

YOUR PLAYBOOK FOR SUCCESS:

RESUMES, SALARY NEGOTIATIONS, AND DEMONSTRATING YOUR VALUE

Jim Mensch, PhD, ATC



Athletic Training
Arnold School of Public Health
UNIVERSITY OF SOUTH CAROLINA



UNIVERSITY OF
South Carolina



SOME DISCLOSURES



UNIVERSITY OF
South Carolina

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



UNIVERSITY OF
South Carolina

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



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!!!



WHAT IS YOUR GOAL?



UNIVERSITY OF
South Carolina

HOW DO YOU REACH YOUR GOAL?



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



UNIVERSITY OF
South Carolina

WHAT DO YOU NEED MOST?



UNIVERSITY OF
South Carolina

WHERE DO I START?



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



UNIVERSITY OF
South Carolina

**THIS CONFERENCE SAYS A LOT
ABOUT YOU**



UNIVERSITY OF
South Carolina

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”!!**



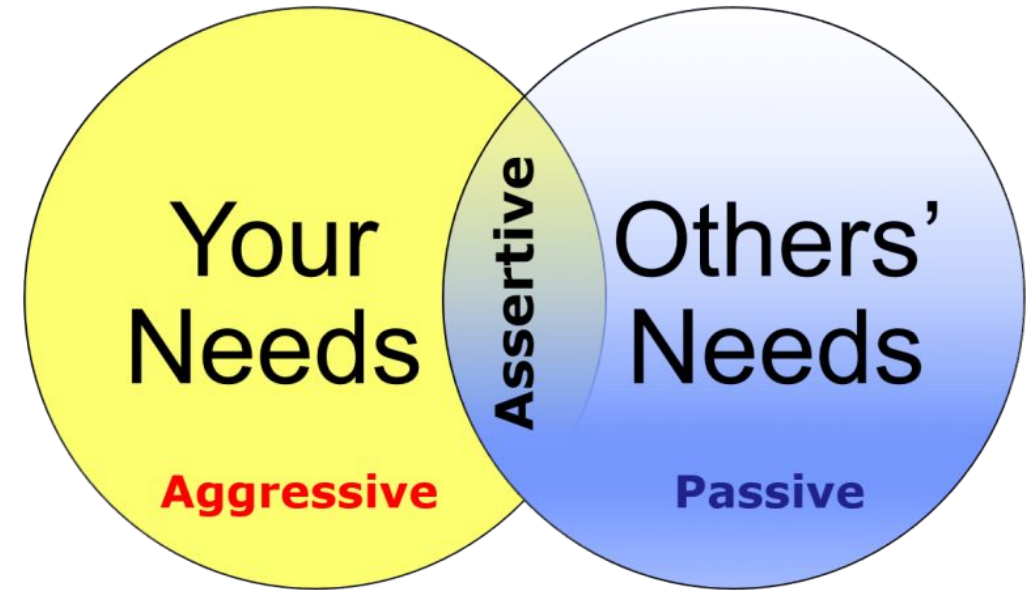
LETS GET STARTED---MARKET YOU!!

- 1) **Develop/expand your professional network**
 - Authentic relationships
 - Some things cannot be taught 😊
- **Other things can:**
 - *Assertiveness*
 - *Listening*
 - *Non-verbal behavior*



