

Driving the Driven: Increasing Personal Development Through Content Curation

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Driving the Driven: Increasing Personal Development through Content Curation

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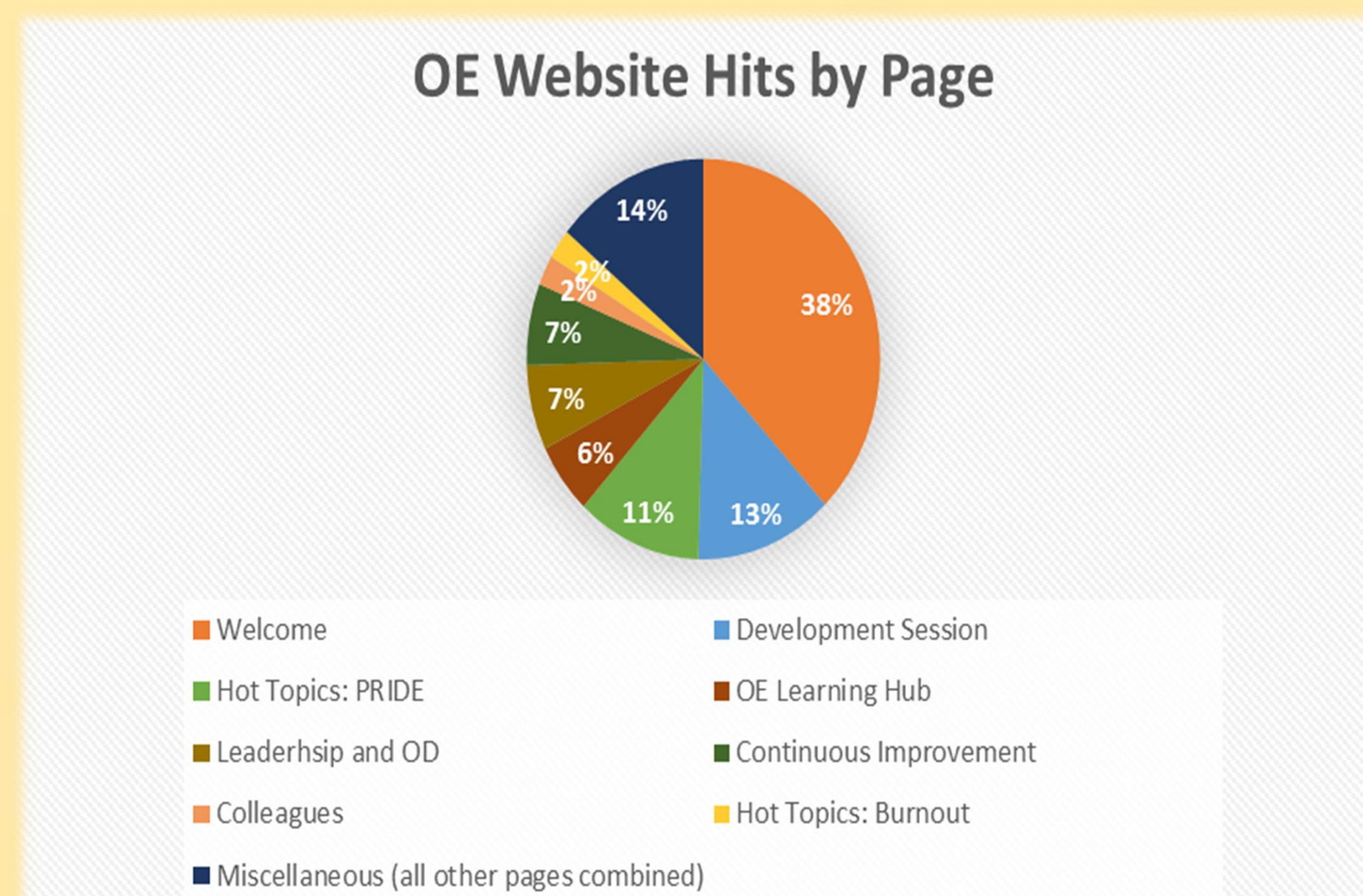
Lehigh Valley Health Network, Allentown, Pennsylvania

Background

- Within the changing landscape of healthcare, our leaders and professionals must adapt.
- **Question: What can be done to increase personal development within the Lehigh Valley Health Network?**

