

# DAVID W. BALLARD, PsyD, MBA

Assistant Executive Director for Organizational Excellence

AMERICAN PSYCHOLOGICAL ASSOCIATION

## Opening Keynote

Putting Psychology to Work



## What Do You Know?

- Research
- Assessment and Measurement
- Education and Training
- Problem Solving
- Decision Making
- Facilitating Change
- Behavior and Behavior Change
- Systems Thinking
- Program Design and Evaluation
- Communication/Listening Skills
- Relationship Building
- Ethics, Justice, and Human Rights

## Psychologists in Business and Industry

- Industrial-Organizational
- Consulting
- Health
- Occupational Health
- Clinical
- Counseling
- Social

...and more

# Industrial-Organizational Psychologists

- Maximize Employee Potential
  - Testing
  - Selection and promotion
  - Training and development
  - Attitudes and motivation
- Maximize Organizational Potential
  - Change management
  - Strategic planning
  - Surveys
  - Job design and evaluation
  - Organizational restructuring and workforce planning
  - Cross-cultural understanding

Source: SIOP

## Consulting Psychologists

- Provide specialized technical assistance to individuals or organizations in regard to the psychological aspects of their work
  - Assessment
  - Group process and teams
  - Organizational development
  - Training
  - Employee selection
  - Executive coaching
  - Change management

## Health Psychologists

- Study psychological processes as they relate to health and use their knowledge of psychology and health to improve well-being and understand physical illness
  - Help people manage the psychological and emotional aspects of health and illness
  - Promote and support health behavior change
  - Work to improve treatment adherence
  - Train and consult with other health care professionals
  - Design health care systems and work to improve processes
  - Understand and address contextual factors that affect health

## Occupational Health Psychologists

- Integrate I-O Psychology, Health Psychology and Occupational Health to understand and address the psychosocial aspects of the workplace that affect employee well-being and performance
  - Autonomy and control
  - Job stress
  - Effort/reward balance
  - Employee support and recognition
  - Work-life conflict
  - Safety and risk management
  - Substance use

## Clinical and Counseling Psychologists

- Apply skills and knowledge in work settings or to work-related issues
  - Depression
  - Anxiety
  - Stress management
  - Employee Assistance services
  - Vocational and career counseling
  - Relationship issues
  - Psychological assessment
  - Teamwork and group processes



## Social Psychologists

- Study how thoughts, feelings and behaviors are influenced by others
  - Attitudes
  - Social cognition
  - Influence/persuasion
  - Self-concept
  - Teamwork and group dynamics
  - Communication
  - Behavior change
  - Organizational culture
  - Ethics

## Roles for Psychologists

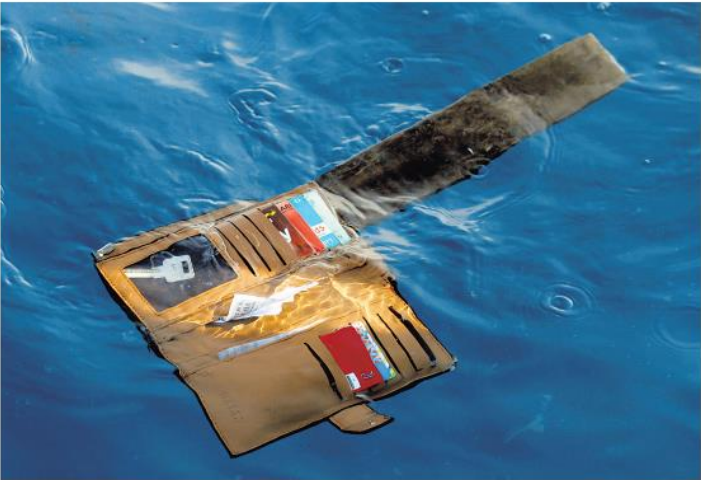
- Systems-level change agents
  - Assessment
  - Intervention
  - Leadership development
  - Problem solving
  - Change management
  - Program design and evaluation
- Key link to business and industry
  - Education and training
  - Research
  - Consultation
- What role will you play?

"All the News That's Fit to Print"

The New York Times

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Late Edition Today, sunshine and patchy clouds, cool, high 56. Tonight, clear, chilly, low 47. Tomorrow, periodic clouds and sunshine, turning milder, high 64. Weather map is on Page B10.