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

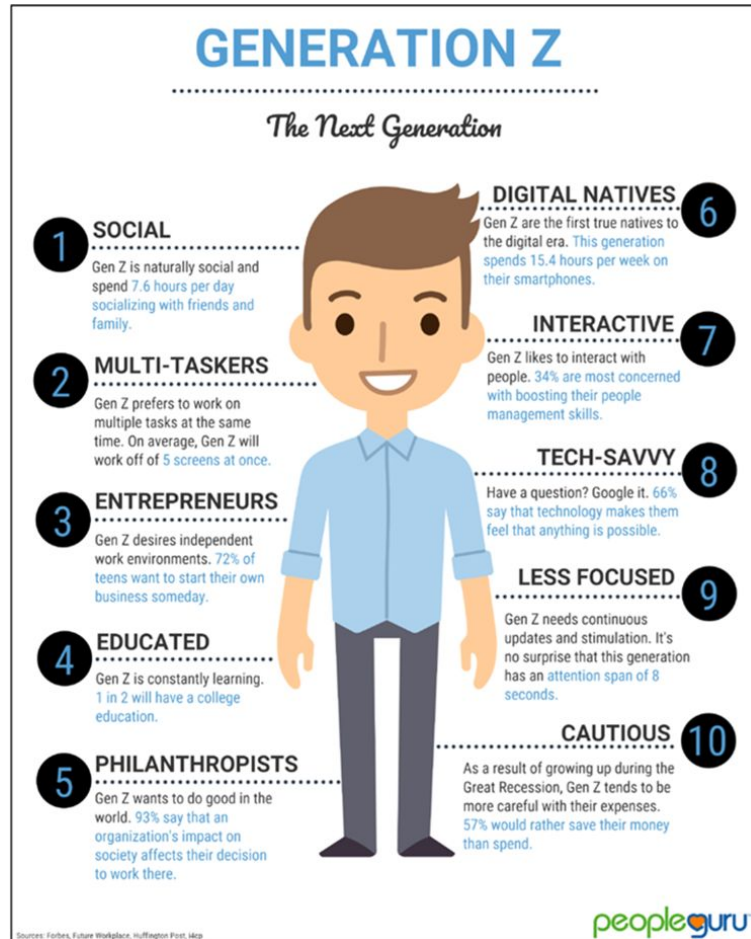


2-LISTENING-----ARE YOU?

- 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



KEEP IN MIND WHO YOU ARE SPEAKING WITH



7.6 hours a day socializing

5 screens at one time

Attention span of 8 seconds



shutterstock.com • 2644563463



UNIVERSITY OF
South Carolina

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 😊)



