

# YOUR PLAYBOOK FOR SUCCESS: RESUMES, SALARY NEGOTIATIONS, AND DEMONSTRATING YOUR VALUE

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# SOME DISCLOSURES



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# INTRODUCTION

- AT program director—25+ years
- AT experience at Temple, LSU, and Maryland
- Research—100+ publications
- Grants---over 3 million dollars
- Invited speaker all over the world—Sports Medicine
- Text-book—Psychosocial issues in Sports Medicine
- Study Abroad—8 different countries
- Ft. Jackson---AT program (Commanders Coin for service to US Military)
- 90+ grad students (dissertations and thesis)
- 2017 Outstanding researcher at USC
- 2020 NATA Service Award
- 2023 World Federation of Athletic Training & Therapy-Impact Award
- 2025 NATA Most Distinguished Athletic Trainer Award



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# YOUR CURRENT REALITY

- Building your resume
- Building your professional network
- Trying to decide on a setting to work in
- Grinding it out in school
- Trying to decide on career area/focus
- Looking for more professional experience—internship/shadowing
- Looking for a job
- Looking for direction



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# **SOME OF YOU ARE BELOW AVERAGE**



- Not everyone can be above average—by the very definition
- Are you worth it? Are you above average? How do you know?
- Convince me!
- Convince your employer!!!



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# WHAT IS YOUR GOAL?



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# HOW DO YOU REACH YOUR GOAL?



What are you doing to increase your chance of getting there?



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# WHAT DO YOU NEED MOST?



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# WHERE DO I START?



I have seen hundreds of students transition to practice 30+ years!!



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# THIS CONFERENCE SAYS A LOT ABOUT YOU



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# **BE ABLE TO GIVE YOUR 3-MINUTE ELEVATOR SPEECH**

- I see you attended the WFATT World Congress in Dublin, Ireland..... or you listed your work on a research project, or you have clinical experiences at this clinic.....
- Tell me about that????
- **Learn to market “you”!!**



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# LETS GET STARTED---MARKET YOU!!

- 1) **Develop/expand your professional network**

- Authentic relationships
- Some things cannot be taught ☺

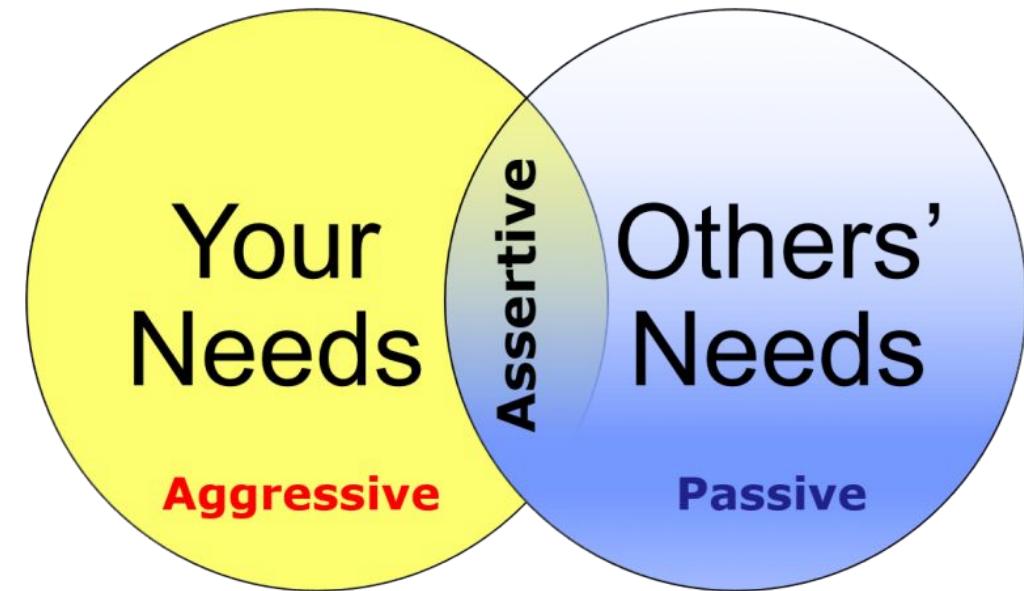
- Other things can:
  - Assertiveness
  - *Listening*
  - *Non-verbal behavior*