All on Board Feared Lost Passenger belongings from a new Lion Air passenger jet that crashed into the Java Sea off Indonesia on Monday, Page A9.

Merkel to Exit, Jolting Nation And the Globe

By KATRIN BERNHOLD and MELISSA EDDY BERLIN — Chancellor Angela Merkel has been a seemingly invincible figure in German politics. In office 13 years, she has been Europe's most powerful leader, a presence so synonymous with stability Germans call her Mutti, or Mother. So it was a familiar sight on Monday to see her live on television, until she asked Germans to do something far less familiar, and "set ready for the time after me."

Caravan Rhetoric Intersects With Deadly Hatred

By JEREMY W. PETERS MURPHYSBORO, Ill. — Alicia Hooten thinks the country has plenty of problems. "So many; so many," she said warily, before settling on the one at the top of her mind with the midterm election just a week away. "I feel like we're fighting for our borders." She spoke while waiting for President Trump's campaign rally on Saturday, hours after the deadly shootings in Pittsburgh, Ms. Hooten, a graphic designer

With Growth, Social Media Spread Harm

Companies Struggle to Curb Violent Speech

This article is by Sheere Frenkel, Mike Isaac and Kate Conger. SAN FRANCISCO — On Monday, a search on Instagram, the photo-sharing site owned by Facebook, produced a torrent of anti-Semitic images and videos uploaded in the wake of Saturday's shooting at a Pittsburgh synagogue.

A search for the word "Jews" displayed 11,696 posts with the hashtag "#jewshate911," claiming that Jews had orchestrated the Sept. 11 terror attacks. Other hashtags on Instagram referenced Nazi ideology, including the number 88, an abbreviation used for the Nazi salute "Heil Hitler."

The Instagram posts demonstrated a stark reality. Over the last 10 years, Silicon Valley's social media companies have expanded their reach and influence to the furthest corners of the world. But it has become glaringly apparent that the companies never quite understood the negative consequences of that influence nor what to do about it — and that they cannot put the genie back in the bottle.

"Social media is emboldening people to cross the line and push the envelope on what they are willing to say to provoke and to incite," said Jonathan Albright, research director at Columbia University's Tow Center for Digital Journalism. "The problem is clearly expanding."

The repercussions of the social media companies' inability to handle disinformation and hate speech have manifested themselves abundantly in recent days, Cesar Sayoc Jr., who was charged last week with sending explosive devices to prominent Democrats, appeared to have been radicalized online by partisan posts on Twitter and Facebook.

Robert D. Bowers, who is accused of killing 11 people at the Tree of Life synagogue in Pittsburgh on Saturday,

FOR JEWS IN U.S., A SHOCKING BURST OF ANTI-SEMITISM

SENSE OF EASE IS SHAKEN

Gunman's Deadly Attack on Pittsburgh Temple Is a Blaring Alarm

By LAURIE GOODSTEIN

Until recent years, many Jews in America believed that the worst of anti-Semitism was over there, in Europe, a vestige of the old country.

American Jews were welcome in universities, country clubs and corporate boardrooms that once excluded their grandparents. They married non-Jews, moved into mixed neighborhoods and by 2000, the first Jew ran for vice president on a major party ticket.

So the massacre on Saturday of 11 people in a Pittsburgh synagogue, by a man who told the police when he surrendered that he "wanted all Jews to die," was for many a shocking wake-up call.

"This kind of evil makes me think of the Holocaust and how people can be so cruel, that there is so much evil in the world, still," said Moshe Taube, 91, a retired cantor from Congregation Beth Shalom in Pittsburgh and a survivor of the Holocaust.

But it did not come out of nowhere, said experts in anti-Semitism. At the same time that Jews were feeling unprecedented acceptance in the United States, the climate was growing increasingly hostile.

The resurgence of the social media companies' inability to handle disinformation and hate speech have manifested themselves abundantly in recent days, Cesar Sayoc Jr., who was charged last week with sending explosive devices to prominent Democrats, appeared to have been radicalized online by partisan posts on Twitter and Facebook.

Robert D. Bowers, who is accused of killing 11 people at the Tree of Life synagogue in Pittsburgh on Saturday,

The chancellor said she would step down as leader of her conservative party in December and would not seek re-election in 2021. That means Ms. Merkel may remain on the political scene for months to come. But few observers believe she could hang on until the end of her term, speculating that new elections could be held as early as next year.

