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LIFELONG LEARNING



**Lifelong Learning:
Emotional Intelligence**

**From Imposter to Expert:
Charting Your Course**

**Lifelong Learning Is Not
Just Another Hot Phrase**

A photograph of a diverse group of people in a meeting. A woman in the foreground is pointing at a whiteboard with a blue marker. Other people are smiling and looking at the whiteboard. The whiteboard has several sticky notes attached to it.

Unlocking Your Potential: Strategies for Lifelong Learning in Marketing

BY KIM KELLEY, FRBMA

If there is one thing I have stuck with throughout my career, it's to remain curious. I approach every day as an opportunity to learn something. It might be learning something new, how something works, finding inspiration, or gaining confirmation that how I'm doing something is the right way to do it.

Continuous learning is essential to success in any career, but it can be particularly important in the fast-paced and constantly evolving marketing field. However, even the most motivated and committed professionals can face barriers to lifelong learning. Common barriers include time constraints, budget limitations, and lack of motivation. Fortunately, there are strategies you can choose to overcome these challenges and ensure that you can continue learning and growing throughout your career.



Time Constraints

One of the most common barriers to lifelong learning is simply finding the time to pursue educational opportunities. Marketing professionals often have demanding schedules, with deadlines to meet and campaigns to manage. However, it's important to recognize that learning can be an investment in your future success, and it's worth making the time to do it.

One strategy for overcoming time constraints is to make learning a part of your daily routine. This could involve setting aside a specific time each day to read newsletters you subscribe to, industry publications, or take online courses. It could also include using downtime, such as during a commute or a lunch break, to listen to educational podcasts or audiobooks.

Another strategy is to prioritize learning by setting specific goals and deadlines. By breaking down larger learning objectives into smaller, manageable steps, you can create a roadmap for achieving your goals. This can provide a sense of progress and momentum, even when time is tight.



Budget Limitations

Another common barrier to lifelong learning is budget limitations. Educational opportunities can be expensive, particularly for professionals who are paying for them out of pocket. However, there are many low-cost and even free options available that can provide valuable learning experiences.

One option is to take advantage of online resources such as Coursera, edX, and Khan Academy, which offer a wide range of courses and materials on a variety of topics. Many of these resources are free, and those that do charge a fee are often much more affordable than traditional educational programs.

Another option is to seek out employer-sponsored educational opportunities. Many companies offer training programs and professional development opportunities for their employees. These may include in-house training sessions, tuition reimbursement, or access to online learning platforms.



Lack of Motivation

Are you feeling uninspired? A lack of motivation can be a significant barrier to lifelong learning. Even the most dedicated professionals can feel burned out, overwhelmed, or disengaged from the learning process. However, there are strategies that can be employed to reignite motivation and re-energize the learning process.

One strategy is to find a mentor or accountability partner. This could be a colleague, a supervisor, or even a friend or family member who is also interested in the same topics. Having someone to discuss ideas with and hold you accountable can be a powerful motivator.

Another strategy is to seek out learning opportunities that align with personal interests or goals. This could involve taking a course on a specific marketing topic of interest or attending industry conferences and events that cover topics that are important to you. By focusing on topics that are personally engaging, you can increase your motivation and enjoyment of the learning process.

The pursuit of knowledge is a never-ending journey. As a marketing professional, you have the opportunity to not only improve your own skills and career prospects but also to make a meaningful impact on the businesses and communities you serve. By committing to lifelong learning and embracing a growth mindset, you can overcome any barrier that stands in your way. Whether it's a lack of time, budget, or motivation, there are always strategies and resources available to help you keep pushing forward. So keep asking questions, exploring new ideas, and expanding your horizons. With determination, hard work, and a willingness to learn, you can achieve your goals and make a lasting difference in you



▶ A Fellow of the RBMA, **KIM KELLEY** has over 25 years of marketing and advertising experience with a specialty focus in radiology. She has served on the RBMA Board of Directors, is a regular contributor to the RBMA Bulletin, and has been a speaker at ACR, RBMA, and AHRA educational conferences.