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



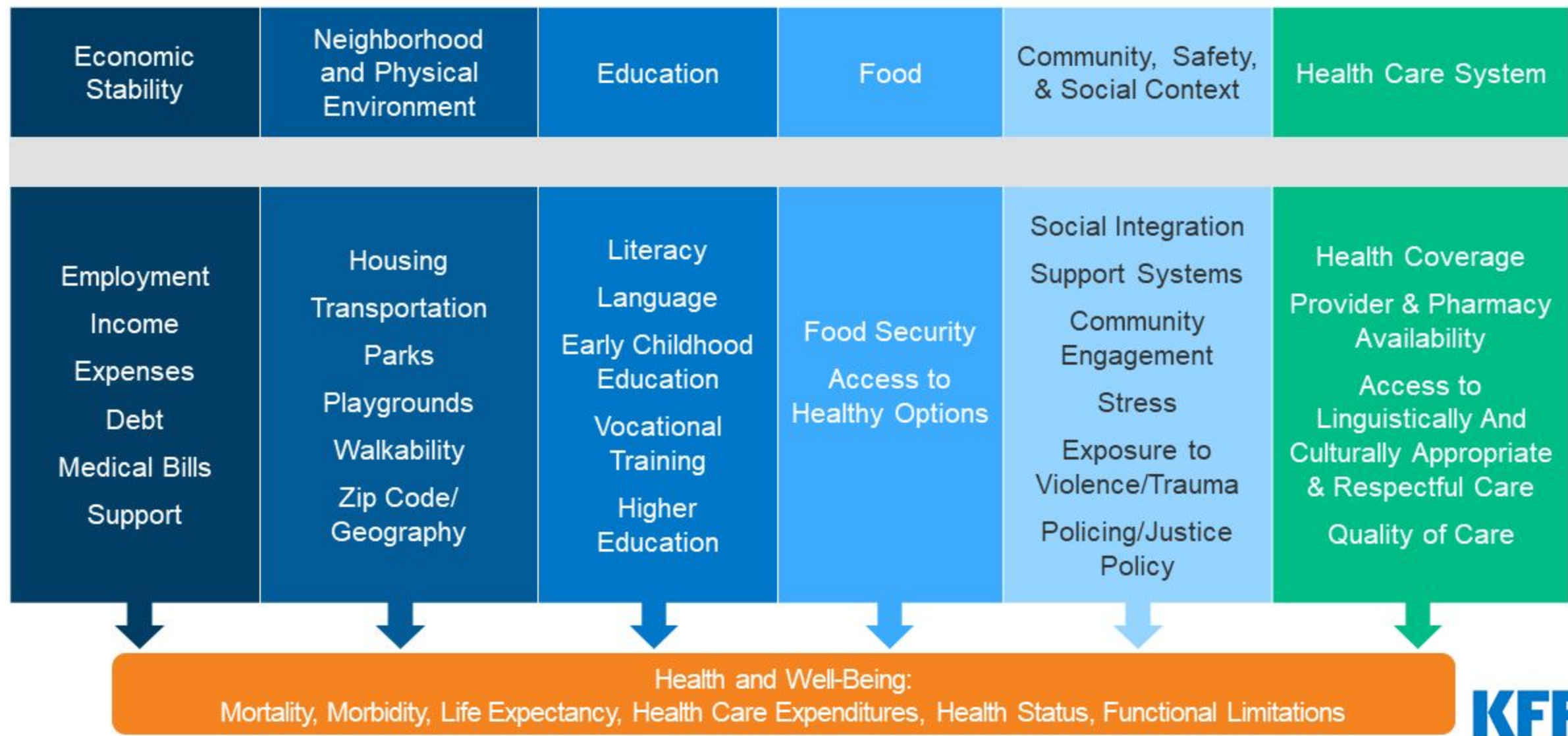
USE YOUR CLINICAL EXPERIENCES

CORRECTLY



UNIVERSITY OF
South Carolina

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”



YOUR RESUME—ITS SO MUCH MORE THAN THIS



Resume

[ˈre-zə-,mā]

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



UNIVERSITY OF
South Carolina

BUILDING A STRONG RESUME



UNIVERSITY OF
South Carolina

START WITH EDUCATION

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



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



UNIVERSITY OF
South Carolina

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 -----soooooooo easy to do and important
- **Anything that show your interest and involvement in your profession**



PROFESSIONAL DEVELOPMENT IS FUN



8 Poster Presentations

Peoples Choice: Alaina Hauber
1st Place: Evan Sanderson
(EXSC Student) and Christina
Turner (USC Campus Rec)
2nd Place: Kendall Doyle



UNIVERSITY OF
South Carolina

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**



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..



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



UNIVERSITY OF
South Carolina



UNIVERSITY OF
South Carolina

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.



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

GOAL—GET A JOB



UNIVERSITY OF
South Carolina

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**



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



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



UNIVERSITY OF
South Carolina

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)



SALARY NEGOTIATIONS



UNIVERSITY OF
South Carolina

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!**



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



UNIVERSITY OF
South Carolina

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?