The chancellor's decision now makes clear that neither she nor her country is immune to the forces that have reordered politics across the Continent — the cratering of the political center; the rise of populist forces; the blowback from the migration crisis; and a redrawing of the political fault lines away from the historical left-right divide toward a battle between liberal pro-European values and their nationalist polar opposite.

Speculation had grown for months about Ms. Merkel's eventual exit from the political stage, but the announcement still came

Continued on Page A8



Latin Americans in a U.S.-bound caravan have been portrayed as a threat to security and stability.

How a Far-Right Populist Rode Years of Crisis to Brazil's Top Job



Jair Bolsonaro in São Paulo.

By ERNESTO LONDOÑO and MANUELA ANDREONI RIO DE JANEIRO — It had the blade slashed a bit more of Jair Bolsonaro's abdomen, the evangelical preacher who came to see him in the hospital might have had to prepare a eulogy about his friend's presidential hopes being dashed by the same plague of violence that fueled his stunning rise.

Instead, when he saw Mr. Bolsonaro in intensive care last month, the preacher, Silas Malafaia, who is enormously popular in Brazil, saw fit to crack a joke.

"Look what God did!" Mr. Malafaia recalls telling the candidate, who was dazed after undergoing numerous procedures to stitch up his intestinal tract and other organs. "You were stabbed,

Tapping Into National Unrest Over Crime and Corruption

ular in Brazil, saw fit to crack a joke. "Look what God did!" Mr. Malafaia recalls telling the candidate, who was dazed after undergoing numerous procedures to stitch up his intestinal tract and other organs. "You were stabbed,

and now all the other candidates are complaining about all the television coverage you're getting."

Before the knife attack last month, Mr. Bolsonaro had already begun to look like an indomitable phenomenon in Brazilian politics, campaigning in angry outbursts against corruption and violence that largely matched the national mood.

But far from blunting his rise, the near-fatal stabbing crystallized Mr. Bolsonaro's conviction that only he could straighten out a country reeling from years of ecological disaster.

Continued on Page A7

Gab, a two-year-old social network.

The effects of social media were also evident globally. Close watchers of Brazil's election on Sunday ascribed much of the appeal of the

Continued on Page A14

up on synagogues and Jewish homes around the country. Jews online are subjected to vicious slurs and threats. Many synagogues and Jewish day schools have been amping up security

Continued on Page A13

IN COURT Arriving in a wheelchair, the man accused of killing 11 congregants heard 29 charges against him. PAGE A12

JEWISH RIFTS The massacre brought to the surface political and theological disputes between Israelis and American Jews. PAGE A13

TRAVEL PLANS The president will visit the Pittsburgh community that was the site of the synagogue massacre. PAGE A14

His Promise to Heal Bad Hearts Relied on Mountain of False Data

By GINA KOLATA

For Dr. Piero Anversa, the fall from scientific grace has been long, and the landing hard.

Researchers worldwide once hailed his research as revolutionary, promising the seemingly impossible: a way to grow new heart cells to replace those lost in heart attacks and heart failure, leading killers in the United States.

But Harvard Medical School and Brigham and Women's Hospital in Boston, his former employer, this month accused Dr. Anversa and his laboratory of extensive scientific malpractice. More than 30 research studies produced over more than a decade contain falsified or fabricated data, officials concluded, and should be retracted. Last year the hospital paid a \$10 million settlement to the federal government after the Department of Justice alleged that Dr. Anversa and two



Dr. Piero Anversa

members of his team were responsible for fraudulently obtaining research funding from the National Institutes of Health.

