Onward and Upward: Actually Taking Your Next Step

Ilene Cohen, MS, RDN, CDE, C-IAYT
Adam Lax, RDN, LDN
MY JOURNEY

• Private practice in 2013 – PranaSpirit Nutrition & Wellness
• Learned about employees vs. independent contractors
• Became a NY State Employer in 2016
• Currently lead a team of 4 – 2 admin + 2 per diem RDNs
• Learned a lot from interviewing, hiring and training
• Want to teach what I did not know then about negotiation
DISCLOSURES

I have no financial relationship with any of the companies or resources in this presentation.

I am the owner of my own company PranaSpirit Nutrition & Wellness located in NY, NY.
OBJECTIVES/ITINERARY

• Identify tips for employers/employees to ensure job stability and satisfaction.
• List the top reasons employees stay with or leave jobs.
• Recognize key questions ask and respond to during an interview.
• Identify how self-limiting beliefs affect the relationship of self-worth and one’s financial blueprint.
• Evaluate one’s belief system and explore how it can be changed using self-assessment tools.
• Develop a plan to modify one’s personal convictions yielding a positive transformation in their career plan within the next 1-2 years.
• Acquire interviewing and negotiation skills through a live mock job interview.
YOUR JOURNEY

Opportunity anyone?
**KEY TIPS FOR EMPLOYERS AND EMPLOYEES: BEYOND THE BASICS**

<table>
<thead>
<tr>
<th><strong>EMPLOYERS</strong></th>
<th><strong>EMPLOYEES/CONTRACTORS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Know your <strong>core values</strong> - communicate</td>
<td>Know your <strong>core values</strong> – seek</td>
</tr>
<tr>
<td>Look for <strong>motivators</strong> to accept job</td>
<td><strong>Research</strong> company – <strong>aligns</strong> with values?</td>
</tr>
<tr>
<td>Aim for <strong>retention</strong></td>
<td>Look for <strong>opportunities for growth</strong></td>
</tr>
<tr>
<td><strong>Offer performance reviews</strong></td>
<td>Ask about <strong>performance reviews, raises</strong></td>
</tr>
<tr>
<td><strong>Salary:</strong> research on <strong>individual</strong> basis</td>
<td>Must know where you stand in terms of <strong>market</strong></td>
</tr>
</tbody>
</table>

This is no way means we should settle! But we need to start somewhere. Knowledge is POWER!
8 HABITS OF HIGHLY EFFECTIVE MANAGERS (GOOGLE’S TENANTS)

• 1. Be a good coach – positive feedback is key – how can you better connect?
• 2. Empower your team and don’t micromanage
• 3. Express interest in employee’s success and well being
• 4. Be productive and results oriented
• 5. Be a good communicator and listen to your team – “it takes 2 to tango”
• 6. Help your employee’s career development
• 7. Have a clear vision and strategy for the team – stay focused on goals
• 8. Have key technical skills

People don’t care how much you know until they know how much you care” – John Maxwell
THREE PITFALLS OF MANAGERS (GOOGLE)

1. Having trouble making transitions to team leader
   • Promotions not based on leadership

2. Lack a consistent approach to performance management and career development.
   • Don’t help employees understand company’s mission
   • Don’t coach to help employee’s develop
   • Not proactive – wait for employee to come to them

3. Spend too little time on managing and communicating
Top 10 reasons why employees stay with a job

According to Boston Consulting Group – survey of 200,000 people around the world:

1. Appreciation for your work
2. Good relationship with colleagues
3. Good work-life balance
4. Good relationships with superiors
5. Company’s financial stability
6. Learning and career development
7. Job security
8. **Attractive fixed salary**
9. Interesting job content
10. Company values
Reasons employee’s leave jobs by industry (Paychex survey)

• 1. Low salary --- 69.44%. - medical and healthcare 70.88%
• 2. Overworked – 63.12 % - medical and healthcare – 64.84%
• 3. Employers did not care about employees – 52.77%
• 4. Didn’t enjoy work – 49.17%
• 5. Moved to another city or state – 48.49%
• 6. Lack of recognition or reward – 45.24%
• 7. Didn’t like boss 44.66%
WHY PEOPLE QUIT THEIR JOBS