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

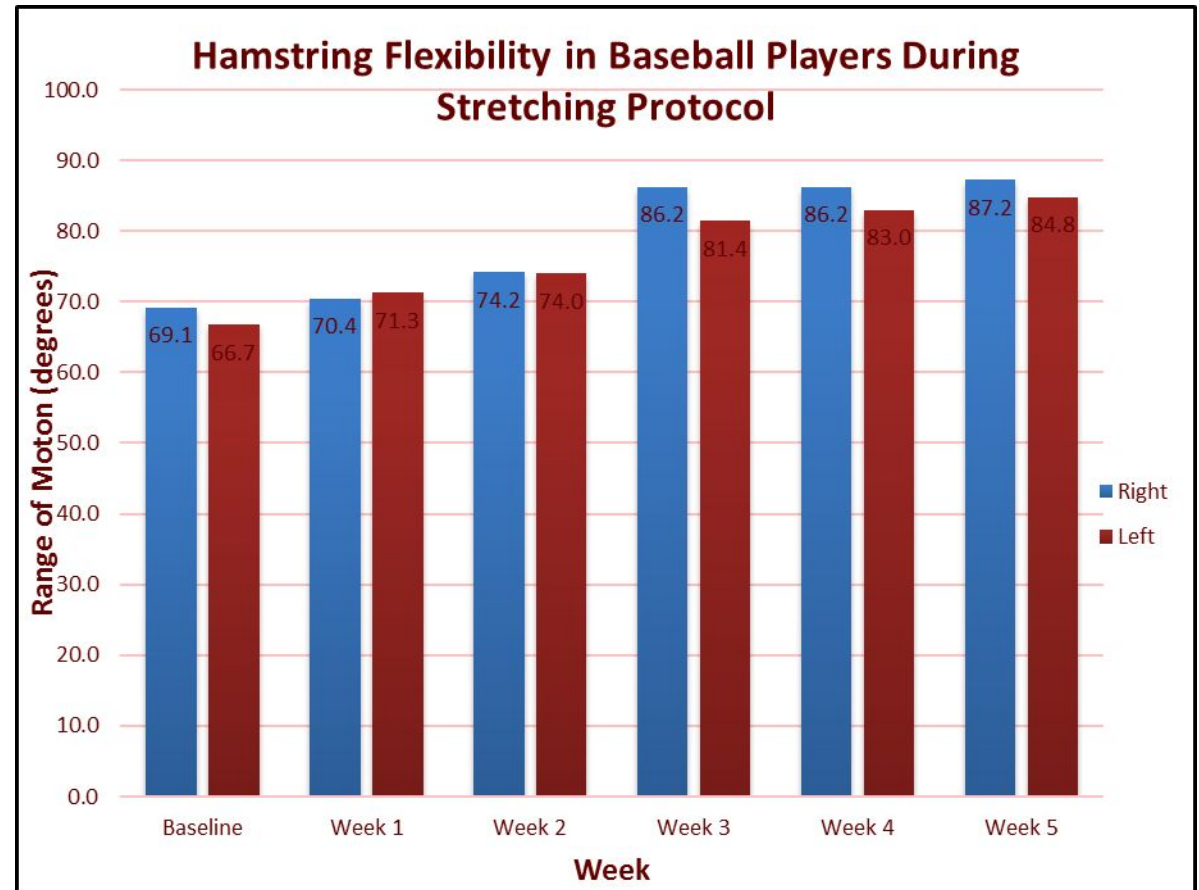
More of a manager of
healthcare than a
healthcare professional



UNIVERSITY OF
South Carolina

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!



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 ??

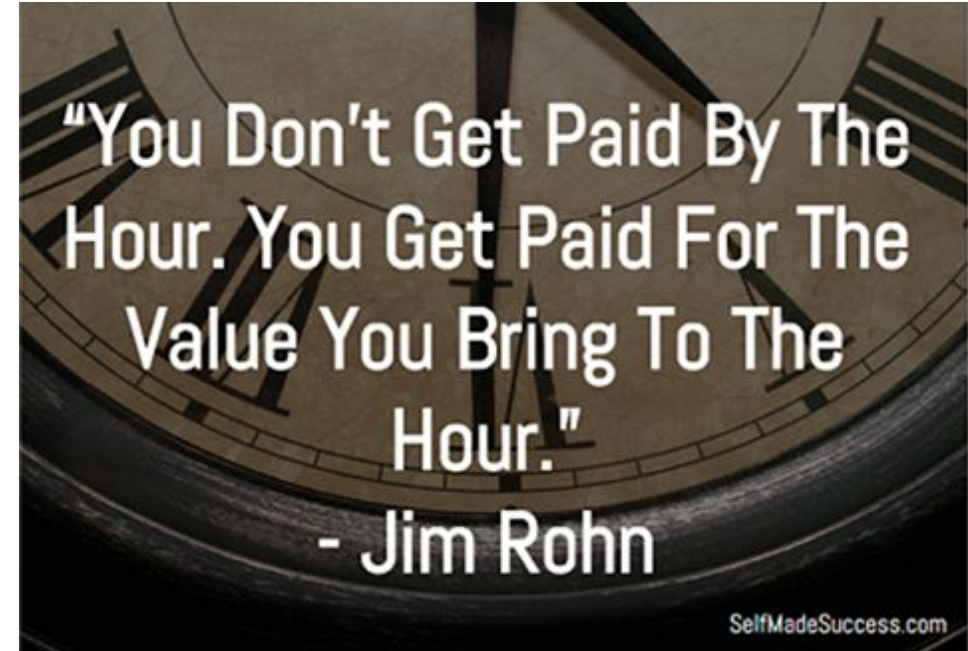


UNIVERSITY OF
South Carolina

HOW CREATIVE CAN YOU BE SHOWING YOUR VALUE?