"The number of papers is extraordinary," said Dr. Jeffrey Flier, Continued on Page A11

INTERNATIONAL A4-9

Political Mess in Sri Lanka Parliament has been suspended, and an ex-prime minister accused of war crimes has been named prime minister. The other prime minister won't go. PAGE A4

U.S. ISIS Suspect Is Freed The man, a dual U.S. and Saudi citizen, had been held for over a year as a suspected Islamic State member. PAGE A6

NATIONAL A10-18

What if Everyone Voted? There is a partisan divide over whether it should be the goal to make it easy for people to vote. PAGE A17

BUSINESS DAY B1-5

China's Web Fluff Juggernaut Never heard of ByteDance? Chances are your teenager is already glued to its music video app. PAGE B1

You May Need New Bookmarks Cellphone-size books meant to be read horizontally in one hand could transform American publishing. PAGE B1



NEW YORK A19-21

Mysterious Deaths of 2 Sisters No one has claimed the bodies of the 16- and 22-year-old sisters, who turned up along Manhattan's Hudson River shoreline, duct-taped together. PAGE A19

Cracks in Weinstein Case With the dismissal of one charge, there are signs the case against Harvey Weinstein may be fraying. PAGE A19

SPORTS TUESDAY B6-10

Pitcher Finally at the Pinnacle Boston's David Price defied his history of postseason failure, earning an elusive championship. On Baseball. PAGE B6

ARTS C1-8

Making It Up as They Go An improvisatory hip-hop group that has gotten rhymes from Lin-Manuel Miranda is returning onstage. PAGE C1

She's a Sit-Down Stand-Up Heard the one about the disabled Muslim comic from New Jersey? If so, Maysoon Zayid probably told it. PAGE C1



SCIENCE TIMES D1-8

Creepy-Crawly Dependents A citizen-science project is cataloging the spiders and other many-legged creatures in our homes. PAGE D1

At the Heart of the Milky Way Something very large and dark, the bottomless grave of four million suns, is at the center of our galaxy. PAGE D1

EDITORIAL, OP-ED A22-23

Michelle Goldberg





# got ethics?

- Boundaries of competence
- Conflict of interest
- Multiple relationships
- Informed consent
- Confidentiality
- Documentation
- Conflicts between ethics and organizational demands



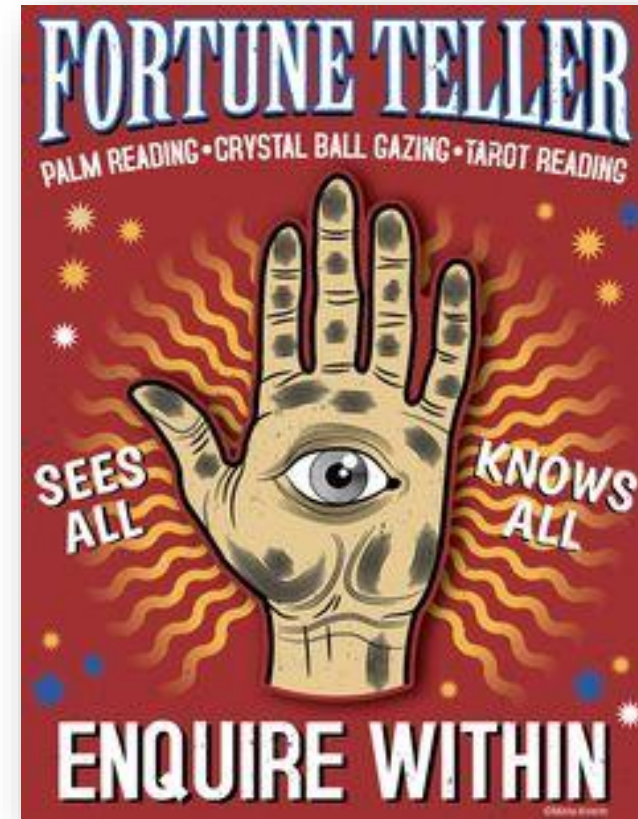
## What is Marketing?

- Identifying and reaching potential clients and/or employers
- Communicating effectively
- Building relationships
- Meeting needs
- Use what you have
  - Knowledge, skills and abilities
  - Status as an expert
- Custom tailor
  - Personal style
  - Professional needs



## Why You Need to Market

- People need your services
- It's not just about what you know
- Marketing strengthens your focus
- You have competition
- The market is constantly changing
- Growth and success depend on it





## Your Place in the Market

- Establishing your position
  - Who you are
  - What you do
  - Target audience
  - What makes you unique
- Defining your professional image



## Marketing (without advertising)

- Giving psychology away
  - Presentations on topics of expertise
  - Public education activities
    - Informational materials
    - Campaign initiatives
  - Participation in community events
  - Op-Eds and letters to the editor