• They don’t like their boss
• They do not see opportunities for growth or promotion
• They are offered a better and higher paying job
  • Harvard Business Review, Sept 2016 issue pages 20-21

• The 3 most common reasons people quit:
• The money, their boss and opportunities for growth
Join Our Family

We are hiring registered dietitians in search of career growth & variety

COMPASS GROUP
EMPLOYEE TURNOVER - AN EXPENSIVE PROBLEM

- Society for Human Resource Management:
- 6-9 month’s salary on average for salaried employees
- ~$50,000 – $75,000 for an employee earning $100,000

- Calculating Employee Turnover:
- Hiring cost + onboarding cost + learning cost (training) + cost of vacancy
- Number of Employees x Annual Turnover percentage % Annual cost of turnover

How much does employee turnover really cost? Huffington Post, January 19, 2017
TOP INTERVIEW QUESTIONS EMPLOYERS

- What are your top 3 values. Give me examples of why these values are important to you.
- What do you enjoy most about your work/career?
- What do you enjoy least about your work/what do you wish were different?
- What are your career aspirations? (including areas of specialty, credentials seeking, etc.)
- How do you like to be supervised?
- Describe your ideal manager – what are his/her qualities and what makes them ideal?
- Why should you be hired for this job?
- Tell me how your values align with my company’s/organization’s mission?
- If you had a magic wand, where do you see yourself in 1 year, 5 years, 10 years?
- What keeps you motivated in your work?
TOP INTERVIEW QUESTIONS EMPLOYEES

• What are the opportunities for advancement/growth in your company?
• What is your retention rate/turnover rate?
• Do you offer performance appraisals/reviews and merit based raises? How often do you offer these?
• How to you communicate with your team? Do you have regularly scheduled meetings?
• How would you describe your management style?
• What do you offer in terms of training?
• What benefits do you offer e.g. continuing education, education days, vacation etc.?
AND 2017 SALARY AND BENEFITS SURVEY HIGHLIGHTS

- **Reason**: retired RDs leaving the field and the newer RDs have lower starting salaries.
- **Not to be misinterpreted!**

<table>
<thead>
<tr>
<th>Percentiles</th>
<th>&lt; 5 years in field 2015</th>
<th>&lt; 5 years in field 2017</th>
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<tbody>
<tr>
<td>25%</td>
<td>$21.02</td>
<td>$22.12</td>
</tr>
<tr>
<td>50%</td>
<td>$24.04</td>
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<tr>
<td>75%</td>
<td>$27.88</td>
<td>$28.85</td>
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</table>

WHAT CAN WE DO?

PROBLEM: SALARIES ARE INCREASING BUT NOT IN LINE WITH INFLATION AND THE COST OF LIVING!

PERCEPTIONS CAN BE THAT SALARIES ARE DECREASING....

• Employees: Not accept salaries less than the 50%
  • If in a job – talk with employers about increases.
• Employers: Not pay salaries less than the 50%
• Talk with employers BEFORE hire so can negotiate.
• : Know where you stand in the market-- > negotiation!
•
ADAM LAX RDN/LDN
BUSINESS COACH/ENTREPRENEUR

"SHOW ME THE MONEY"

MASTERING THE INNER GAME
MY JOURNEY

• 7 YEARS FOOD SERVICE MANAGEMENT + HOSPITALITY INDUSTRY AND LTC STARTING THE JOURNEY - $22,500 - $35K
• 15 YEARS IN ACUTE CARE (CNM AND STAFF DIETITIAN) - $65K
• 11 YEARS PRIVATE PRACTICE (6 YEARS FULL TIME (2012)) - 100K+
• 5 YEARS AS BUSINESS COACH AND MENTOR - 100K +
• “SIX FIGURE NUTRIPRENEUR COACHING PROGRAM”
“NEW GRAD”
SHOW ME THE MONEY

• HIRED OUT OF DIETETIC CUP -$$$$$ 22,500($10.82/HR)
• FOOD SERVICE END OF DIETETICS
• MANAGEMENT
• LOTS OF HOURS!!!
RD/DTR COMPENSATION

• 100+ YEARS AS A PROFESSION AND INDUSTRY NOT SHOWING PAY INCREASES PROPORTIONAL TO COST OF LIVING.