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# 1-ASSERTIVENESS

- Assertiveness is always confused with aggressiveness
  - What is the difference?
  - *Taking in to account the rights of others*
- Passive----assertive----aggressive
- Different situations will need a different response from you
  - Read the room



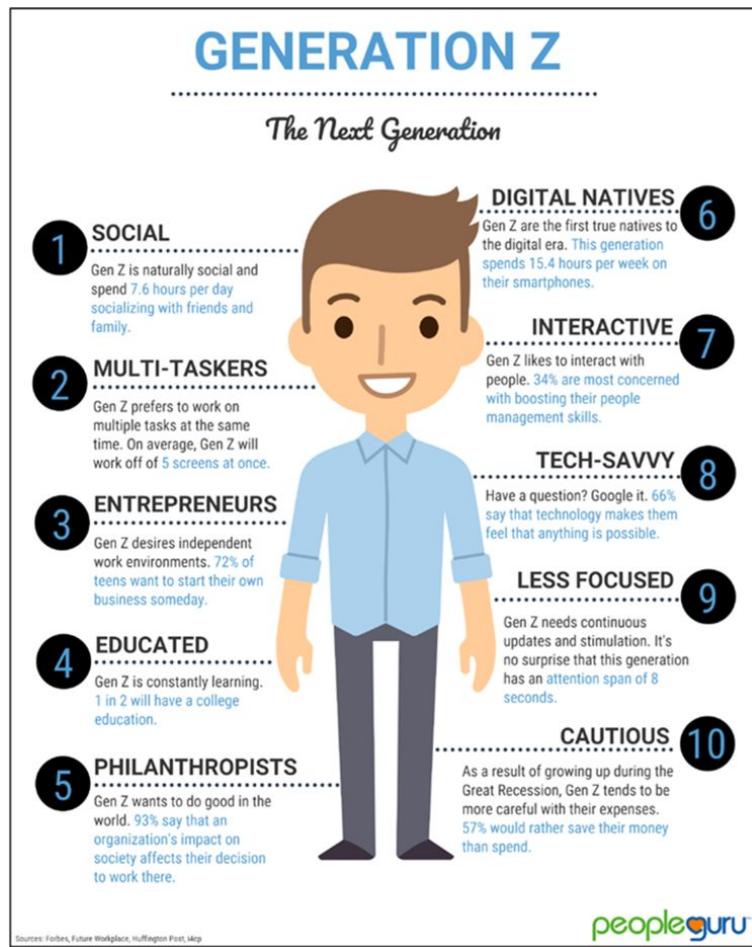
# 2-LISTENING-----ARE YOU?

- I want to heighten your awareness to **barriers**---not just tell you to listen to me.....
- Listening is harder than you think. Its hard!!
- Non-verbal behaviors
  - Trust me



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# KEEP IN MIND WHO YOU ARE SPEAKING WITH



7.6 hours a day socializing

5 screens at one time

Attention span of 8 seconds



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# HOW DO YOU KNOW SOMEONE IS LISTENING?

- Makes eye contact
- Avoids distractions
  - hidden message (**YOUR PHONE**)
- Can paraphrase what was said
  - Let me see if I understand this....
- Leans forward and/nods
- Probes for missing information

- This is a skill you can practice!!!! (tonight ☺ )



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# LETS CONTINUE TO MARKET YOU!

