

Beyond The Mayo

THE POWER OF NETWORKING



Disclosures

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The logo for Surgical Tech Educator LLC is a blue square with a white border. Inside the square, the words "SURGICAL" and "TECH" are stacked vertically in a large, white, sans-serif font. Below "TECH", the words "EDUCATOR LLC" are written in a smaller, white, sans-serif font.

SURGICAL
TECH
EDUCATOR LLC

Objectives

1. Explain the role of professional networking in enhancing career growth and clinical excellence in surgical technology.
2. Identify effective networking strategies within professional organizations, social platforms, and workplace environments.
3. Demonstrate how strong professional connections can lead to mentorship, job opportunities, and leadership development.

Five people
from last
year



Did you stay connected?



Any success stories?

Recognizing the Value of Networking in Surgical Technology

OBJECTIVE 1



What is Professional Networking





□ Purposeful

□ Strategic

□ Ongoing



What Does Networking Look Like?



Why Networking Matters



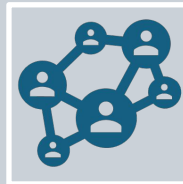
Accelerates Career Growth:

Networking opens doors to new opportunities and career advancements.



Expands Knowledge Base:

Engaging with peers enhances learning and skill development.



Builds Professional

Relationships: Connections can lead to mentorships and collaborations.

Why Networking Matters in Surgical Technology



Professional Identity



Industry Advancement

How Networking Shapes Professional Identity



Clarifies Your Role and Aspirations



Builds Visibility and Credibility



Shapes Your Personal Brand



Connects You to Mentors and Role Models



Boosts Confidence Through Reflection

"Professional identity isn't just built by what you do—but by who you connect with along the way."

Professional Identity Advances the Profession

▣ Promotes Advocacy and Visibility

- Professionals confidently represent the role and educate others.

▣ Raises Standards of Practice

- Strong identity reinforces ethics, safety, and excellence.

▣ Inspires Future Generations

- Leaders become mentors and role models for new professionals.

▣ Drives Leadership and Innovation

- Professionally grounded individuals lead change and improve care.

▣ Strengthens the Collective Voice

- Unified identity empowers the profession to influence policy and progress.

"A strong professional identity doesn't just shape your career—it strengthens the entire profession."

Identify Effective Networking Strategies

OBJECTIVE 2



Strategies for Effective Networking



Join Professional Organizations: Become active in groups like the Association of Surgical Technologists.



Attend Conferences and Workshops: Engage in events to meet peers and industry leaders.



Utilize Online Platforms: Connect with professionals through LinkedIn and specialized forums.



Seek Mentorship: Identify and learn from experienced professionals in the field.

Leveraging Online Resources



Social Media



Webinars and Virtual Meetups:
Participate in online events to
expand your network.