• RDs/DTR’S ARE NOT TRAINED TO ASK FOR MONEY (CANDIDATES VALUES MAYBE INCONGRUENT VS. COMPANY VALUES)

• WE ARE TO BE PAID DIRECTLY PROPORTIONALLY TO OUR SELF-WORTH.
# Statistics

## Exhibit 3.01
### RDN Compensation 2017 Versus 2015

<table>
<thead>
<tr>
<th></th>
<th># answering</th>
<th>10th</th>
<th>25th</th>
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<th>75th</th>
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<th># answering</th>
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Note: Results not shown if fewer than 15 valid values; 10th and 90th percentiles not shown if fewer than 30 valid values.

## Exhibit 3.02
### RDN Compensation by Years in Field

<table>
<thead>
<tr>
<th></th>
<th>HOURLY WAGE</th>
<th>TOTAL CASH COMPENSATION</th>
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<tr>
<td>Years in Field</td>
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<tr>
<td>10-19 years</td>
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### Exhibit 4.01
NDTR Compensation 2017 Versus 2015

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<tr>
<td>% change</td>
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<td>Years in Field</td>
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<tr>
<td>20+ years</td>
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<td>10 - 19 years</td>
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<td>&lt; 1 year</td>
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<tr>
<td>NET: &lt; 5 years</td>
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<td>$15.38</td>
<td>$17.50</td>
<td>$20.95</td>
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LIFE CHANGING EVENT

• I ALLOWED THE OUTCOME(S) TO DEFINE WHO I WAS (NON SERVING BEHAVIORS AND RESULTS)
• PERSONAL CHALLENGES MULTIPLIED
• REQUIRED YEARS OF SELF ASSESSMENT TO CHANGE THE BELIEF SYSTEM
TIME TO CHANGE PERSONAL CONVICTIONS

• 2008 ENROLLED IN PERSONAL DEVELOPMENT PROGRAM
• COMMITTED TO LEARN THE “INNER GAME” OF CHANGE
• SET PERSONAL/PROFESSIONAL GOALS BEYOND THE SELF-LIMITING BELIEF SYSTEM
MONEY BLUE PRINT
PAID DIRECTLY PROPORTIONAL TO OUR SELF-WORTH

• FINANCIAL THERMOSTAT
• BASED ON INTERNAL AND EXTERNAL FACTORS
• FAMILY
• PERSONAL EXPERIENCES
• SOCIETY
INFLUENCES

• VERBAL PROGRAMMING
• MODELING
• SPECIFIC INCIDENTS
PERSONAL
(INTERNAL)

• OWN EXPERIENCES (MISTAKES AND SUCCESSES)

• EDUCATION MATERIALS AND TEACHINGS

• AFTER APPLICATION OF EDUCATION AND TEACHINGS
FAMILY/SOCIETY (THE “ROOTS”)

• PARENT’S VIEWS AND BIASES OF THE PAST
• FINANCIAL STATUS DURING UPBRINGING
• AGREEING WITH THOSE VIEWS AND MAKING THEM YOUR OWN
• HOW SOCIETY SAYS “YOU SHOULD BE HERE OR THERE OR DO THIS AND THAT”
• ALLOWING THEM TO DEFINE YOU AS SOMEONE YOU ARE NOT.
• OK TO USE THE VIEWS BUT MUST BE ACCEPTED AND DEVELOPED
SELF-LIMITING BELIEF STRUCTURE

