemetry, and neuro units and have led grant implementing pilot projects for nurses to improve self care.

▶ What you want

- Due to the increased turnover of nurses in our hospital and excessive call ins due to increased burnout and stress, I would like to propose a wellness program for our staff to begin a pilot holistic program that improves resiliency, decreases call ins, reduces stress, and provides an increased quality of life for our staff.

▶ Follow up

- I'd like to schedule a meeting with you to explore ways holistic programs can improve resilience and stress in our caregiver staff.

Personal Elevator Pitch Example

- Hi, I'm Dr. Sue Hess. Pleasure to meet you.
- ▶ **What you do**
 - I work with Dr. Smith in the Gyn Onc department as an HRI Scientist and Program Manager.
- ▶ **What you want**
 - I'm also a certified practitioner in a holistic energetic practice called Healing Touch. Healing Touch helps balance, energize and clear the different energetic fields of a person. I believe Healing Touch can benefit our patients, students, and staff by reducing stress, improving physical and mental health, and impacting quality of life.
- ▶ **Follow up**
 - I'd like to follow up with you to schedule a meeting to explore ways Healing Touch can benefit our institution and the people it serves.

Workshop 6–Elevator Pitch

- ▶ Come up with a 4–point elevator pitch for a project or job you are passionate about.

Introduce yourself

Provide a summary of what you do

Explain what you want

Finish conversation regarding follow up

Next Steps

- I. Additional classes, degrees, or certifications-HBB Professional Development**
- II. Zoom research interest connection-3rd Wed Most months, 7pm eastern time, <https://us02web.zoom.us/j/9624256758>**
- III. Programs-who is doing what**
- IV. Additional skills-AHNA, coaching, BC, professional sites, HBB site**
- V. Grants-resources and additional handout**
- VI. A Coach-AHNA, other sites**
- VII. Vision board**
- VIII. Resources**



Never limit the vision you have for your life based on your current circumstances or competencies. Brendon Burchard



HBB Professional Development Opportunities

Marketing your Healing Touch Services – Get the Word Out! Learn more with the following tools:

- Healing Touch 365 - How to use Social Media to Promote HT
- **Intro to HT Presentation PowerPoint**
 - This 40 slide PowerPoint presentation is a very vibrant, informational presentation. It includes diagrams, photos, and examples for Healing Touch. It is highly recommended for introducing new corporations/facilities or clients to Healing Touch. It's short and sweet and to the point!
- **Marketing Brochures**
 - Professional marketing brochures will let you put your best foot forward. Our shop has essential tools for spreading Healing Touch worldwide and promoting your business.
- **Course Highlights Booklet**
 - This booklet is supplementary material to the HTI Healing Touch Certificate Program! This 8"x11" glossy, 20-page, durable booklet is a compilation complete with the Healing Touch Framework, infographics, and techniques listed by Course for easy organization, with identified Healer Preparation appropriate to these techniques. It also includes Course 5 homework sheets and space for notes.

<https://www.healingbeyondborders.org>



HBB Professional Development Opportunities

Looking to stay current and pick up useful bits of information or articles?

- The **Latest News – articles and topics** (*Latest News Column - follow on lefthand side on website*)
- **Perspectives in Healing Newsletters recent and archives** with multiple topics.
 - Need to sign up? **Perspectives in Healing Newsletter?** [Click here to sign up](#)
- **Blog** containing **The President's Ezines** with recommended books and food for thought.
- **Research News** - Interested in [Healing Touch/Energy Healing Research](#)? Our HBB Research Committee provides information on Research Projects, provides the [HBB Research Brief](#), and offers a monthly biofield research zoom discussion.
- **Social Media – [follow us](#)**
- ▶ **HBB Formal Continuing Education Opportunities**
- **HBB Annual Conference** - [Join us at this year's conference](#)
- **HBB Conference Recordings** - Did you miss conference or are in need of additional hours for your Healing Touch Practitioner Renewal? [Click Here to browse the previous conference recordings.](#)