Building Professional Relationships

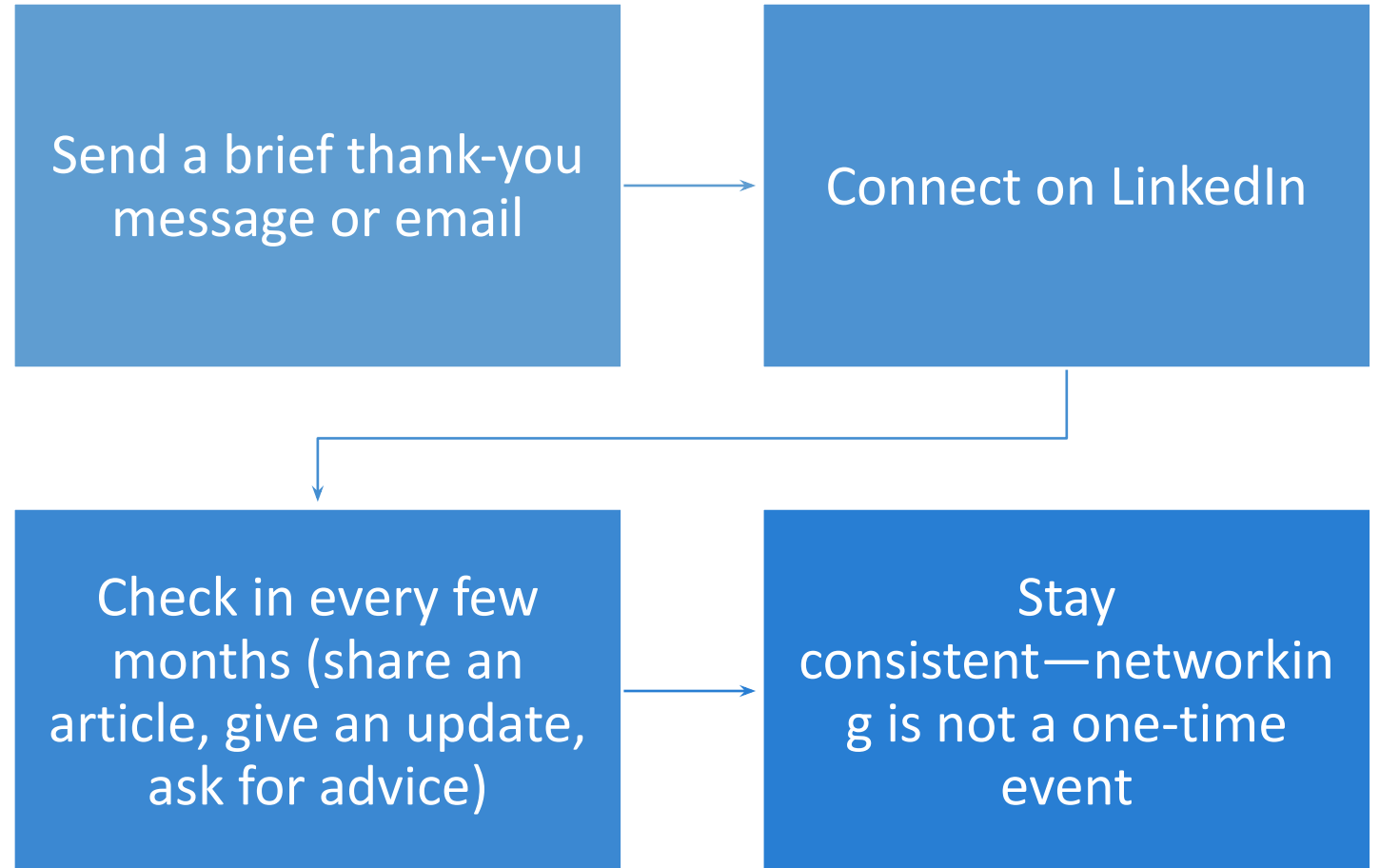
Start with a professional introduction 'elevator pitch' (who you are + what you do)

Ask open-ended questions

Show genuine interest in others' work

Be a good listener and take notes after meaningful conversations

Follow-Up and Stay Connected



Access to Hidden Job Opportunities



Many hospitals and surgery centers fill positions **internally or through referrals**.



A strong professional network can help you hear about jobs **before they're posted** — especially in specialized areas (cardiovascular, neurosurgery, robotics).

Enhancing Networking Skills for Long-Term Success

OBJECTIVE 3



Personal Branding & Communication

What is Personal Branding?

Your reputation and how others perceive your value

Tips for Strong Professional Presence:

Dress the part—clean scrubs or polished professional wear

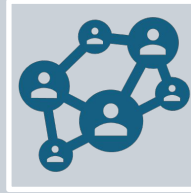
Know your strengths and be ready to share them

Craft a short, confident **elevator pitch**

"Your personal brand helps others remember you for the right reasons."



Builds Your Reputation in the OR



Consistent, professional engagement in the community — online or in person — builds your **credibility and trust**.



Known as a dependable tech? You'll get asked to scrub complex cases, train new staff, or lead in-service sessions.

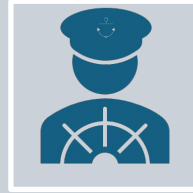
Boost Confidence and Communication Skills

Whether you're **speaking up in pre-op huddles** or applying for a lead CST position, networking strengthens:

