

Changing the World of Work: Are You Changing Too?

**Satellite Conference and Live Webcast
Thursday, September 6, 2012
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Faculty

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***“Be Willing to Change to
Remain the Same”***

Program Objectives

- **Identify the trends of the changing world of work**
- **Leverage your unique gifts and talents to seize the opportunities of the changing world of work and mitigate the risks**
- **Position your career to make a difference in your organization and others**

Do You Agree?

***“It’s not always about getting up after
you’ve been hit, but also about
ducking the punches.”***

- Betty Wright

Changing World of Work

- **Increasing technology**
- **Escalating globalization**
- **Migrating workforce**
- **Constantly changing skills**
- **Containing pensions**
- **Automating work**
- **Squeezing out middle management**

Changing World of Work

- **Choosing efficiency over effectiveness**
- **Admiring and imitating “for profit” models**

Eustress vs. Distress

- **Some stress is good for you**
 - **Eustress**
 - **Good stress in arousal and optimal performance**
 - **Challenge; uplifts**

Eustress vs. Distress

- **Some stress is bad for you**
 - **Distress**
 - **Bad stress that is experienced as a bodily reaction**
 - **Hassles; strain**

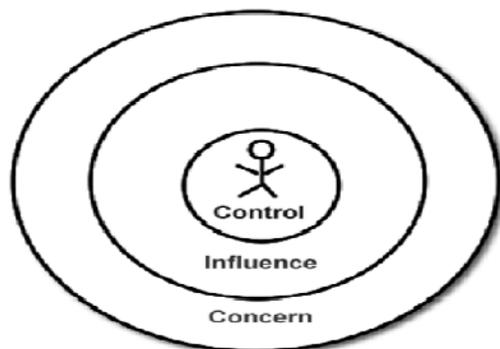
Changing World of Work

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Circle of Control and Influence



Which of These 9 Changes Can You Control?

1. Increasing technology
2. Escalating globalization
3. Migrating workforce
4. Constantly changing skills
5. Containing pensions
6. Automating work

Which of These 9 Changes Can You Control?

7. Squeezing out middle management
8. Choosing efficiency over effectiveness
9. Admiring and imitating “for profit” models

How Can You Change These Five?

1. Increasing technology
 - Stay current with hardware and software
2. Escalating globalization
 - Adopt a global mindset

How Can You Change These Five?

3. Migrating workforce
 - Move around the region, country, and world
4. Constantly changing skills
 - Enroll in formal and informal education and volunteer for “stretch” assignments

How Can You Change These Five?

5. Choosing efficiency over effectiveness
 - Focus on doing a great job but approach the job with SMARTS!

The Changing World of Health Care

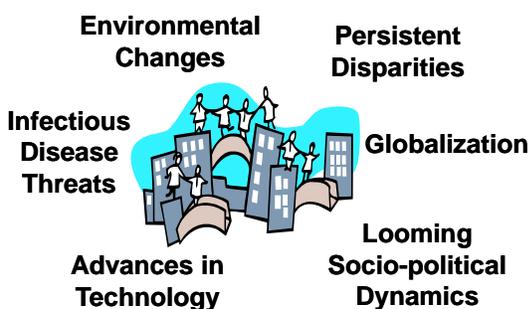
- Cost containment
- Escalating demand
- Growing demand for safety and quality
- Aging population
- Advancing technology

The Changing World of Health Care

- Decreasing physician workforce
- Focusing on health behavior

Is Public Health Changing Too?

Drivers of Public Health Change



Public Health Workforce: Growing or Shrinking?

- Public health is facing workforce shortages, severe funding cuts, and an increased need for services by Americans
- The number of public health workers per 100,000 Americans dropped from 220 in 1990 to 158 in 2000

<http://www.cdc.gov/24-7/protectingpeople/phap/shrinking.html>

Public Health Workforce: Growing or Shrinking?

- By 2012, state and federal public health agencies could lose up to half of their workforce to retirement, the private sector, and other factors
- The Association of Schools of Public Health estimates the workforce shortage will reach nearly a quarter of a million by 2020

<http://www.cdc.gov/24-7/protectingpeople/phap/shrinking.html>

Ten Essential Services



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What Is Your USA?

Your USA = Your Brand

- What are you REALLY good at doing?
- What do others COMPLIMENT you about at work?
- What comes NATURAL for you but challenging for others?
- If you won the lottery, what would you KEEP ON DOING?

More than Coverage, Quality, and Cost . . .

- The Affordable Care Act is a real opportunity for Public Health

Public Health Pillars of the Affordable Care Act

- Preventive services without cost sharing
- Policies and programs
- Prevention and Public Health Fund
- National Prevention Strategy

The National Prevention Council

- Established by Affordable Care Act
- A unique opportunity to prioritize and align prevention activities
- Chaired by the Surgeon General
- Council members: 17 federal departments
- Advisory Group: 25 non-federal members

Prevention and Public Health Fund Provides Sustainable Funding

Grows from
\$500 million to \$2 billion annually

2010	2011	2012	2013	2014	2015-19
\$500M	\$750M	\$1B	\$1.2B	\$1.5B	\$2B

Community Health Needs Assessment

- Expands Community Benefit Report to Health Services Cost Review Commission (HSCRC)
- Required by Internal Revenue Service 990-Schedule H to justify non-profit status

Community Health Needs Assessment

- Guides decision making for community and allows us to engage effectively with state and federal initiatives
- Leads to development of Local Health Improvement Plan in partnership between the hospital and the local health department