## Marketing (without advertising)

- Community involvement
- Follow your passion and vision
- Get out of the box
- Identify organizations
- Join and participate
- Find (and create) opportunities
- Be visible



<https://www.flickr.com/photos/68400387@N03/>

# Marketing (without advertising)

- Networking
  - What it is and what it is not
  - Making the connection
    - Plan ahead
    - Introduce yourself
    - Use your skills
    - Exchange information
    - Follow up
    - Stick with it



# Making Connections

- The tools you need
  - Sound bite
  - Business card
  - Résumé
  - Online presence
    - Directory listings
    - Website
    - Podcasts
    - Blogs
    - Discussion lists
    - Search engines
    - Social media





**DANGER  
BARRIERS**



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# HOW DID YOU GET **THAT JOB?** AN APA VIRTUAL CONFERENCE



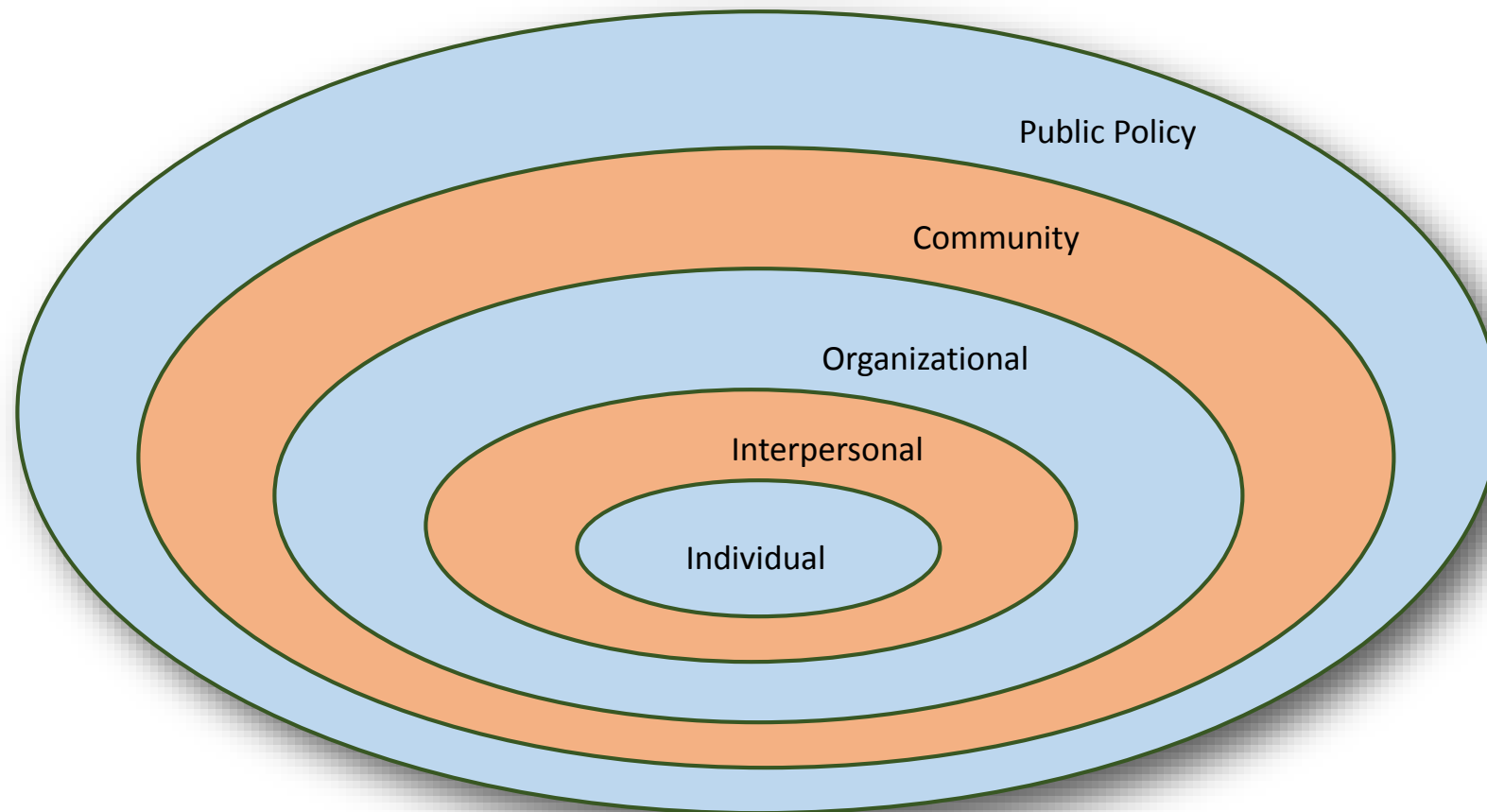
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# Socioecological Model