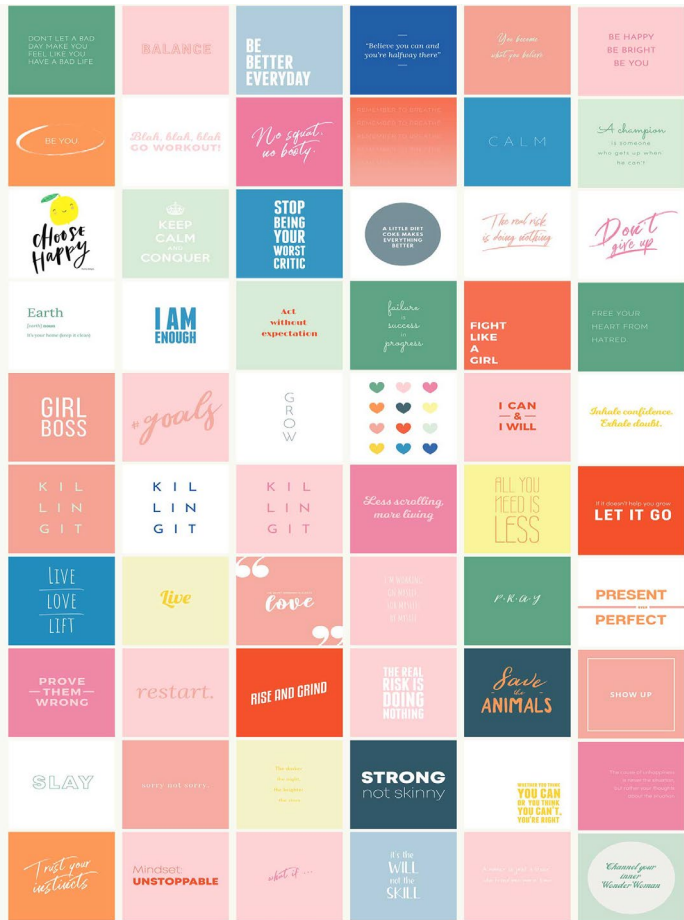
<https://www.healingbeyondborders.org>

Vision Board—poster or cork board

- ▶ What to include: (All have energetic components)
 - Images that represent your Goals, Dreams, Work Life Balance, Inspiration, Aspirations
 - Inspirational words or quotes or lyrics
 - Images/Photos that represent great memories or things you love to do. Use color!
 - People you love, Role models
 - Things related to Body, Mind, Spirit, Health, Wealth, Travel, Purpose that tie into Career
- ▶ Location—Place that you will notice daily where you can focus on your board
- ▶ What you need
 - Supplies—scissors, magazines, glue, tape, markers, stickers

Workshop 7: Vision Board

What 10 areas/topics would you like to include on your Vision Board?



From Persnickety Prints

[Free and customizable vision board templates \(canva.com\)](https://www.canva.com)

Conducting Research—What is your patient population and what are you assessing?

Previous HT Research Populations

Healthy Subjects
Cancer patients
Dementia Patients
Veterans/Military
Sickle Cell patients
Patients with wounds
Patients with pain
Caregivers
Older adults
HT students
College Students
Physicians
Nurses
Burn patients
Fertility Patients
ICU Patients
Children
Cancer Survivors
Neurosurgery Patients
Palliative Patients



P–Patient/Population/Problem

- ▶ **What patient, populations, or problem was studied?**
- ▶ **What was the rationale?**
- ▶ **What unmet need was being addressed?**
- ▶ **Has it been done before in Healing Touch or another biofield therapy?**
- ▶ **What are the details involving the population, patient, problem?**

I-Intervention-CAM Modality

- ▶ What specific techniques were used/# hand positions?
- ▶ Why were they chosen?
- ▶ Where will it be performed?
- ▶ How long/duration (min./hr. session) will they be delivered?
- ▶ Number of times Intervention will be offered (1 /week)?
- ▶ Time Frame (over 8 weeks)?
- ▶ How you are documenting?
- ▶ Experience of Practitioner? Is there a BIAS?
- ▶ Continuity between practitioners?
- ▶ Grounding/Intention/Attunement?
- ▶ What needs to be done before you begin?–IRB approval, development of materials, securing practitioners, etc.

C-Comparison

Tips for Comparisons

- ▶ **What control are you comparing your Healing Touch Intervention to ...**
 - Standard of care (SOC) or Usual Care (UC) or traditional nursing care (TNC)
 - A drug
 - A placebo or sham
 - Relaxation
 - Music
 - Deep breathing
 - Waitlisted
 - Resting
 - Presence
 - Play
 - Another CAM modality (yoga, meditation, acupuncture, etc.)



O–Outcome

Tip: Is it quantifiable, subjective, specific, reproducible, appropriate?