- When you leave this conference....
- 2) Start thinking about the things that will help you be successful and reach your goals
  - Start with patient encounters-----“Real life experiences”
  - You can/should publish data/information (**case study**)—at conferences
  - Evidence-based practice
  - Continue professional development



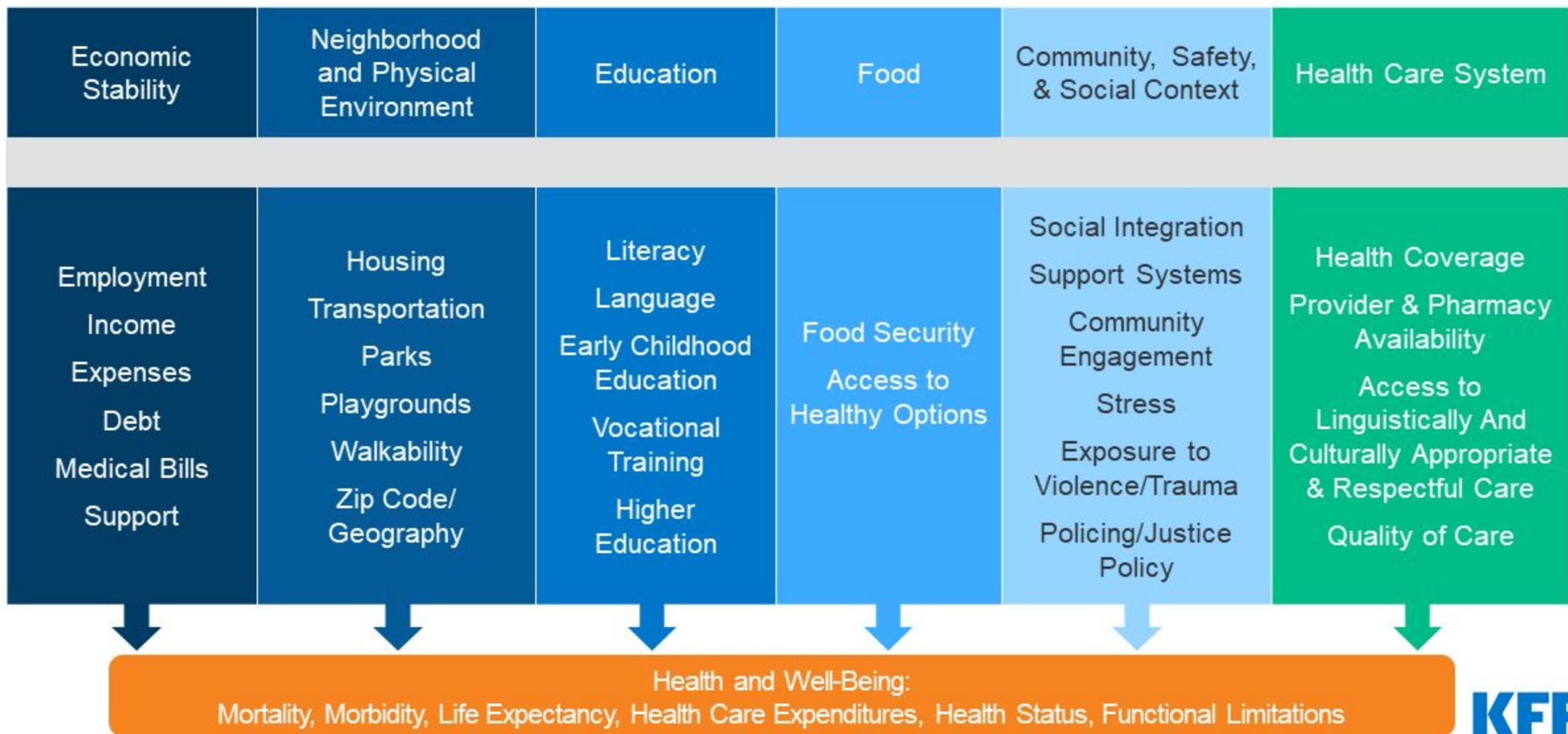
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**USE YOUR CLINICAL EXPERIENCES  
CORRECTLY**



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# Social Determinants of Health



# UNDERSTAND THE BIG PICTURE

- Talk with your patient
- Interact with patient
- Learn from your patient
- Defining the terms vs knowing and seeing them in “real life”



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# YOUR RESUME—ITS SO MUCH MORE THAN THIS



**Resume**  
[rē-zə-,mā]

A document a job applicant creates to summarize their work experience, educational background, and special skills.

