



# The Advanced CPA: Building Excellence from the Inside Out

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# The WIC Advantage: Positive Impact and Outcomes

Focus Area	Specific Impact	Long-Term Benefit
Maternal Health	Increased prenatal care visits and improved nutritional intake during pregnancy	Lower risk of maternal mortality and reduced postpartum complications
Birth Outcomes	Significant reduction in LBW and VLBW infants	Fewer NICU admissions; reduced incidence of preterm births by 25%
Infant Health	Higher rates of breastfeeding initiation and duration among WIC participants	Improved immune systems and lower rates of infant mortality
Child development	Improved vocabulary scores and memory function in children ages 1-5	Higher school readiness and better long-term educational attainment
Nutritional Habits	Increased consumption of whole grains, low-fat dairy, and fresh produce	Lower obesity rates and reduced risk of Fe deficiency anemia
Healthcare Savings	Every \$1 spent on WIC prenatal care saves between \$2.48 and \$4.75 in Medicaid costs	Fiscal stability for state and federal healthcare budgets
Preventative Care	Higher rates of childhood immunizations and regular "Well-Child" checkups	Early detection of developmental delays and lower ER utilization

**WE MAKE A LIVING  
BY WHAT WE GET,  
BUT WE MAKE A LIFE  
BY WHAT WE GIVE.**

WINSTON CHURCHILL



# Where Guidance Translates: WIC's Positive Impact on Life Trajectories

WIC Staff

## Mentors

- Start seeing the client starting time zero/conception, or during early years
- Perform full health assessment, opportunity to guide for overall wellness and play a significant role in shaping the personality of an individual

Clients

## Mentees

- listen to us, and decide on the action they would like to perform
- Action → Habit → Personality
- Example: Wipe the infant's gums, tongue, teeth starting 6 months → Child builds the habit of caring for teeth → becomes routine, protection for the next generation teeth health



# The Advanced CPA

2 Aspects of advancement:

1. Personal Journey Advancement
2. CPA and Client relationship advancement

# Personal Journey Advancement

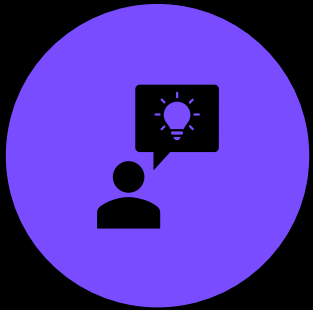


Measurable factors of self advancement:  
These are factors that are easy to identify  
because they often can be verified with  
ease



Non-Measurable factors of self  
advancement: These are factors that are  
not easy to identify because they make  
up an individual's personality, hence may  
need more time to recognize

# Measurable factors of self advancement



KNOWLEDGE



YEARS OF  
EXPERIENCE



PERSONAL  
EXPERIENCE



PERSONAL TIME  
ACTIVITIES

# Non-Measurable factors of self advancement

## Wisdom & Judgment

### **Situational Instinct:**

Aggregated experience leading to accurate "gut feelings" in unfamiliar situations

**Foresight:** The intuitive sensing of potential future conflicts or unseen systemic weaknesses

## Emotional Intelligence

### **Authentic Empathy:**

The capacity to genuinely understand a client's underlying motivations, building deep, unforced trust

### **Conflict Resolution:**

Maintaining composure and diplomacy when disagreements occur

## Inner Discipline

### **Intellectual Humility:**

Genuine recognition of knowledge limits and a consistent eagerness to learn from anyone

### **Resilience Speed:**

How quickly one integrates lessons from failure without carrying emotional baggage forward



# Cultivating Intrinsic Factors: A Three-Step Approach

- Self reflection
- Self evaluation
- Action Plan/Action

## **Self-Reflection:**

- Self-reflection is the internal process of analyzing oneself, your actions, your thoughts, your feelings, to gain deeper understanding of yourself.
- Examples are journaling, mindfulness, feedback analysis, solitude and silence, reflective conversations, philosophical contemplation, digital detox, being among nature, gratitude practice
- Why do we need to reflect?
- How often should we self reflect?

## **Self-Evaluation:**

- Self-evaluation is when we assess our own performance, our skills, our strengths, our weaknesses, our achievements, our areas of improvement
- This is where we identify our progress towards our personal goals, professional goals, educational goals.
- How often should we self evaluate?

## Action Plan/Action:

- Action Plan: Steps I plan to take to make a change, and the act of performing the action.
- Example: Black people don't breast feed → No PC Contact Offered → Identify Black Skin color Bias → Consciously work on offering PC contact to every Black Client

Feature	Self-Reflection	Self-Evaluation
<b>Core Focus</b>	Exploration and Understanding: deep dive into past actions, thoughts, and feelings to understand why things happened as they did	Measurement and Judgement: objective or semi-objective assessment of performance against a standard or goal
<b>Key Question</b>	What happened, how did I react, and why did I choose that path or feel that way?	How well did I execute? What is my current score or rating against the desired level of competence?"
<b>Output</b>	Deeper self-awareness, identification of underlying beliefs, and understanding of root causes.	A quantifiable rating, a gap analysis, or a conclusion about proficiency
<b>Nature</b>	Qualitative and Exploratory	Quantitative or Comparative

# The Outcome of Intentional Self- Investment



Uplift yourself to a higher state  
of thinking



Connection with the inner self  
has the power to cure



Helps us unlock inner qualities  
like compassion, contentment,  
modesty, truthful living, and  
"eye of sameness"

# Scenario

You are a WIC nutritionist running late. A participant, a single parent, arrives for a certification appointment with two young children. The parent is visibly stressed because they missed an earlier appointment due to transportation issues and is now worried, they won't be certified today. Your immediate internal feeling is frustration because this delay will push back your lunch and next appointment



# Exercise: Practicing Compassion Under Pressure (Reflection & Evaluation)

**Goal:** To consciously shift focus from schedule to client need

**Reflect:** Think of the last time a client interaction made you feel **rushed, annoyed, or defensive**. What was the objective reason for the delay/issue (e.g., complex paperwork, client confusion, technical glitch)?