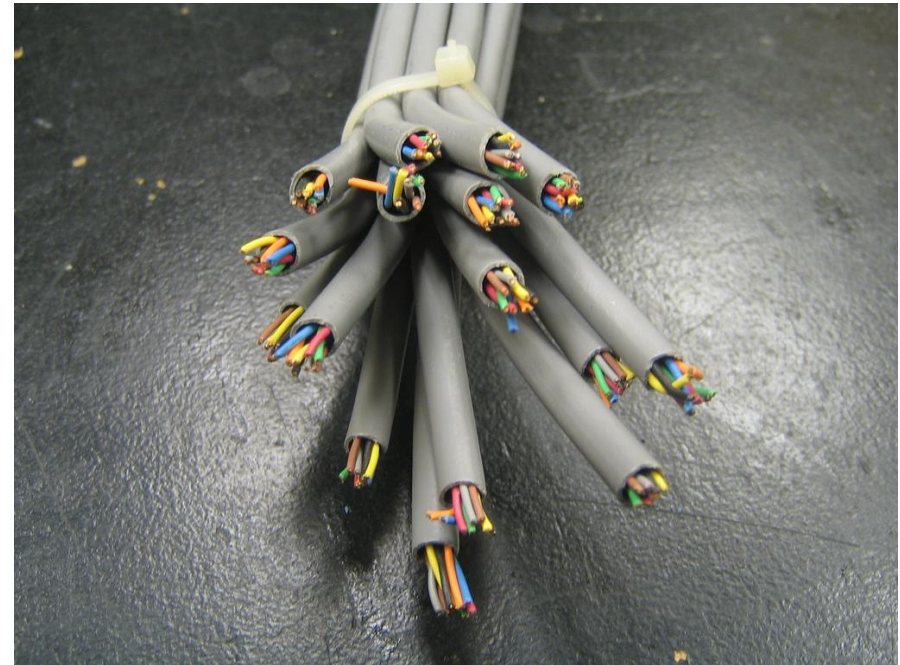
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# QUESTIONS



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## Free E-Booklet Offer

*Monitor on Psychology: Finding A Job In Industry features psychologists working in business and corporate settings as well as articles on job hunting and interviewing.*

Download this free booklet now from the 'Handouts' area of your webinar control panel.