Investopedia



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# BUILDING A STRONG RESUME



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# START WITH EDUCATION

- University and program is important  
*(Reputation—Program and faculty matter)*
- Freshmen/1<sup>st</sup> year student—put secondary school information??
- GPA/class rank/GRE score/honors classes
- Other courses---like a study abroad 😊



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# 3 TYPES OF EXPERIENCES ON RESUME

- **Professional**

- Patient interactions
- Healthcare!!!

- **Volunteer Experiences**

- Shows you are a good person and time manager
- Community service

- **Work Experiences**

- Someone is willing to pay you and time manager
- Don't overlook



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# PROFESSIONAL DEVELOPMENT

These can go in multiple places or be a category by itself

- Join professional organizations!!
  - WFATT, ACSM, JATO, FIMS, NSCA, CATA, journal club, lectures, thesis defenses, webinars, faculty interview talks, look at the flyers by the elevators, and read those email blasts.
  - Local/ University, state, district, national, and international
- Serve on committees (as a student—they always need volunteers)
- Research involvement
  - Case study -----sooooooo easy to do and important
- **Anything that show your interest and involvement in your profession**



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# PROFESSIONAL DEVELOPMENT IS FUN



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# HOW WOULD YOU PHRASE SOMETHING ON YOUR RESUME

- Two students did the exact same thing:
  - Student 1: I assisted athletes with rehabilitation exercises
  - Student 2: Applied therapeutic-modality interventions of HIVAMAT, ultrasound, PiezoWave, BFR & Cryochamber to professional Rugby players
- Student 1: I helped elderly patients learn how to use a wheelchair
- Student 2: Facilitated adaptive skills training for geriatric patients to promote self-sufficiency in daily living: wheelchair transfer mechanisms, opening room doors and postural correction cues
- Describe using injuries and interventions



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# HELP WITH MY BULLET POINTS

## Start with:

- Performed, integrated, assessed, compared, critiqued, investigated, observed, reviewed, studied, debated, interacted, reflected, summarized, critiqued, interpreted...

## Then the topic:

- Interventions, **therapeutic exercises**, Pilates for oncology, high performance managers, physiotherapists, **sports scientists**, load management, **catapult data**, athlete wellness, demonstrating your worth, objective data for return to play, optimizing performance, analyzing **real time data in athletes**, netball, using **force plates**, etc..



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# CERTIFICATIONS--SIMPLE

- CPR and First Aid
- CITI training for research
- HIPAA and FERPA training
- Blood borne pathogens (OSHA)
- Sexual Harassment Training
- Mental health Training
- Phlebotomy Technician
- Nutrition & Wellness Certificates
- Certified Nursing Assistant (CNA)
- Lots available on-line



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# EXERCISE #1

- 1) What are the 2-3 things on your resume (things you have done so far)— that make you special or stick out among others?
- 2) What is your resume lacking at this point? What do you feel you need to add or improve on?
- Discuss!! You have 3-5 minutes.



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**COVER LETTER  
OR JUST AN EMAIL/TEXT TO SOMEONE**

**GOAL—GET A JOB**



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# WHAT ARE EMPLOYERS LOOKING FOR?

- **Do I know someone that really knows this person**
  - Makes it so much easier for me
- **Do you have the skills and ability to do the job**
  - Resume!! (hard to tell sometimes)
  - Experience matters
- **Do you know what the job is** (Goal aligns 100%)
  - Understand the culture
  - Baseball, baseball, baseball or rugby, rugby, rugby
- **Something special**
  - Wow, they will make our program better (those 2-3 things)
  - A good fit for our program (mission/vision statement)
  - Certification or some other experience
- **Someone who wants to be there--HOME**



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# **WHAT IS YOUR GOAL WITH AND EMAIL OR LETTER OF INTEREST?**

- Get a response
- Set yourself apart from the hundreds of other applicants
- Get the interview/meeting or a foot in the door



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# DO NOT OVERTHINK THIS EMAIL

- **Short and to the point!!!!!**

- Take out the fluff—I am motivated and a hard worker and organized
- Blah Blah Blah---what does the evidence tell us??

