Forging Your Own Path

Equipping Dietitians to Reach Outside the Box

McKenzie Johnson, Dietetic Intern
Objectives

(1) Identify various career avenues that RDs can and are pursuing that are out of the norm.

(2) Identify various tools and resources available to RDs who are pursuing unique career opportunities.

(3) Identify important skills needed to be successful in nutrition entrepreneurship.
Nutrition Entrepreneurship

The desire, ability, and act of cultivating a job opportunity, based on one’s interests, skills, and values, that promotes nutrition and helps other’s reach their nutrition-related goals.
What does it take to be a successful entrepreneur?

Dare to dream and to take risks!
Collaboration & Communication

Entrepreneur Highlight

Dayle Hayes, MS, RD

Image retrieved from: https://schoolmealsthatrock.org/about/
Perseverance & Teachability

Don’t let the fear of FAILURE or the fear of REJECTION keep you from starting!
Vision & Innovation

Conceptualize

Develop

Carry out
Authenticity & Passion

“Truly effective leaders have self-awareness and social skills, are self-regulated and motivated, and express empathy”

-Emma Fogt, MBA, MS, RDN, LDN, FAND

Entrepreneur Highlight

McKel Hill, MS, RDN, LDN
Getting Started and Tips for Success

Tip No. 1 – Find your niche!
Tip No. 2 – Make Connections

Perfect Your Pitch
• Who you are
• What you stand for
• What you provide
• Identify your niche to highlight your expertise
Tip No. 3 – Diversify Yourself

Entrepreneur Highlight

Barbara Storper, MS, RDN

Image retrieved from: https://www.nutritionnuptials.com/meetmandy/

Image retrieved from: https://foodplay.com/about/founder-barbara-storper-ms-rd/

Entrepreneur Highlight

Mandy Unanski Enright, MS, RDN, RYT

Image retrieved from: https://www.facebook.com/mandyenrightRD/photos/a.831760366892590.1073741829.724345827634045/1655473831187902/?type=3&theater
Tip No. 4 – Cultivate Opportunity

Forge Your Own Path

Entrepreneur Highlight
Kelsey Tanner, MDI Graduate 2017

Image retrieved from: http://livingstonfrc.org/kelsey-tanner/
Tip No. 5 – Set Goals, Create an Action Plan, & GO!
“What are your strengths, passions and core values? What do you love to do? What inspires you? Keep asking these questions.

The answers are your North Star and will illuminate your path.”

-Ellen Albertson, PhD, RDN, CD
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Questions?