

Onward and Upward: Actually Taking Your Next Step

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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

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

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
- **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
- 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)

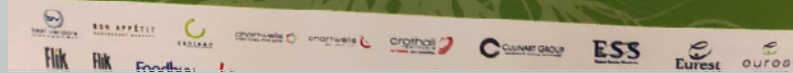
- 1. Low salary --- 69.44%. - medical and healthcare 70.88%
- 2. Overworked – 63.12 % - medical and healthcare – 64.84%
- 3. Employers did not care about employees – 52.77%
- 4. Didn't enjoy work – 49.17%
- 5. Moved to another city or state – 48.49%
- 6. Lack of recognition or reward – 45.24%
- 7. Didn't 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**



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 do 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

- Median wage decreased from \$30.62 in 2015 to \$30.45 in 2017.
- **Reason:** retired RDs leaving the field and the newer RDs have lower starting salaries.
- **Not to be misinterpreted!**

Percentiles	< 5 years in field 2015	< 5 years in field 2017
25%	\$21.02	\$22.12
50%	\$24.04	\$25.00
75%	\$27.88	\$28.85

Source: 2017 Compensation and Benefits Survey and Practice Applications: Compensation and Benefits Survey 2015. JAND March 2016, Volume 116 No. 3

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

	HOURLY WAGE						TOTAL CASH COMPENSATION (those employed full time, 1+ years)					
	# answering	10th	25th	50th	75th	90th	# answering	10th	25th	50th	75th	90th
All RDNs - 2017	6098	\$22.12	\$25.48	\$30.45	\$36.86	\$45.05	4030	\$47,800	\$54,400	\$65,000	\$80,000	\$100,000
All RDNs - 2015	4160	\$21.67	\$25.64	\$30.62	\$37.44	\$47.12	3010	\$47,000	\$55,000	\$65,000	\$80,000	\$104,000
% change		2.1%	-0.6%	-0.6%	-1.5%	-4.4%		1.7%	-1.1%	0.0%	0.0%	-3.8%

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

	HOURLY WAGE						TOTAL CASH COMPENSATION (those employed full time, 1+ years)					
	# answering	10th	25th	50th	75th	90th	# answering	10th	25th	50th	75th	90th
All RDNs	6098	\$22.12	\$25.48	\$30.45	\$36.86	\$45.05	4030	\$47,800	\$54,400	\$65,000	\$80,000	\$100,000
Years in Field												
20+ years	2167	\$25.00	\$28.85	\$34.13	\$40.87	\$51.44	1461	\$54,000	\$62,500	\$74,000	\$89,600	\$115,000
10 - 19 years	1442	\$24.04	\$27.40	\$31.73	\$37.98	\$46.15	978	\$51,000	\$58,800	\$68,500	\$82,000	\$103,000
5 - 9 years	1203	\$22.24	\$24.87	\$28.85	\$33.65	\$39.90	830	\$47,000	\$52,000	\$60,000	\$71,000	\$84,200
1 - 4 years	1194	\$19.93	\$22.12	\$25.00	\$28.85	\$34.62	736	\$42,000	\$46,500	\$52,000	\$60,000	\$72,600
< 1 year	74	\$20.00	\$22.12	\$25.08	\$32.65	\$40.44	23	\$57,000	\$70,300	\$83,200		
NET: < 5 years	1268	\$20.00	\$22.12	\$25.00	\$28.85	\$35.00	759	\$42,000	\$46,800	\$52,700	\$60,500	\$74,000

STATISTICS CONT'D

Exhibit 4.01
NDTR Compensation 2017 Versus 2015

	# answering	HOURLY WAGE					# answering	TOTAL CASH COMPENSATION (those employed full time, 1+ years)				
		10th	25th	50th	75th	90th		10th	25th	50th	75th	90th
All NDTRs - 2017	815	\$14.42	\$16.99	\$20.19	\$24.97	\$31.25	565	\$32,000	\$37,000	\$45,000	\$54,500	\$69,800
All NDTRs - 2015	562	\$13.94	\$16.83	\$20.19	\$24.52	\$29.79	437	\$30,000	\$37,800	\$43,400	\$53,000	\$63,000
% change		3.4%	1.0%	0.0%	1.8%	4.9%		6.7%	-2.1%	3.7%	2.8%	10.8%

Note: Results not shown if fewer than 15 valid values; 10th and 90th percentiles not shown if fewer than 30 valid values.