Email:

**1) Who you are and what you want!**

- Must match the goal

**2) Highlight 2-3 things special about you**

- Look at your resume

**3) Why you are a good fit?**

- Know where you are applying—do your homework!!
- If they list five things they are looking for---you write about each of them

**4) Add in a connection if you have one**

- This can be tricky so be careful

\*Have someone look it over and follow-up



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# EXERCISE #2—BEFORE YOU SEND ANYTHING

- People are looking and will look at your social media
- Lets look at the social media of someone at your table or in your program. See what you can find.
  - See anything concerning?? ☺
- Check your own social media
  - See anything concerning? ☺
  - Or is it locked down and private?



# EXERCISE #3

- Create a LinkedIn page
  - Go to someone's page
    - Something you like/don't like
- Update your current page
- Reach out and connect to people from this conference (minimum of 5)



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# SALARY NEGOTIATIONS



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# LET'S UNDERSTAND VALUE VS WORTH

- **Value** is verb (subjective)----considered to be important or beneficial

- Perceived worth
- My time is valuable
- I value my Philadelphia Eagles jersey ☺



- **Worth** is a noun(countable/objective)----considered to be the cost of production

- My house is worth X dollars
- **You get paid what you are worth to that organization!**



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# STANDARD COMPENSATION FOR ALL HEALTH CARE/AT—RECENT JOBS

- Sign on bonus
  - \$2000, \$5000, \$8000, & **\$10000**
- **Graduate student loan repayment program**
- Relocation expenses
  - \$1500 to \$3000
- No teaching----secondary schools
- Continuing education
  - \$1000 to \$3000
- Overtime pay
- Great benefits package (generous employer contributions), health, vision, dental, flextime, etc..). Mileage for driving, vacation, etc..
- **What else can you ask for outside of your salary offer?**



# **STOP DOING THIS!!**

- Services that have no worth to someone, are of no value. Each time a health care provider/AT agrees to “giveaway” services, whether in coverage, skills, knowledge or hours, it becomes more difficult to show a true value of expertise.
- But.....

**"When you learn how much you're worth, you'll stop giving people discounts."**

**Helen Keller**



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# I AM A GOOD AT (HEALTHCARE PROFESSIONAL BECAUSE....

- Coaches, athletes, parents, and administrators like me
  - Good communication/people skills
- I am always available
- I am organized, a great manager, and I get **things** done!
- I have good skills (taping/strapping, blood pressure, bracing, spineboarding, etc..)!
- Does this really make me a good AT?



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# I WAS A BAD ATHLETIC TRAINER---AND WE STILL WON NATIONAL CHAMPIONSHIPS ☺