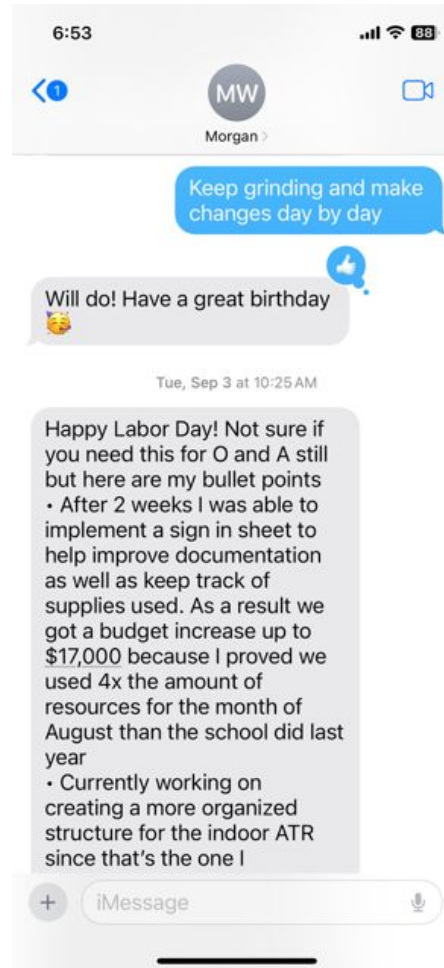
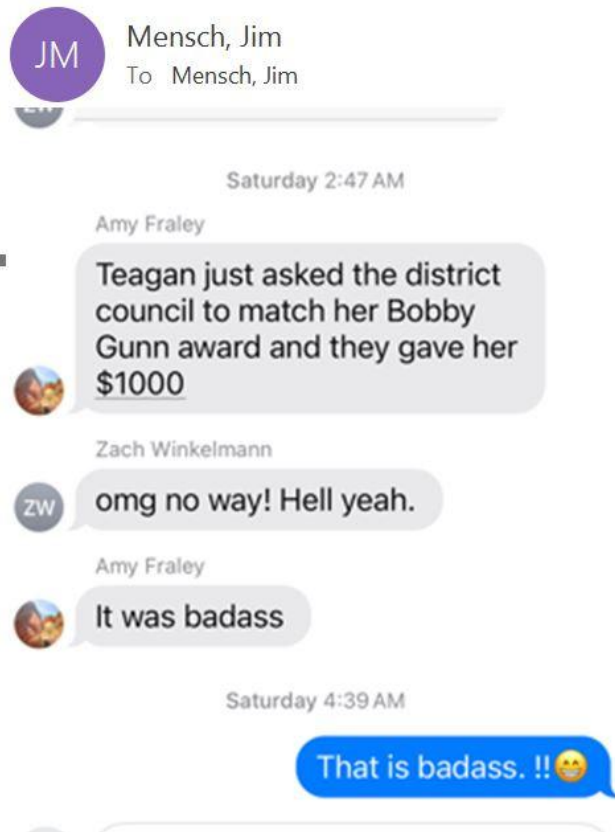
- Emails answered
- Policies developed
- Awards and recognition
- Professional development completed
- Certifications
- **End of the year executive report**
 - Administration
 - Coaches
 - Parents
 - Physicians
 - Staff
 - Everyone!!!

Who are the decision makers?



UNIVERSITY OF
South Carolina

I LOVE GETTING THESE EMAILS AND TEXTS



UNIVERSITY OF
South Carolina

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



DR. MENSCH'S CHALLENGE AND CALL TO ACTION



UNIVERSITY OF
South Carolina

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.”*



HOW CAN I HELP YOU??

QUESTIONS

Jim Mensch, PhD, LAT, ATC

Program Director, Athletic Training

jmensch@mailbox.sc.edu



UNIVERSITY OF
South Carolina