

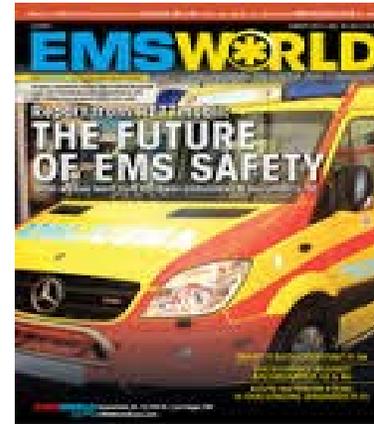
Your reputation is everything, so
you had better manage it well



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*Developed for the 2015
Virginia EMS Symposium*

Who am I ?



Applicable to EMS

- *“A lie can travel half way around the world while the truth is still putting on its shoes.”*

— Mark Twain

What is a reputation?

- 1 *a* : overall quality or character as seen or judged by people in general
b : recognition by other people of some characteristic or ability
<has the *reputation* of being clever>
- 2 a place in public esteem or regard : good name <trying to protect his *reputation*>

• *Webster's*

But what does reputation mean to you?

- The way you present yourself
- The way your get the job done
- The way you interact with other people
- Something else ?

What is a reputation?

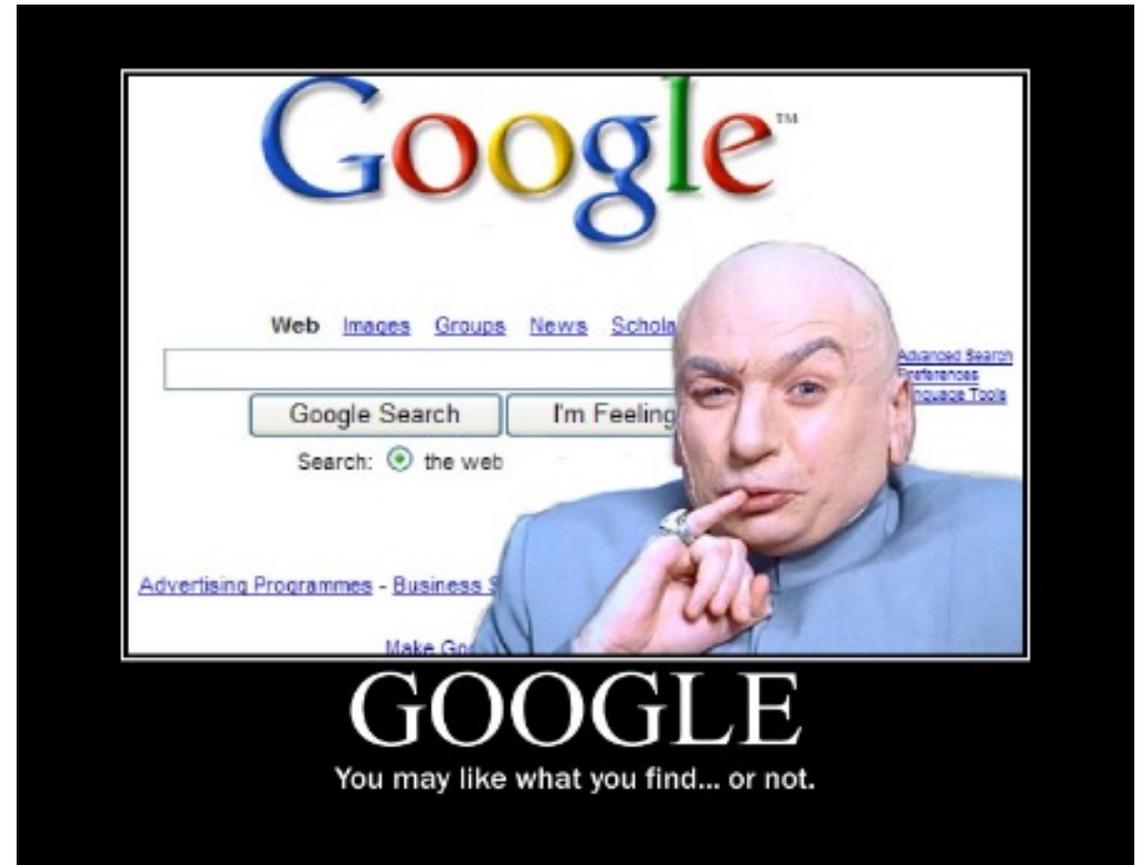
- How you are perceived, for better or for worse
- Far-reaching, often complex, fragile
- Inextricably linked to trust and credibility
- Loss of trust or credibility destroys reputations — very difficult to recover

Why is this important ?

- Your reputation is your brand – this goes for EMTs, medics, supervisors, managers and executives.
- Every time you step out of the truck on a call, make a decision in the station or go in front of your Board of Directors, your reputation precedes you

Tell me more

- Tell me about a time when you have heard – or seen – someone's reputation screw them over.



How are you viewed?

- Be honest – how are you viewed by those around you ?
- What word – or words – would be used to describe you ?