- ▶ What will be looked at/measured (ex. Pain)?
- ▶ How is it measured/assessed (Validated measure or scale)?
- ▶ How often is it measured (baseline, additional time points, Pre/post assessments)?
- ▶ What are you hoping to see happen?
- ▶ Where will the data be obtained?
- ▶ Who will collect the data?
- ▶ How will the data will be stored?
- ▶ To whom the data will be reported
- ▶ Who will have access to the data?
- ▶ Is the data identifiable?



Outcomes Assessed in HT studies

Subjective Measures

- ▶ Pain
- ▶ Distress
- ▶ Anxiety
- ▶ Depression
- ▶ Fatigue
- ▶ Quality of Life (QOL)
- ▶ Mood
- ▶ Relaxation
- ▶ Agitation
- ▶ Nausea
- ▶ Stress
- ▶ Sleep quality

Objective Measures

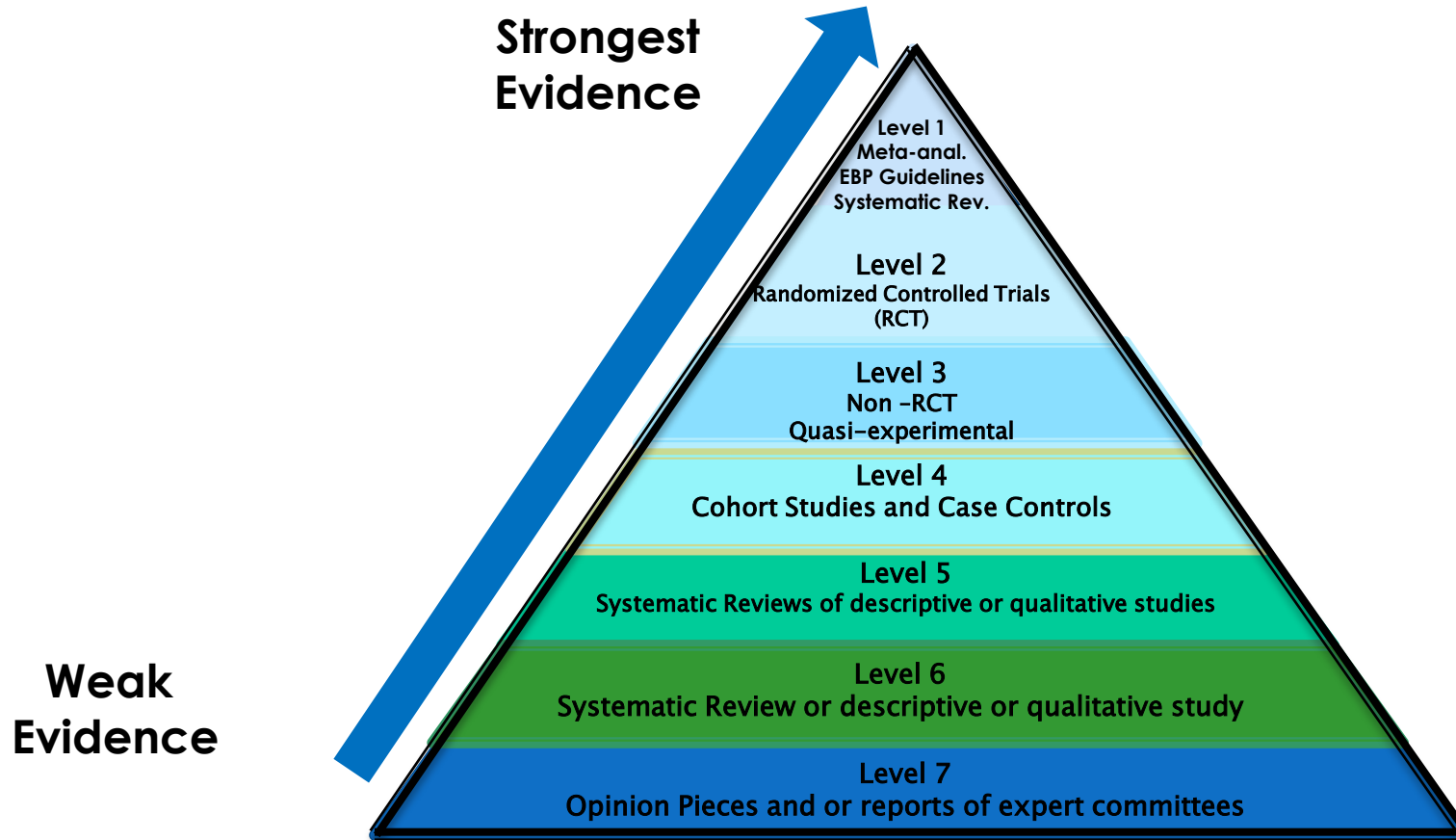
- ▶ Immune function
- ▶ Joint function
- ▶ Mobility
- ▶ Wound Healing
- ▶ Blood Pressure
- ▶ Heart Rate Variability
- ▶ Pulse rate
- ▶ Respiratory rate
- ▶ Narcotics use
- ▶ Cortisol levels
- ▶ Length of Hospital Stay

