

# Five Keys to Career Success

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A. John Rush, MD  
Professor Emeritus, Duke-NUS  
CEO Curbstone Consultant LLC

# ELEVATOR SPEECH

An elevator speech is a clear, brief message or “commercial” about you. It communicates who you are, what you're looking for and how you can benefit a company or organization. It's typically about 30 seconds, the time it takes people to ride from the top to the bottom of a building in an elevator.

This elevator speech is:

- absolutely not longer than 25 to 30 seconds
- or - in words - approximately 80 to 90 words
- or - in sentences - 8 tot 10 sentences

# ELEVATOR SPEECH

Hi! I'm John Rush, Professor Emeritus at Duke-National University of Singapore and Adjunct Professor of Psychiatry at Duke School of Medicine in the US.

My present work is focused on providing **mentoring, research design consultation, and career development guidance** to individuals, academic divisions/ departments, medical schools, and private and public research organizations. I am a psychiatrist with a research and clinical focus on diagnosis, treatment, and long-term management of mood disorders.

My work has provided me with a range of experiences including direct patient care, competing for research grants and contracts, developing and managing research programs and most recently in designing and running programs to help clinicians become patient-oriented researchers. My website is [www.curbstoneconsultant.net](http://www.curbstoneconsultant.net).

**“Everything should be made  
as simple as possible,  
but not more so.”**

**Albert Einstein**

# Become a Humble Self-Promotor

- Learn from others
- Always credit your team and mentors
- Have an elevator speech & PRACTICE IT
- Ask “dumb” questions
- Become Columbo
- Never forget that doing research is a privilege

Those who insist on taking credit cannot be given it!

# Become a Provocative Collaborator

- Ask probing questions
- Throw out your ideas to be challenged
- Challenge conventional wisdom
- Always wonder: "Isn't there a better way?"
- Reach out to build bridges & develop ideas

# Become a Knowledgeable Child

- Become highly knowledgeable
- Discerningly doubt what you have learned
- Doubt assumptions underpin conventional wisdom
- Look at your data BEFORE & AFTER you analyze I
- Be perpetually curious
- Find time to wonder and play

# Become a Planful Opportunist

- Have a plan
- Seize opportunities
- Keep focused
- Set KPIs (Key Performance Indicators)
- Hang out with people who are not in your field



# Key Performance Indicators (KPIs)

- Aimed at getting you to that next stage
  - Professional Development
    - Write paper(s) (e.g. 2/yr)
    - Have a grant (e.g. submit by X date)
  - Operational
    - Develop an X clinic and have staffed by \_(date)\_\_\_\_\_.
- Develop 3, 6, 9, 12, etc. month plans/steps.
- Evaluate to determine why you haven't gotten there and adjust.
- Don't micromanage yourself but set short- mid- and long-term goals.

# Become a Servant Leader

- Learn to follow and contribute
- Become reliable
- Ask how you can help
- Identify problems AND suggest solutions
- Develop persistent optimism
- When you lead/manage, make sure everyone knows why & how they are important

# Summary

- Knowledgeable ---Child
- Humble--- Self-promoter
- Provocative---- Collaborator
- Planful----- Opportunist
- Servant----- Leader

**Thank You**