Exhibit 4.02
NDTR Compensation by Years in Field

	# answering	HOURLY WAGE					# answering	TOTAL CASH COMPENSATION (those employed full time, 1+ years)				
		10th	25th	50th	75th	90th		10th	25th	50th	75th	90th
All NDTRs	815	\$14.42	\$16.99	\$20.19	\$24.97	\$31.25	565	\$32,000	\$37,000	\$45,000	\$54,500	\$69,800
Years in Field												
20+ years	273	\$16.96	\$19.49	\$23.08	\$27.64	\$34.43	221	\$36,500	\$42,200	\$50,000	\$60,000	\$75,000
10 - 19 years	118	\$16.49	\$18.78	\$21.63	\$25.64	\$34.32	91	\$34,400	\$39,000	\$47,000	\$57,500	\$72,600
5 - 9 years	118	\$14.42	\$16.96	\$19.81	\$26.03	\$33.64	91	\$32,000	\$37,000	\$44,000	\$55,500	\$69,900
1 - 4 years	279	\$13.42	\$15.38	\$17.79	\$20.94	\$25.48	156	\$28,500	\$32,100	\$36,400	\$43,300	\$52,100
< 1 year	23	\$14.42	\$16.59	\$21.20			6					
NET: < 5 years	302	\$13.30	\$15.38	\$17.50	\$20.95	\$25.64	162	\$28,900	\$32,300	\$37,000	\$43,800	\$52,800

Note: Results not shown if fewer than 15 valid values; 10th and 90th percentiles not shown if fewer than 30 valid values.

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")

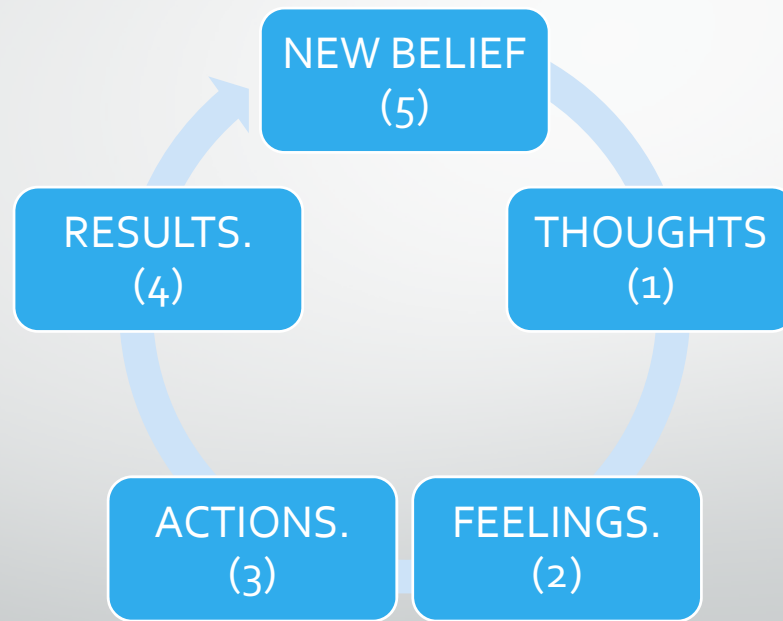
- PARENT'S VIEWS AND BIASES OF THE PAST
- FINANCIAL STATUS DURING UPBRINGING
- AGREEING WITH THOSE VIEWS AND MAKING THEN YOUR OWN
- HOW SOCIETY SAYS "YOU SHOULD BE HERE OR THERE OR DO THIS AND THAT"
- ALLOWING THEM TO DEFINE YOU AS SOMEONE YOU ARE NOT.
- OK TO USE THE VIEWS BUT MUST BE ACCEPTED AND DEVELOPED

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



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

AWARENESS OF SELF-LIMITING BELIEF	UNDERSTANDING OF THE PERSONAL CONVICTION	DISASSOCIATION (HOW NOT TO LET IF DEFINE WHO YOU ARE)	DECLARATION (THE NEW BELIEF)
THEY WILL NEVER PAY THAT..	I WAS TOLD THAT AT MY LAST JOB.	I AM PAID DIRECTLY PROPORTIONAL TO MY SELF WORTH	I AM WORTH 75K/YEAR...



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!

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