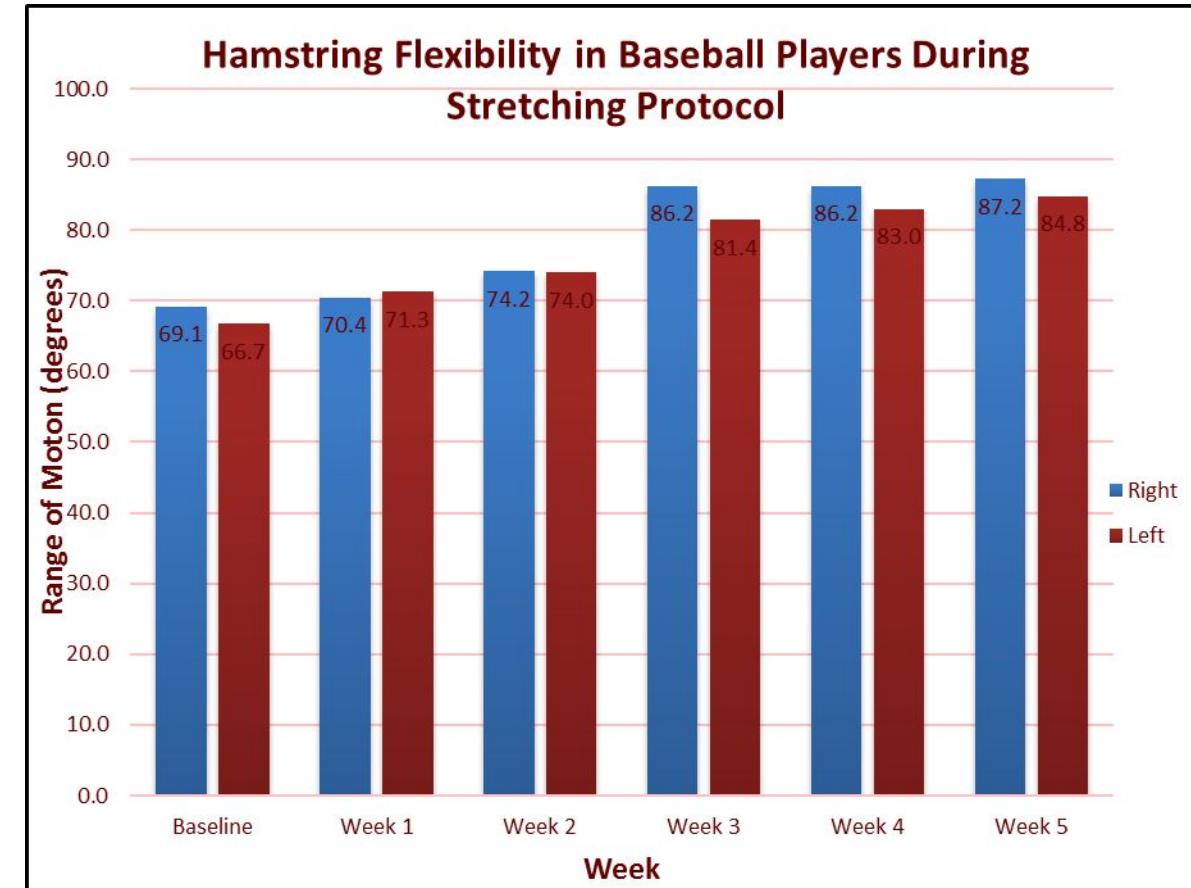
More of a manager of  
healthcare than a  
healthcare professional



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# WITHOUT DATA-- YOU ARE JUST ANOTHER PERSON WITH AN OPINION

- Not “Ivory Tower Research”
- **Examine your own practice**
  - Sports scientist
  - Epidemiological lens
- Examine your peer's practice
- Prove your value and get paid what you are worth—Everyday!



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# DATA IS POWER

(IF YOU DON'T HAVE DATA...)

- Number of patients seen (day, week, year, 5 years)
- Track clinical outcomes!!
- Types of treatments provided
- Patient satisfaction
- Time loss from practice, games, classroom or work
- Medical referrals
  - ALL diagnostic tests
  - Surgeries generated
- Total revenue generated
- Money saved-----to the program/team and the patient
- Developing post-concussion testing and rehabilitation programs
- Injury prevention programs
- Wins and Losses ??