**Evaluate:** How much of your negative feeling was about the objective issue versus your personal reaction to it? (Rate your reaction vs. the event on a scale of 1 to 5).

**Action:** Write down a one-sentence "**Anchor Statement**" you will use only for yourself next time you feel that rush of frustration. (e.g., "**Their crisis is not my emergency. I can still be calm.**" or "**This is a moment for service, not speed.**")

**Self-Reflection (The "Why")** You pause before speaking and reflect: "My frustration is about my schedule, not this client's need. I am prioritizing my comfort over her family's access to food benefits."

- **Contentment:** Accepting that interruptions are part of service
- **Authentic Empathy:** Connecting with the parent's stress rather than focusing on your own inconvenience

**Self-Evaluation (The Score)** You rate your performance

- **Patience/Contentment** during stressful interactions as a **3/5**. You recognize that when you feel rushed, your tone becomes transactional rather than supportive.
- **Self-Awareness** Pinpointing the trigger: time pressure leads to transactional behavior

**Action Plan (The Next Step)** You acknowledge the delay immediately: "Thank you so much for making it here despite the travel issues. I know you're rushed, so let's focus on getting you certified quickly and seeing if we can streamline anything for next time." You slow your speech down to project calm.

- **Presence & Connection** Using your presence to de-escalate the client's stress
- **Compassion** Acting on the understanding of the client's struggle



# Scenario

It is the first week of a new month, and the volume of recertifications is overwhelming. You have 15 people waiting, and the phone system is ringing constantly. You feel your blood pressure rising, and you snap at a colleague who asks a simple procedural question about a benefit change

# Exercise: Building Resilience Speed Post- Interaction

**Goal:** To shorten the time spent dwelling on a negative interaction.

**Reflect:** Think of the last time you had a difficult interaction (client or colleague) that you kept replaying in your head for hours or days. What was the emotion you were stuck re-feeling? (e.g., anger, embarrassment, fear).

**Evaluate:** How much productive work did you fail to do while replaying that event? (Rate the lost time as a percentage: 10%, 50%, 90%).

**Action:** Create a "**Mental Reset Button**" phrase for yourself. The next time you start replaying that exact emotion, you will stop and say this phrase out loud (or firmly in your head): "**That chapter is closed. What is the next, most necessary action on my list?**" This forces your brain to shift from analysis/emotion to action.

**Self-Reflection (The "Why")** Later that day, you reflect on the snap: "My reaction was disproportionate. I was feeling overwhelmed by the volume, but I took it out on a safe target (my colleague). I let the external chaos control my internal state."

- **Self-Regulation:** Recognizing the physical/emotional manifestation of stress
- **Resilience Speed:** How quickly you can return to a neutral state after a negative reaction

**Self-Evaluation (The Score)** You rate your ability to remain **calm and professional** under extreme volume as a **3/5**. You realize your 'calm' is conditional on low-stress environments

- **Internal Locus of Control:** Identifying that your professional behavior should be dictated by your values, not the call volume

**Action Plan (The Next Step)** You approach the colleague later: "I owe you an apology for snapping at you earlier. That was unfair; I was letting the high volume get to me. I value your partnership and will manage my stress better when things get hectic

- **Accountability:** Restoring the team environment disrupted by the lack of self-regulation
- **The Result:** You repair the professional relationship, which is critical for team function during high-stress periods, and you've reinforced the habit of self-correction for the next busy month

# The Core Message: From Reaction to Reflection



## Self-Reflection (The WHY)

- Connect your feeling (frustration, defensiveness) to the underlying professional value (patience, integrity)

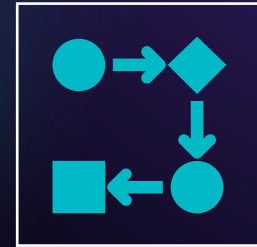
**Your Next Step: Pause before responding.** Ask: What is my ego/schedule telling me vs. what does this client truly need?



## Self-Evaluation (The SCORE)

Objectively rate your performance against your own highest standards, not just meeting minimum metrics.

**Identify the Gap:** Ask: Did I operate from my best self? If not, why—and what's the score?



## Action Plan (The NEXT STEP)

Design a specific, small, actionable behavior change to close the gap for the next time you face this situation.

**Commit to One Thing:** Implement your planned **Anchor Statement** or **Reset Button** immediately.



# Conclusion

- The ability to deliver exceptional WIC service hinges not just on what you know (Policy/Procedure), but how you manage yourself in the moment
- Your empathy, integrity, and patience are the foundation that allows for accurate certification, high client retention, and program trust, so go forth and serve with intention