PLAYING THE “VICTIM” GIVES A NEGATIVE RESULT

- BLAMING-” IT WAS MY BOSSES FAULT…”
- JUSTIFYING-“ITS OK, IT’S SOMEONE WILL DO IT..”
- COMPLAINING-“LIKE ATTRACTS LIKE” –BREEDS NEGATIVITY(BAND WAGON)
CHANGING THE BLUEPRINT

NEW BELIEF (5)

RESULTS. (4)  THOUGHTS (1)

ACTIONS. (3)  FEELINGS. (2)
COMPONENTS OF CHANGE FOR SELF-ASSESSMENT

- **AWARENESS** - Consider ways of being, habits, statements and specific incidents which may have been incorporated into your current belief system/personal convictions. (IE. “Money doesn’t grow on trees...”, “Save for a rainy day...”)

- **UNDERSTANDING** - Assess how these ways of being, habits, statements, and specific incidents affected your life.

- **DISASSOCIATION** - Can you see that these thoughts represent only what you learned and are not part of your anatomy? Can you see that you have a choice in the present moment to be different?

- **DECLARATION** - Place you hand over your heart and say....

  "I focus on opportunities over obstacles!"

  "I am worth 75,000/YR"
**SELF-ASSESSMENT TOOL FOR CHANGE AND TRANSFORMATION**

<table>
<thead>
<tr>
<th>AWARENESS OF SELF-LIMITING BELIEF</th>
<th>UNDERSTANDING OF THE PERSONAL CONVICTION</th>
<th>DISASSOCIATION (HOW NOT TO LET IF DEFINE WHO YOU ARE)</th>
<th>DECLARATION (THE NEW BELIEF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>THEY WILL NEVER PAY THAT..</td>
<td>I WAS TOLD THAT AT MY LAST JOB.</td>
<td>I AM PAID DIRECTLY PROPORTIONAL TO MY SELF WORTH</td>
<td>I AM WORTH 75K/YEAR...</td>
</tr>
</tbody>
</table>
DECLARATIONS
(NEW SHIFT)
“THE CODE”

VAKS (NEUROLINGUISTIC PROGRAMMING)

- VISUAL
- AUDITORY
- KINESTHETIC
- SPIRITUAL (HEART VIBRATIONS)
“SHOW ME THE MONEY” CODE

• I am an awesome nutrition professional worth $$$$$___________________________.
• I am a Leader
• I help others realize the best version of themselves by sharing my passion for healthy living.
• I am not a victim. I take full responsibility for wherever I’m at.
• I spend my time doing whatever is necessary to improve my life without compromising my integrity and I don’t make excuses for why I can’t do something.
• I am at my best when I’m authentic and I am fully committed to putting in the work in order to achieve results and success.
• Every day I move towards being the best version of myself that I can be. I do not aim to please others expectations of me.
• I do not listen to or engage in any negativity. I choose to see the best in every one and in every situation.
• I am not guided by fear. Instead, I use fear as a motivator to push myself outside of my comfort zone knowing that growth awaits me on the other side.
• I am an action taker.
• I constantly strive to improve every aspect of my life.
• I live my life with passion for what I do, integrity in my word and compassion for others.
PLAN FOR TRANSFORMATION

1. START YOUR INVENTORY OF “SELF-LIMITING BELIEFS” WHICH DO NOT SERVE YOU ANYMORE.
2. CREATE YOUR DECLARATIONS AND A “CODE” FOR CHANGE.
3. PRACTICE FOR **90** CONTINUOUS DAYS(PLUS)
4. ALLOW ADDITIONAL **90** DAYS GESTATIONAL PERIOD. (RESULTS MAY VARY.)
5. EVALUATE RESULTS AND “RINSE AND REPEAT!”
MOCK INTERVIEW

APPLY WHAT YOU KNOW AND WHAT YOU LEARNED TODAY!
REFERENCES


• Practical Applications: Compensation and Benefits Survey 2015: JAND March 2016, volume 116 no. 3


• How much does employee turnover really cost? The Huffington Post, January 19, 2017
CONTACT INFORMATION

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