## APA Resources

### Individual Development Plan (IDP)



Self-assessment



Explore Careers



Compare & Contrast



Set Goals



Implement Your Plan

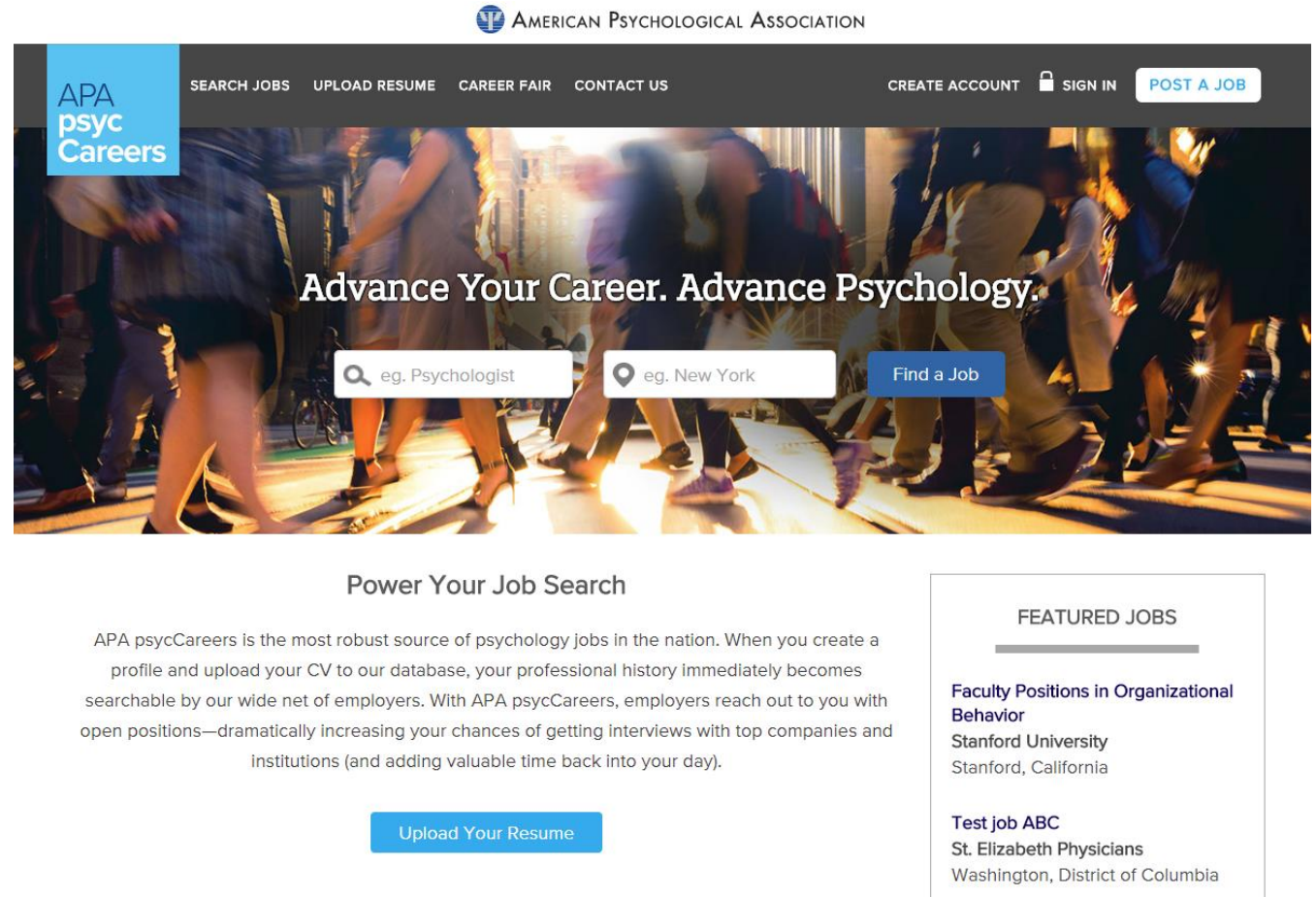
Learn more: <http://www.apa.org/education/grad/individual-development-plan.aspx>

## APA Resources

### APA psycCareers

APA's job board is packed with academic, clinical, and research psychology positions. Create an account and upload your resume to become instantly searchable by employers and recruiters for all applicable opportunities.

Learn more: [www.psychcareers.com/](http://www.psychcareers.com/)



The screenshot shows the APA psycCareers website. At the top, the American Psychological Association logo is on the right, and the APA psycCareers logo is on the left. Navigation links include SEARCH JOBS, UPLOAD RESUME, CAREER FAIR, CONTACT US, CREATE ACCOUNT, SIGN IN, and POST A JOB. The main banner features a blurred image of people walking and the text "Advance Your Career. Advance Psychology." Below this is a search bar with "eg. Psychologist" and a location dropdown with "eg. New York", followed by a "Find a Job" button. The section "Power Your Job Search" contains a paragraph about the robustness of the job board and an "Upload Your Resume" button. On the right, a "FEATURED JOBS" section lists two positions: "Faculty Positions in Organizational Behavior" at Stanford University and "Test job ABC" at St. Elizabeth Physicians in Washington, D.C.

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APA psycCareers

SEARCH JOBS UPLOAD RESUME CAREER FAIR CONTACT US

CREATE ACCOUNT SIGN IN POST A JOB

Advance Your Career. Advance Psychology.

eg. Psychologist eg. New York Find a Job

Power Your Job Search

APA psycCareers is the most robust source of psychology jobs in the nation. When you create a profile and upload your CV to our database, your professional history immediately becomes searchable by our wide net of employers. With APA psycCareers, employers reach out to you with open positions—dramatically increasing your chances of getting interviews with top companies and institutions (and adding valuable time back into your day).

