

**How to Create Your Dream Job:  
Enhancing Effectiveness in Public Health**

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**Current barriers to public health**

- Not enough resources (time, money, etc.)
- Politics, bureaucracy – “turf guarding”
- High stress environments/situations
- More complex problems/issues

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**The way forward: a paradigm shift**

- New content, yes, but principally...
  - New models for successful public health practice that focus on effectiveness
  - A new “Operating System”

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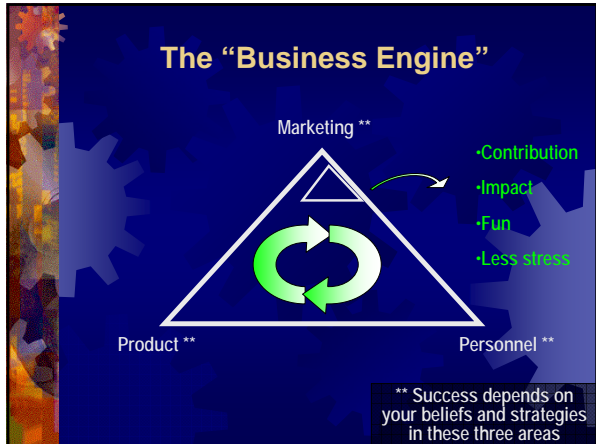
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- ### The "Business Engine"
- Examples of effective strategies:**
- Deciding what you actually want
  - Making a list of people who will support you
  - Interviewing them effectively to determine what they want
  - Identifying people who could provide resources and interviewing them
  - Systematizing and optimizing this process

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- ### The "Business Engine"
- Examples of effective beliefs:**
- I acquire what I need by helping others get what they need
  - I can execute these strategies or learn how
  - I will do this now

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### How can you use this?

- Ask: What am I passionate about that I want to manifest in my sphere of public health?
- Ask: Who already wants to help me because it's their passion, too?
- Meet with them
- Together, create a product that serves both of you



Market  
Product Personnel

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### Alternatively:

- Map out your own business engine
- Ask: What is the limiting factor to my effectiveness and happiness?
- Note: The business engine is only as strong as its weakest link



Market  
Product Personnel

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### Contact us:

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