Using Levels of Evidence to Evaluate Search Results

Level of Evidence	Where evidence is derived from
I (Used most often to change clinical practice)	Evidence from systematic reviews +/- meta-analyses of all relevant randomized controlled trials Evidence based on clinical practice guidelines based on systematic reviews of RCTs Evidence from 3 or > RCTs of good quality that have similar results
II	Evidence obtained from at least one well-designed trial where P randomized to control or intervention (experimental) group
III	Evidence obtained from a well-designed controlled trial without randomization (Quasi-experimental)
IV	Evidence obtained from studies with no experimental design. (Case-control, cohort studies, correlational, integrative reviews)
V	Evidence from descriptive and qualitative studies
VI	Evidence from the opinions of authorities or experts

Based on: Melnyk and Fineout-Overholt, Evidence-Based Practice in Nursing and Healthcare, A Guide to Best Practice, Wolters Kluwer, 4th edition, 2019

Levels of Evidence



Based on: Melnyk and Fineout-Overholt, Evidence-Based Practice in Nursing and Healthcare, A Guide to Best Practice, Wolters Kluwer, 4th edition, 2019

Evaluation

- ▶ What are the results?
- ▶ Are the results valid?
- ▶ How can I apply the results to patient care?
- ▶ Looking at systematic assessment
 - exhaustive search
 - quality studies
 - reproducible (multiple reviewers)
 - good question
 - scoring system for different trials
 - assessing risk of bias

Points to consider when designing studies

- ▶ Populations–Healthy vs Sick Individuals
- ▶ Individual vs. Standardized Treatments
- ▶ Diversity in Patient populations
- ▶ Randomized vs. Non–randomized studies
- ▶ Quantitative vs. Qualitative studies
- ▶ Comparison group (s), self comparisons
- ▶ Sham vs. Controls/Waiting lists
- ▶ Objective vs. Subjective Endpoints
- ▶ Variability with some modalities–inherently taught or lack of standardized protocol

HT Level 2+3 Evidence-Adults

- **Decreased anxiety** (MacIntyre, '08; Hardwick, '12; Anderson '15; Goldberg, '16, Conway, '23).
- **Decreased pain** (Eschiti '07; Kemper, '09; Hardwick '12; Lu,'13; Wong '13; Anderson, '15, Foley, '16; Gentile, '18; '22, Conway, '23).
- **Reduced PTSD** (Jain,12; Reeve'20).
- **Decreased depression** (Jain,2012; Lu, 2013).
- **Decreased fatigue** (Kemper, '09; Jain,2012).
- **Decreased stress** (Mayville, 20'08, Kemper, '09, Tang, '10; Thomas, '13, Rosamond, '23).
- **Increased HRV** (Kemper, '09,).
- **Improved immune function/mood** (Eschiti, 2007, Lutgendorf, '10, Lu'13).
- **Improved QOL** (Post-White, '03; Cook, '04; Danhauer, '08, Lutgendorf,'10, Judson,'11 Jain, '12).
- **Decreased nausea** (Lincoln, '14; Anderson, '15).
- **Decreased hospital length of stay** (MacIntyre, 2008;Lu, 2016).
- **Promoting relaxation** (Eschiti, 2007. Maville,2008)
- **Enhancing general well-being** (Maville,2008)
- **Decreased cortisol** (Jain,'12;)
- **Decreased worry** (Seskevich, '04)