What is reputation management ?

- **Short answer:** Managing your reputation through interactions with others as well as social media.
- **Long answer:** In absence of total control of your image, reputation management seeks to guide the conversation boat with subtle interventions, making sure it doesn't veer into stormy waters.

Why do we need presentations like this ?

- EMS is a reputation-driven field
- Everyone has a camera.....everyone
- We live in a 24/7 news cycle....and you don't want to a part of that news cycle

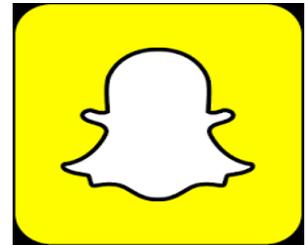


Professionalism in the modern EMS operating environment

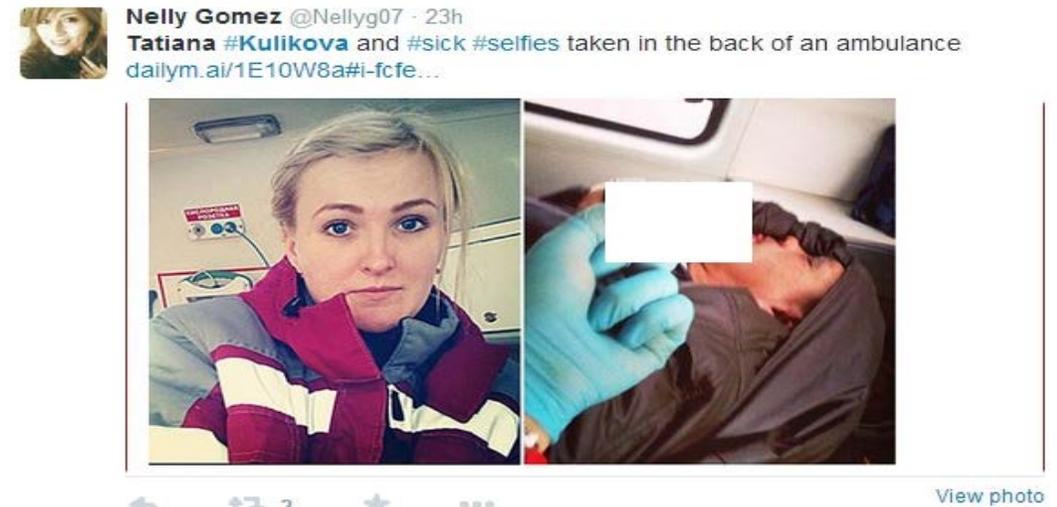
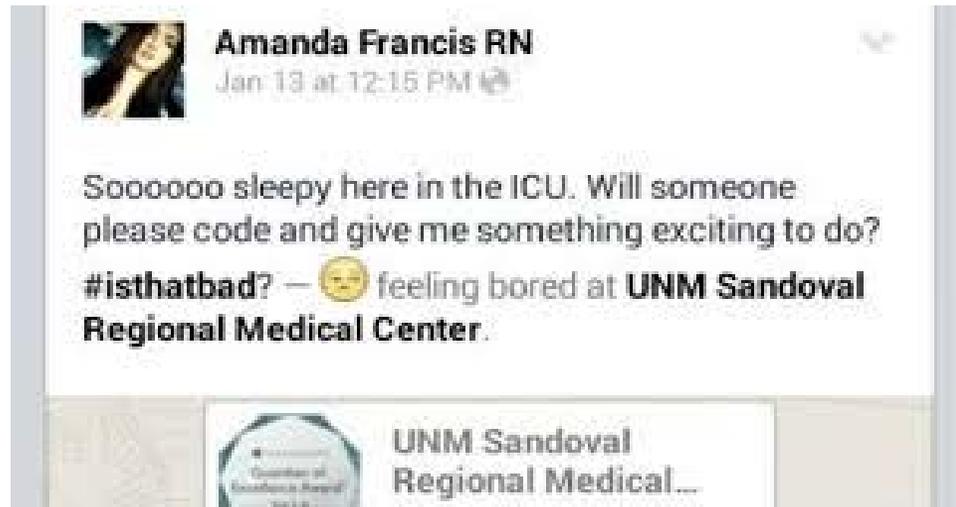
- Every time you act as an EMS provider or manager, your actions have the potential to be analyzed and scrutinized in real-time