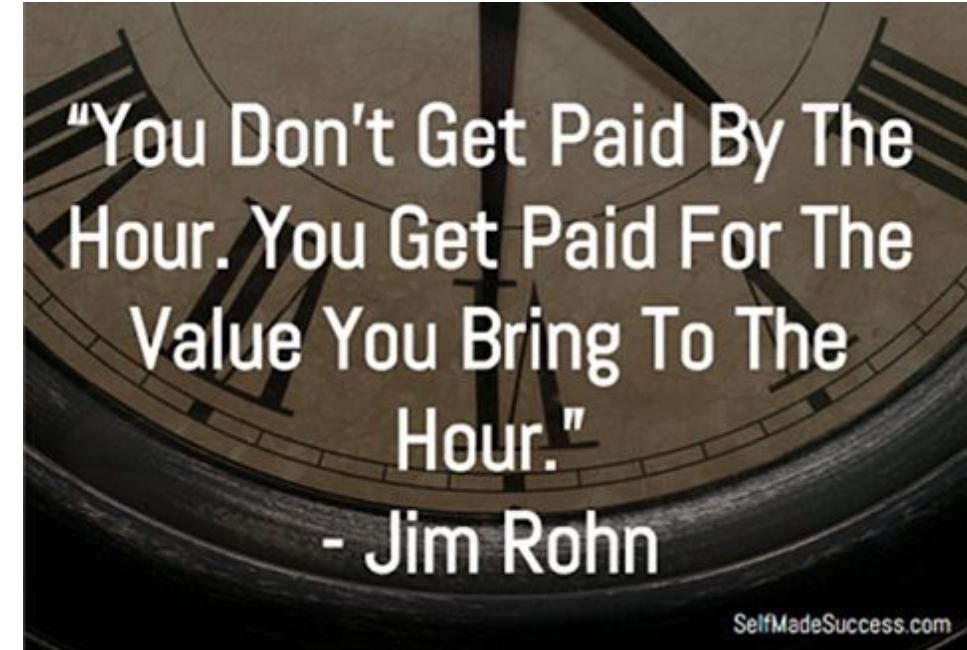


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# HOW CREATIVE CAN YOU BE SHOWING YOUR VALUE?

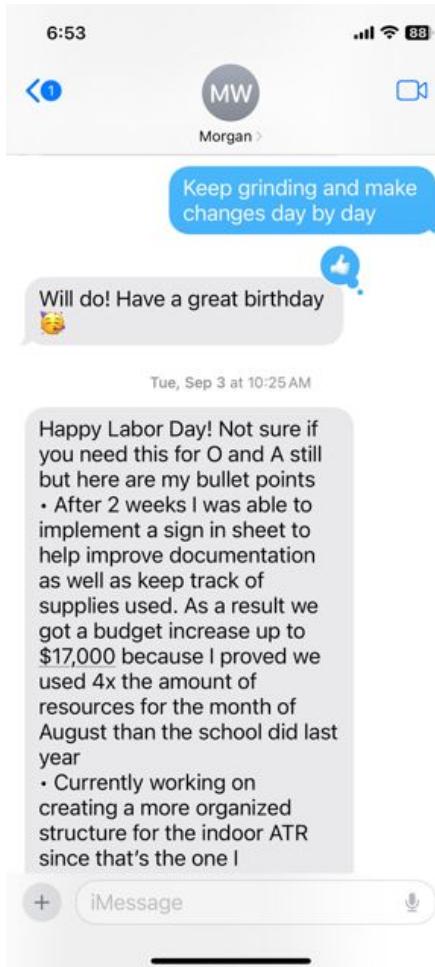
- Emails answered
- Policies developed
- Awards and recognition
- Professional development completed
- Certifications
- **End of the year executive report**
  - Administration
  - Coaches
  - Parents
  - Physicians
  - Staff
  - Everyone!!!

Who are the decision makers?



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# I LOVE GETTING THESE EMAILS AND TEXTS



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# DO YOU KNOW THINGS?

- Average salary for AT in.....
  - Your state, your county, your clinic, your hospital, your club, with your experience
- The number of staff in.....
  - Similar clinic, similar team, club, university, etc...
- CEUs, time off, overtime, PRN rate, payment rates, staff retention, etc....
- **The best thing you can know is what your competition is getting!!!**
  - Rival school/club, conference, hospital, sports med clinic, ortho office, etc..
- Do you know that healthcare is a business???
  - Internal business and external marketing



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# **DR. MENSCH'S CHALLENGE AND CALL TO ACTION**



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## **Listen to me ☺**

- “*You’ve invested time and energy to be here at the WFATT World Congress—that already sets you apart. But what you do **after** this session matters more.*
- *Build your network.*
- *Track your outcomes.*
- *Advocate for your worth*
- *Negotiate for yourself—everyday!*
- *And most importantly—believe that you’re worth it. So when someone asks, ‘Why should I hire you?’, you’ll have the **evidence**, the **confidence**, and the **story** to answer.*
- *Today you sat in this room as students from different countries, universities, and AT programs. Tomorrow, you’ll be colleagues, leaders, and innovators in athletic training and therapy worldwide.*
- *That’s how you separate yourself from average. That’s how you begin to build your career.”*



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# HOW CAN I HELP YOU??

## QUESTIONS

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