New HT Publications since last conference

- ▶ Non-pharmacological interventions/agitation-Adams-systematic review-HT significant effect, overall certainty findings low
 - <https://pubmed.ncbi.nlm.nih.gov/35513998/>
- ▶ HT Pilot Inpatient Rehab. Reductions in Pain/Anxiety-Conway et al. decreased pain and anxiety, implementation of pilot HT rehab program
 - <https://pubmed.ncbi.nlm.nih.gov/37792581/>
- ▶ Clients' experiences of virtual energy healing-Marinelli-Zoom-2 energy practitioners; descriptive study-no control group-themes id,
 - <https://pubmed.ncbi.nlm.nih.gov/37270354/>
- ▶ Integrative Oncology in young BC pts-Warren et al. Use (28% for HT), timing of IO offering needs to be optimized to include during treatment
 - <https://pubmed.ncbi.nlm.nih.gov/36445978/>
- ▶ Energy Healers' Distance Healing Experiences- Wardell et al. qualitative; positive experience of healers
 - <https://pubmed.ncbi.nlm.nih.gov/37165635/>
- ▶ Acute Care Nurses' Stress Reduction-Rosamond et al. HT effective in stress reduction strategy. Lower VASS scores PT and FU;RR at FU.
 - <https://pubmed.ncbi.nlm.nih.gov/36714962/>
- ▶ Radical remission-Wardell-case study and framework-"healing" from metastatic BC to lung. How to help patients with similar experiences.
 - <https://pubmed.ncbi.nlm.nih.gov/36018755/>

HT search: <https://pubmed.ncbi.nlm.nih.gov/?term=%22healing+touch%22>

How can we improve future HT studies

- ▶ Larger randomized studies
- ▶ Increase numbers and have adequate power
- ▶ Better designed studies
- ▶ Cleaner and standardized protocols
- ▶ Limit complicated designs
- ▶ Don't do too much—comparisons/combined modalities
- ▶ Need to allow for reproducibility—include details
- ▶ Minimizing extraneous variables
- ▶ Attention to measurement integrity to decrease errors.
- ▶ Studies to determine duration of treatment (how long a session), frequency of treatment, number of sessions for specific populations/conditions
- ▶ Plan for attrition
- ▶ Reduce risk of bias and increase quality of studies
- ▶ Have more than 1 practitioner if possible performing HT

Potential Areas of Need and Future Research

- ▶ **Mental Health**
- ▶ **Long Term Covid symptoms**
- ▶ **Cognitive Dysfunction–Alzheimer's, Dementia, Covid–19 fog, Chemo brain**
- ▶ **Pain Control–non–pharmacological means**
- ▶ **Chronic diseases–Parkinson's, MS**
- ▶ **Co–morbidity**
- ▶ **Palliative Care/End of Life**
- ▶ **Resiliency/Trauma**
- ▶ **Chronic Stress**

Increase our research to include Specialized/Underserved Populations

- ▶ People in war torn countries (Ukraine and others)
- ▶ Pediatric (Cancer, ADD, ADHD, Autistic)
- ▶ Geriatric (Chronic Health conditions, cognitive, mental health, physical injury, substance abuse)
- ▶ LGBTQ+ (depression, cancer, anxiety, chronic conditions, substance abuse)
- ▶ Minority Populations (AA, HA, NA, PI, Asians, MP)
- ▶ Disparate Populations (Rural, Low socio-economic, 3rd world countries)
- ▶ Healthcare Professionals (Depression, fatigue, stress, resiliency, Covid-19 aftermath)
- ▶ Distressed students (Covid-19, Stress, Anxiety)

Expanding areas with positive results to reproduce/confirm studies

- Pain, Cancer, CVD, age related topics (arthritis, dementia, Alzheimer's), Pediatrics, and Palliative might be best places to start.
 - Dosing Issues, Duration, Validated Measures
 - Practitioner/Client expectations, qualitative measures, external viewer
- Using more objective measures for outcomes and including more advanced genomic, immune related, and functional medicine evaluation methods.
- Mechanistic Studies with in vitro and in vivo animal models.
 - Dosing Issues, Duration, Signal transduction, Distance

What's Needed—Increased Biofield Exposure through talks and experiential opportunities

- ▶ **More continuing education for healthcare professionals, future healthcare professions, allied healthcare professionals with demos**
- ▶ **Provide opportunities to experience biofield modalities at institutions, in community, specific events**
- ▶ **Give more talks/demos to future MDs, Nurses, at universities, hospitals, schools**
- ▶ **Make Biofield Research more global—HT 18 countries and counting (Virtual/Zoom)**
- ▶ **How can we connect with other groups with similar goals**

Increased Biofield Integration and Networking

- ▶ Incorporation of Biofield/HT sessions and results in EMR
- ▶ Building databanks/potential sample collection of individual who have had Healing Touch and biofield therapies
- ▶ Compiling data from programs that have been offering biofield therapies for years.
- ▶ Helping to assess data and looking to see what can be useful for publications.
- ▶ Compilation of successful Biofield programs in the country for networking
- ▶ Documenting Institutional and Community Referrals to Biofield Programs
- ▶ Find consumer advocates at local and national levels who have experience with Biofield therapy and get their input.– Advisory Boards
- ▶ Get third party payers involved. Bring in \$ saving efforts with reduced Lengths of Stay (LOS) and other preventative efforts to curb down the road costs.