YouTube
Facebook
Twitter

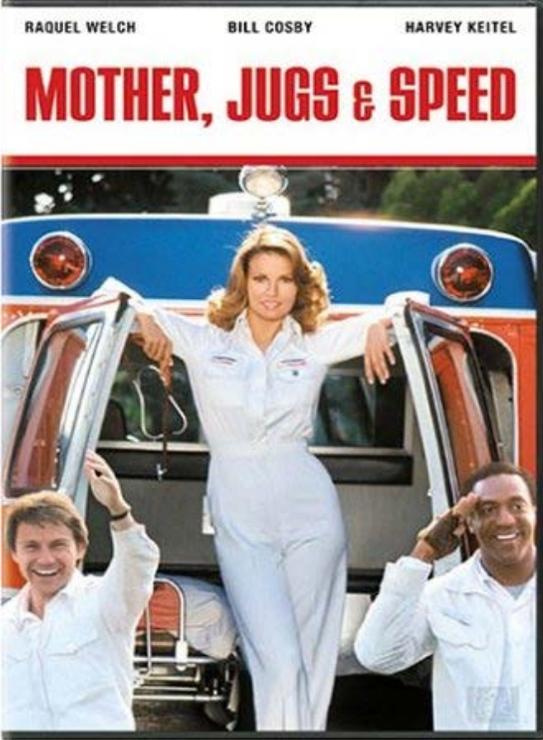
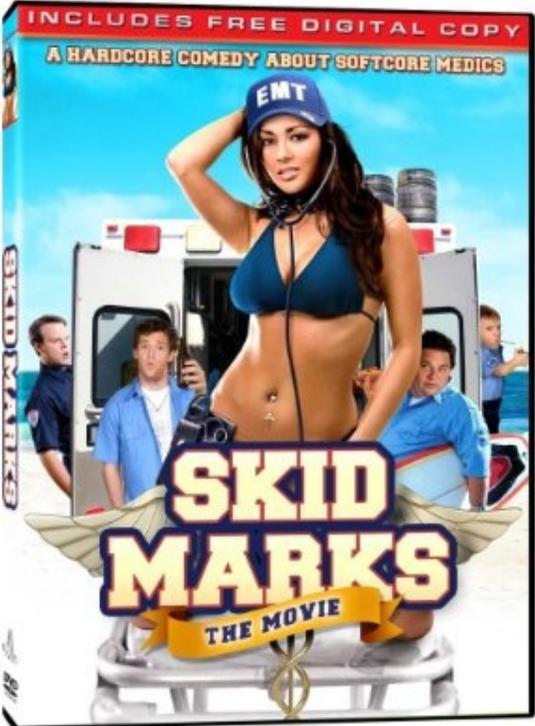
Snapchat
Instagram
LinkedIn



Social media assisted career suicide



How The Public Views Us



What else does the public think?



How the Public sees us

- Last month.....



More bad examples



The big question

- Has anyone here ever posted anything to the Internet that they immediately regretted?



The Internet can be used for good....or bad

- Engaging your community
- Volunteer recruitment efforts
- Posting about accomplishments

Reputation Management Process

- Reputations are formed through the various ways constituents experience a corporation.
- Divide experiences into four categories:
 - interactions with the organization/person
 - controlled messages from an organization/person
 - uncontrolled media reports about an organization/person
 - second-hand information from other people

Agency lessons

- The question for EMS agencies is: How do you build a better reputation?
- The most obvious answer is: Provide excellent patient care.
- According to a 2008 survey of 1,000 patients who'd recently been transported by one of 20 EMS agencies nationwide, it was found that those who perceived their paramedics as highly knowledgeable and skilled were more likely to be very satisfied with their treatment and level of care during their EMS encounter.

More agency lessons

- Teamwork among EMS personnel and offering clear explanations for treatments being done were the two highest factors driving pt. perceptions



What happens when things go bad?

- And they will go bad
- How do you respond when shit happens

When things go bad

- **Step 1:** Admit to the mistake and focus on how to fix or blunt the results. Use the experience to reassure yourself about your ability to cope with adversity. Use the failure as an opportunity for self-examination and try to gain an understanding of what occurred and why.
- Although difficult (OK, extremely difficult) to see right now, over the long term this experience is likely to give you a keener sense of your own strengths and weaknesses. It also may actually make you a better manager since you've blown it once yourself.

When things go bad

- **Step 2:** Take control of any part of the problem you can and try to figure out how you were responsible.
- This can include revising policies and procedures as well as closing any loopholes that allowed things to go off track. Talk to others about what you can learn from the circumstances, especially what you should learn about yourself. Initiating such conversations isn't easy, but the payoff may be more enduring than the crisis itself.

When things go bad

- **Step 3:** When you find yourself in the same, or a similar situation as the one you were in when the critical error was made, take a moment to think about what went wrong the first time and what measures have been put into place since then.
- Consciously do not make that mistake again. Don't rush into action, even if it entails asking for assistance (and it may).

Transparency

- One of the most important elements to implement after following these steps is transparency. The foundation of our business is trust.
- Whether it is in regard to the public allowing our EMS providers into their homes or whether it is the public trusting our managers to effectively utilize public funds, the public has a certain image it expects EMS agencies to live up to.

How a Reputation Becomes Positive

- Most of the experiences/information are favorable.
- Evaluative criteria reflect strengths of the organization/person.
- The organization/person is meeting or exceeding constituent expectations (standards).

Your reputation is integral

- You and your EMS agency live and die by your reputation. Its really that simple.



Closing Thoughts

"It takes many *good* deeds to build a *good reputation*, and only one bad one to lose it."

- Benjamin Franklin

So.....what's your reputation ?



Thanks for listening

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