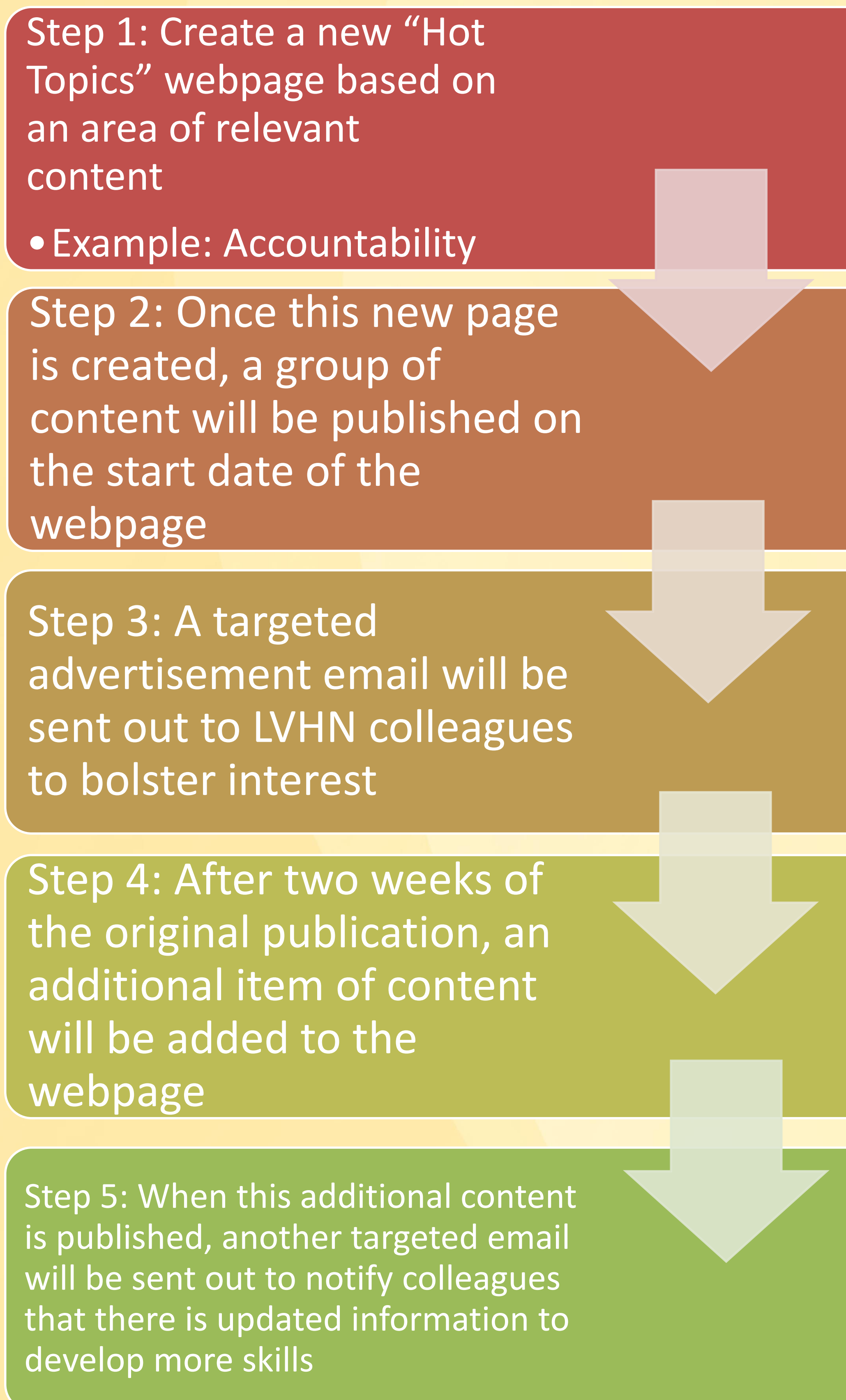
Methods

- The Organizational Effectiveness (OE) department's website contains resources where professionals can develop various skills and further their business knowledge.
- This graph depicts the amount of time each webpage was visited from April 2018 through June 2018.



- In order to increase these numbers, the OE department must look at the content being published on their site, as well as the topic of the content.
- A content curation plan should be put into place to drive interest to the webpage.
- The plan consists of a content calendar, a tool that aids in the organizations of content that will be published on to the OE website.

- The process for the content curation would follow this timeline:



- This shows a snapshot of the content calendar. Each item includes the date it will be published, the type of content, where it will be published, a description, and the link to the physical content

Information	Content
Title: 3-Step Title: "Building Accountability into Your Culture" Type: LinkedIn Learning Course Where: Hot Topics: Accountability Description: This course breaks down accountability into three sections and uses relevant examples to demonstrate these sections. Contains chapter quizzes after each section.	https://www.linkedin.com/learning/building-accountability-into-your-culture/creating-a-culture-of-accountability?u=22222221
Title: 3-Step Title: "30 Issues: Being Accountable for Your Own" Type: Web Article Where: Hot Topics: Accountability Description: A short and straight to the point article from the American Management Association that helps leaders to hold themselves accountable before turning to their team.	https://www.amanet.org/training/articles/30-issues-being-accountable-for-your-own-success.aspx
Title: 3-Step Title: "New Leaders Hold Employees Accountable" Type: Video Where: Hot Topics: Accountability Description: A quick funny video that draws attention with an anecdote.	https://youtu.be/3E050eCulr4
Title: 3-Step Title: N/A Type: Email Where: Email Advertisement Description:	
Title: 17-Step Title: "Employee Accountability in the Workplace" Type: Article/Video Where: Hot Topics: Accountability Description: Supplies employers with ideas to increase accountability within their teams.	https://timewatershield.com/employee-accountability-in-the-workplace/

- This process will then repeat with other topics of interest
- In addition to the timeline of content curation, topics for the website were selected based on two factors. These factors were:
 1. The results of the LVHN Employee Survey. The lowest scoring questions were analyzed and content was gathered based on these topics. The decision to analyze the survey results will ensure the interest of the professionals within the network.
 2. Research done on core competencies that are important to the future of the network. These competencies include aspects such as cultural awareness, media literacy, and emotional and social intelligence, which will help professionals to grow their skillset as the future of healthcare progresses.

Discussion

- In addition to the content curation plan, future recommendations to further personal development within LVHN, would include hosting lectures and events that would allow professionals to interact and practice their online development in the workplace environment.

Results

- The next steps for this project is to implement the content calendar.
- Once the plan is in place, the topics of interest and relevance, as well as the emails driving traffic to the website, it is predicted that the overall traffic of the website will increase.