Your interpersonal communication

Your ability to advocate for patients and your profession

Get Noticed for Promotions and Leadership Roles

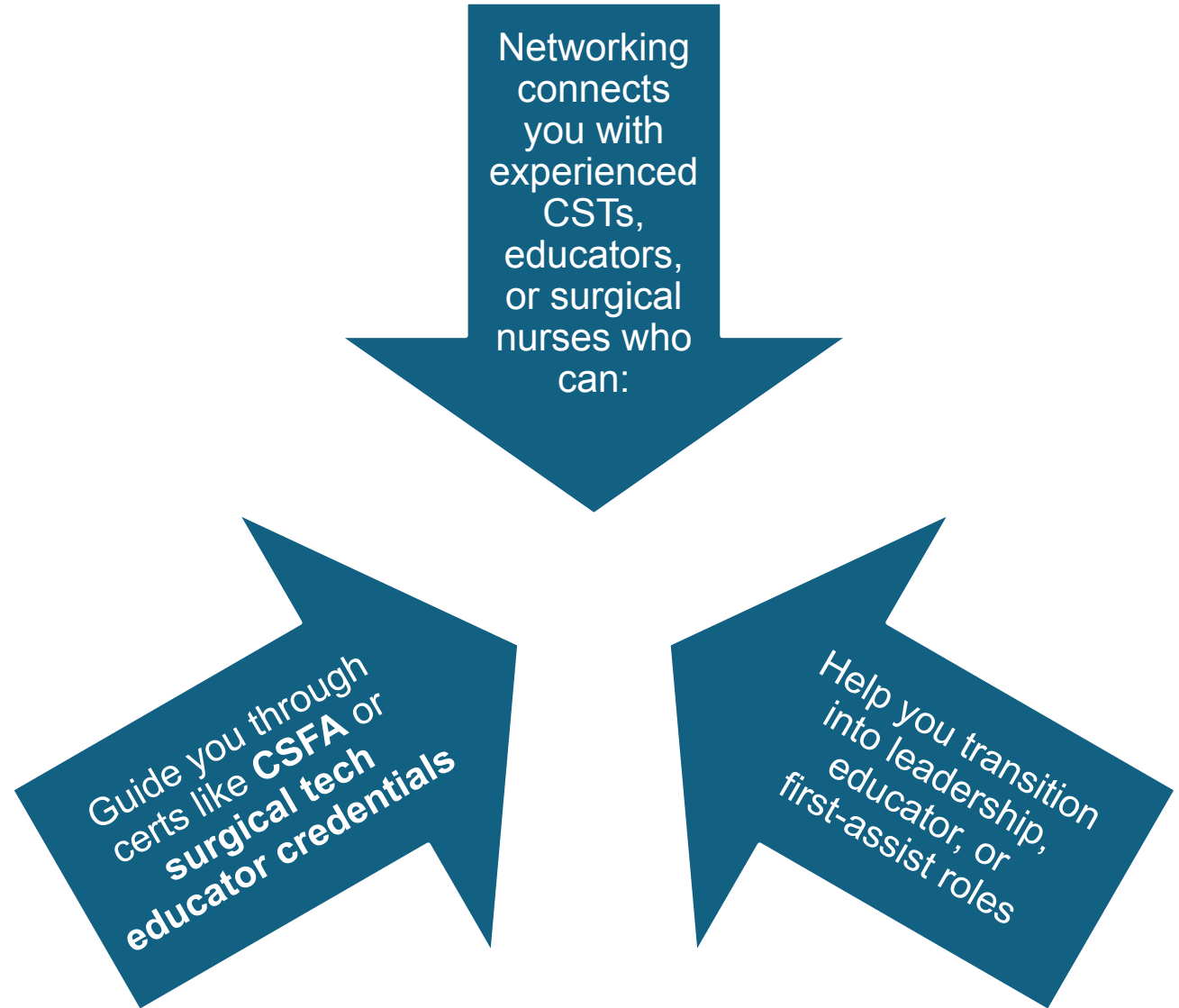


Hospital leadership often promotes those who are **visible, engaged, and well-respected.**



When people know your name and trust your work ethic, **you're first in line for advancement.**

Mentorship and Career Guidance



Overcoming Networking Challenges

Common Barriers:

Shyness or fear of rejection

Feeling like you have “nothing to offer”

Not knowing how to start a conversation

Overcoming Networking Challenges

How to Push Through:

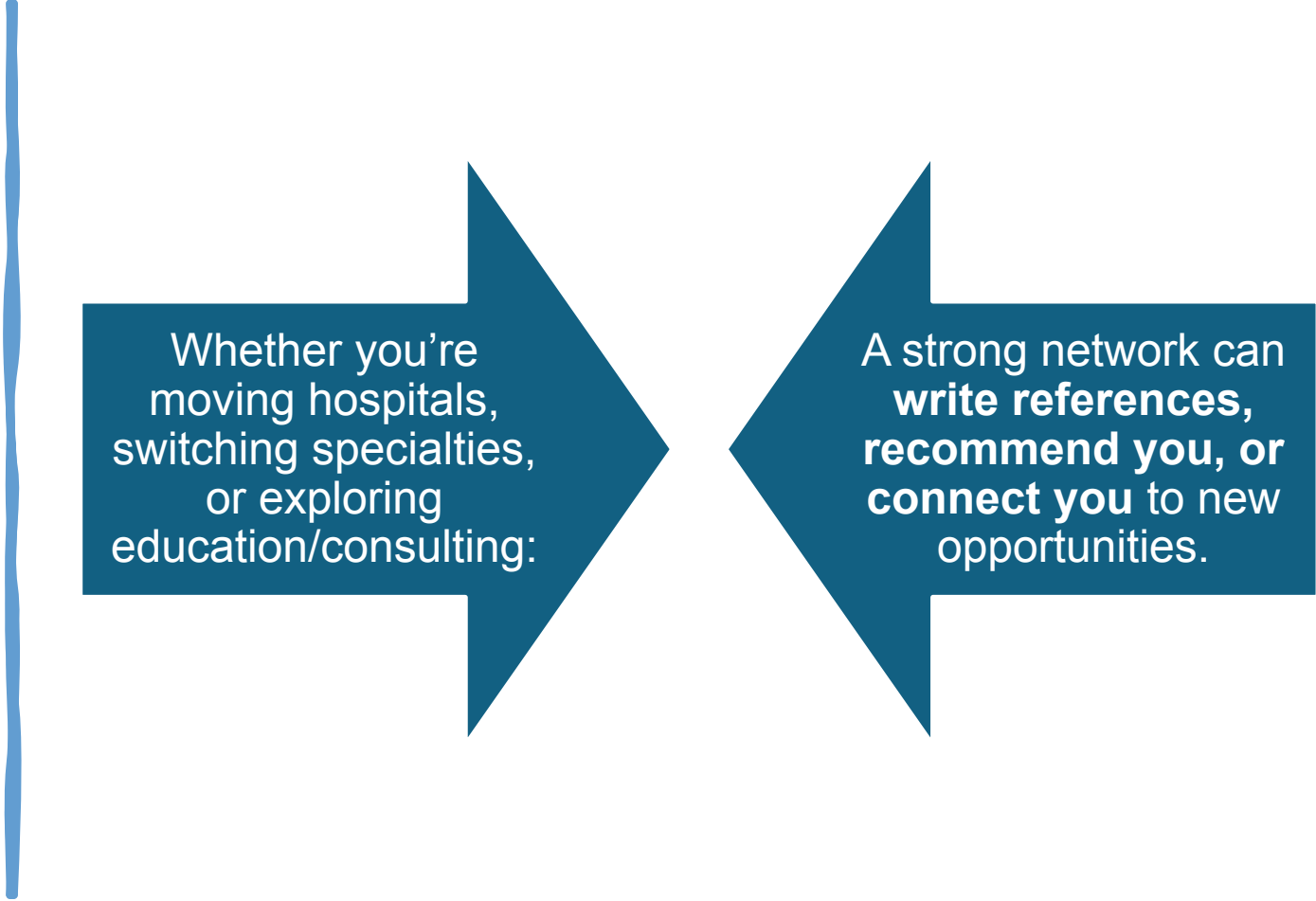
Prepare 2–3 conversation starters or questions (e.g., “What led you to this field?”)

Practice small talk with classmates or coworkers

Attend events with a friend or trusted peer

Focus on **listening**—it builds trust and connection

Support During Career Transitions



Whether you're
moving hospitals,
switching specialties,
or exploring
education/consulting:

A strong network can
write references,
recommend you, or
connect you to new
opportunities.

Networking Action Plan



Set S.M.A.R.T. Goals: Define what you want to achieve through networking.



Be Proactive: Reach out to professionals and participate in discussions.



Use Tools: LinkedIn for outreach and updates, Google Calendar to schedule follow-ups Notes or Excel to track contacts



Plan Components: Networking Goals, List of 3 places to network, 1 skill to improve.

Action Plan: Make Networking Work for You



This month, I will...

- ☐ Attend [Event Name]
- ☐ Reach out to [Name or Title]
- ☐ Join [Online Group]

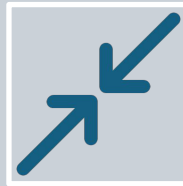
Keep a simple log: date, who you met,
follow-up date

Conclusion

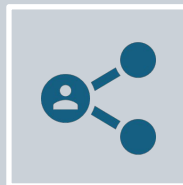


Empower Your Career:

Networking is a powerful tool for career advancement.



Continuous Growth: Engage with resources and communities to stay ahead.



Take the Next Step: Start building and nurturing your professional network today.

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Thank you

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