What's needed: Increased Collaborative Efforts

- ▶ **Pool resources for research**
 - Increase patient pool through collaborations with multi-site studies—children's hospitals, cancer centers, pain clinics, neurological institutes, connect with centers/institutes with specialized populations
- ▶ **Participate in team science or collaborative research, i.e.. team or cooperative approach to research or clinical trials—DOD, U01 mechanisms**
- ▶ **Work with groups that have**
- ▶ **connections to philanthropic dollars**
- ▶ **Participation through distance healing studies**
- ▶ **Use intention, co-creating to move things forward**
 - Aren't we at that one hundredth monkey yet!

Biosketch Links and Resources

Biosketch forms, instructions and examples

<https://grants.nih.gov/grants/forms/biosketch.htm>

NCBI Login and Account Creation

<https://www.ncbi.nlm.nih.gov/account/>

NCBI My Bibliography – Help and Instructions –
My NCBI Help Manual

https://www.ncbi.nlm.nih.gov/books/NBK53595/#mybibliography.Creating_a_Bibliography

SciENCv Biosketch Tool

<https://www.ncbi.nlm.nih.gov/sciencv/>

Biosketch Creation Tool: SciENCv

"Science Experts Network CV"

- ▶ Requires a My NCBI Account: <https://www.ncbi.nlm.nih.gov/>
- ▶ Unified tool to easily generate, update and customize biosketches required for a variety of federal sponsors/funding agencies.
- ▶ Ability to create multiple profiles.
- ▶ Publications section linked to NCBI My Bibliography information. Links to PubMed.
- ▶ Can Link eRA Commons account to import research support information automatically. Export as Word or PDF.
- ▶ Delegates can be assigned to manager user profiles or My Bibliography.
- ▶ Short Introduction video:
<https://www.youtube.com/watch?v=PRWy-3GXhtU&feature=youtu.be>
- ▶ Using My NCBI and creating a biosketch Webinar (excellent, 30 min):
<https://www.youtube.com/watch?v=V3VquWmgcco>

Resources for Publication Searches

- ▶ Use PubMed [PubMed](#)
- ▶ Free Bibliographic (citation, abstract) Database for the US National Library of Medicine
 1. Put a search term in white box like “Healing Touch”, or author name smith aj[au], or PubMed ID. Hit green search.
 2. Click on a title of an entry of interest. The title and abstract should come up.
 3. Look for icons in the upper-right-hand corner of the record.
- Click on the [PubMed Central](#) link or a Publisher's link to access the full text of the article.
- Articles in [PubMed Central](#) are freely available. Articles on Publisher's websites are either freely available or can be accessed with a fee.
- Contact the specific publisher for questions about their site.

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The Elevator Pitch of You, David C. Winegar, 2017

<https://www.indeed.com>

<https://resumegig.com>

<https://myperfectresume.com>

<https://www.livecareer.com>

<https://www.monster.com>

<https://resumegenius.com>

[Biosketch Format Pages, Instructions and Samples | grants.nih.gov](https://grants.nih.gov)

Free Resources

10 Mindset Shifts to Begin Actively Pursuing Your Goals:

Link text: [10 Mindset Shifts to Begin Actively Pursuing Your Goals](#)

50 Self Discovery Journal Prompts to Get Clear on What you Want:

Link text: [50 Self Discovery Journal Prompts to Get Clear on What you Want](#)

20 Ways to More Fully Live Each Day FREE E-book:

Links text: [20 Ways to More Fully Live Each Day FREE E-book](#)

Thank You

- ▶ **HBB Research Committee Present and Past**
- ▶ **Conference Organizers and CE reviewers**
- ▶ **HBB Board of Directors and Staff**
- ▶ **HBB Biofield Research Interest Group**
- ▶ **Laurie Laugeman, RN**
- ▶ **Melissa Therrien**
- ▶ **All those interested in introducing HT as a program, pursuing HT integration into their organization, implementing HT into SOC, or conducting research.**