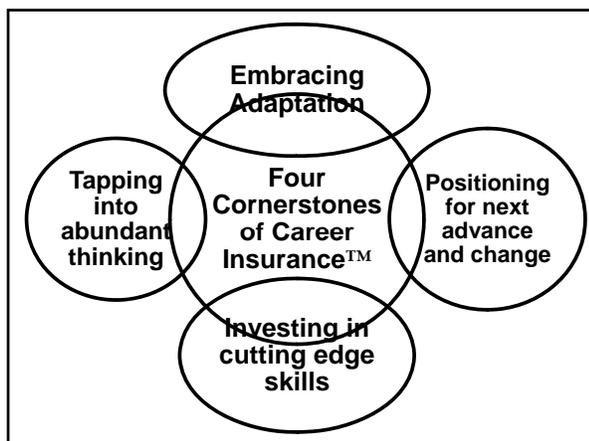
Do You Have Career Insurance?

Career Insurance™ Provisions

- Identify the risk of working that is unique to you and your situation
- Determine what differentiates you from others in the labor market
- Draw a roadmap to diversify your income stream

Career Insurance™ Provisions

- Leverage your gifts and talents
- Stay on the cutting edge to stay relevant and viable



Career Insurance™ Policy Clauses

- Manage your physical energy, emotional energy, mental energy, and spiritual energy
- Conduct scenario planning
- Smell the “coffee”
 - Face reality even if it stinks
- Take action

Think Like an Economist Not a Laborer

- What is the current and forecasted demand for my gifts and talents?
- What is the current and future of supply of workers and technology who can do the same job more effectively, efficiently, and cheaper?

Think Like An Economist: Case Vignette

- If the White House and Congress are both Republican, what are the predictions for environmental legislation?

Think Like An Economist: Case Vignette

- If mobile apps become the rage for disseminating information and education, what is the future for health educators?

Think Like An Economist: Case Vignette

- If federal and state governments begin to privatize public health services, who is most qualified to be awarded these contracts?

Think Like An Economist: Case Vignette

- If the employment of Public Health practitioners is increasing rewards to those with a DrPH degree, then what happens to those with a bachelors or a MPH?

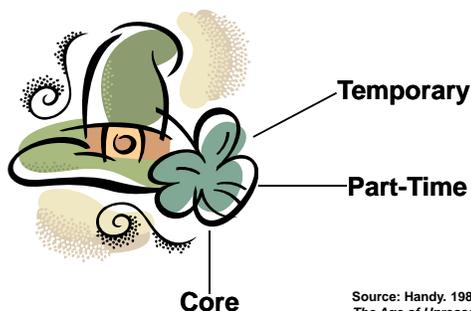
Think Like An Economist: Case Vignette

- If the Somali speaking or Spanish speaking population increases substantially in your community, what skills will be rewarded by employers?

Think Like An Economist: Case Vignette

- If prevention and promotion programs are aimed at attracting a population under the age of 30, what knowledge and skills will be valued?

Shamrock Organization



Source: Handy, 1989.
The Age of Unreason.

The New Deal

Issue	Traditional Career	Protean Career
Who's in charge?	Organization	Person
Core values	Advancement	Freedom; Growth
Degree of mobility	Lower	High
Success criteria	Position; Level Salary	Psychological Success
Key attitudes	Organizational Commitment	Professional Commitment Work Satisfaction

Source: Hall 1976. *Careers in Organization.*

Uncertainty

*“There has been much tragedy
in my life;
at least half of it actually happened.”*
- Mark Twain

The Personal Power Worksheet

- **Master the Situation**
 - You have control
 - You take action
- **Giving Up**
 - You have control
 - You don't take action

The Personal Power Worksheet

- **Frustration**
 - You don't have control
 - You take action
- **Coping**
 - You don't have control
 - You don't take action

What Can I Control?

- **Take a moment to reflect on a difficult situation at work**
- **Identify those things that you would like to change with respect to that difficult situation**

What Can I Control?

- **Categorize those things that you would like to change with respect to the following categories:**
 - Under my control
 - Under my influence

Control Check

- **I can control . . .**
 - The economy
 - The election
 - My state legislature
 - My agency
 - My work performance
 - My future

**Position Your Career to
Make A Difference
in the Lives of
Your Organization and Others**

"A useless life is an early death."

- Goethe

When Is Your Work a Calling?

- When you see your work as an invitation to respond
- When your work serves others and not just you
- When your work involves listening, deep reflection, and discernment
- When your work engages your quintessential self or "genius"

- Adapted: Weiss, Shelley, Hall, and Haughey, 2003.

A Matter of Perspective

- What is the best part of your work?
- What is the worst part of your work?

Twelve Paths to Happiness

1. Count your blessings
2. Cultivate optimism
3. Avoid social comparison and over analyzing
4. Practice kindness and compassion
5. Nurture key relationships
6. Do engaging activities

Twelve Paths to Happiness

7. Savor the joys of life
8. Commit to key goals
9. Develop coping strategies
10. Cultivate forgiveness
11. Practice religion or spirituality
12. Take care of your body

Adapted: Lyubomirsky, Susan. 2008. *The How of Happiness*.

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Plan to Change!

- **Stop**
 - Existing negative behaviors
- **Start**
 - New positive behaviors
- **Continue**
 - Existing positive behaviors

Plan to Change!

- **I will start . . .**
- **I will continue . . .**
- **I will stop . . .**

Thank You!

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