Upload Your Resume

FEATURED JOBS

Faculty Positions in Organizational Behavior  
Stanford University  
Stanford, California

Test job ABC  
St. Elizabeth Physicians  
Washington, District of Columbia

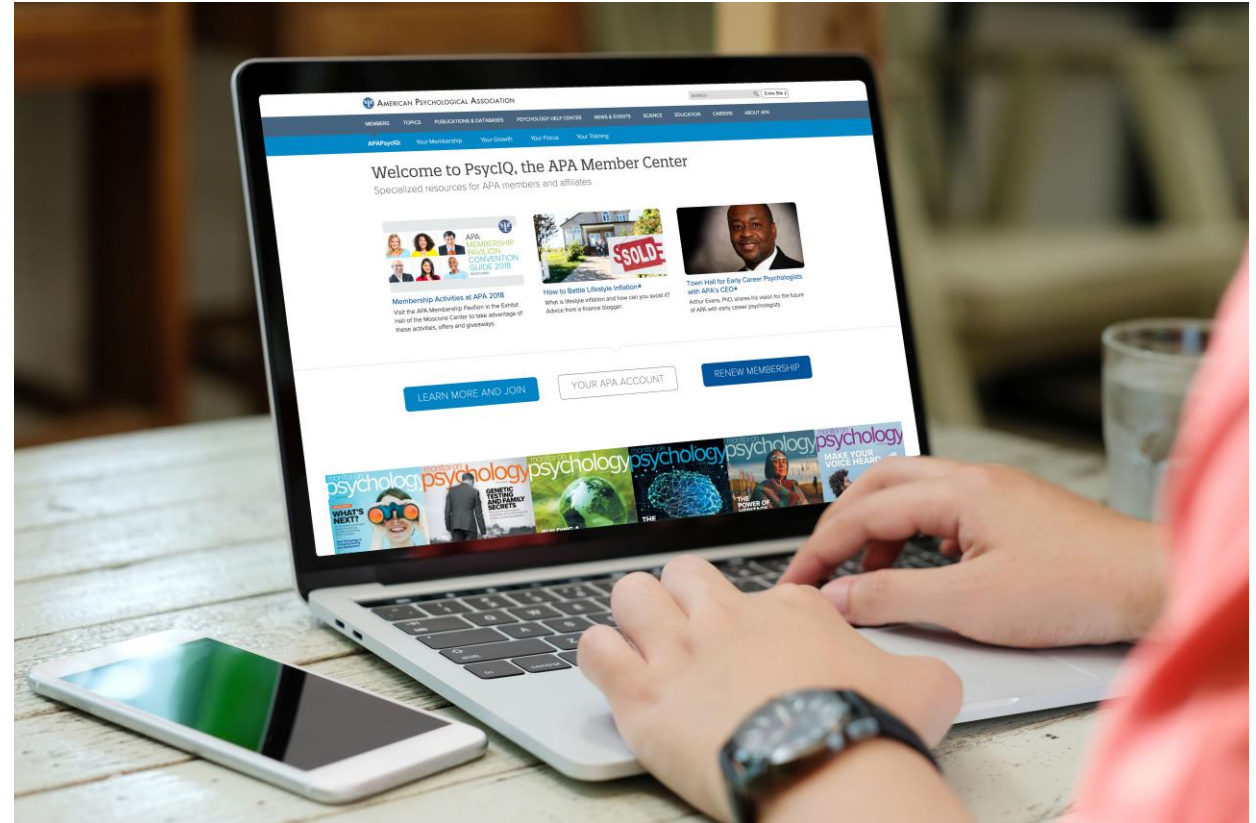


## APA Resources

### PsycIQ

This member-exclusive benefit offers a variety of resources and tools to enhance your career.

Learn more: [www.apa.org/members/your-growth/networking/](http://www.apa.org/members/your-growth/networking/)



Take Our Survey

UP NEXT...

# HOW DID YOU GET THAT JOB?

PSYCHOLOGISTS AT WORK



AN APA VIRTUAL CONFERENCE

October 30, 2018 | 11:30 AM – 12:15 PM EST

David Futrell, PhD

PSYCHOLOGIST, *Walmart*



THANK YOU



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