



Catalyzing Nursing Results Through Leadership Performance

The Issues

As a chief executive in today's chaotic hospital world, you know that the role nursing plays in your organization has changed dramatically in the last few years. New scrutiny of nursing outcomes by government payers and clinical quality reviewers (as well as consumers), has given nursing services both greater visibility and increased importance in the hospital, and is challenging nursing leaders in significantly different ways. At the same time, the ever increasing shortages of nursing staff, managers, and directors complicate and continue to threaten the success of even the best nursing teams.



You know that, like the many other challenges you face, this one too is ultimately about *leadership*. It's simple: effective nursing leadership differentiates successful patient

care divisions from unsuccessful ones. Only effective nurse leaders, (CNOs, nursing directors and managers) are able to manage the unrelenting pressures of clinical service management, including the financial pressures for leaner staffing levels, with increasing safety and clinical excellence - and *without* the complications that reduce reimbursement. Is your nursing leadership performing optimally in this environment?

leadership*Forward*, a team of experienced leadership development experts, offers *Nursing Leadership Catalyst*, a unique and comprehensive program designed 1) to develop the talent and skills of your nursing leadership team and its members, and 2) to align them for the results you want for your hospital and its patients.

The Solution

Nursing Leadership Catalyst builds on your unique needs, combining formal action-learning sessions with individual and team coaching. The engagement begins with an initial day of interviews and a team effectiveness survey. On the second day, the workshop *Renewing Teams in Changing Times™*, provides a process and tools to help teams understand the predictable pattern of change and how to identify their own location in that cycle. During the next 3 months- in addition to weekly one-on-one coaching for the CNO and bi-weekly coaching for each member of the leadership team.

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leadership*Forward*

Unlock the Performance of Your Organization

Nursing Leadership Catalyst offers you five four-hour educational/coaching sessions of your choice, depending on your specific needs.

Some options include:

- **Choosing Good Conflict** examines barriers and bridges to effective conflict resolution.
- **Execution and Getting Results** engages the team in developing and executing effective plans to achieve defined goals.
- **Coaching for Results** focuses on getting results through coaching of direct reports and peers.
- **Communication – the Building Block of Relationships** helps participants identify and improve key relationships within the organization and division.
- **Making Good Decisions** focuses on choosing the best alternatives in an environment where none of the options are ideal.
- **Transformational Leadership to Create a Culture of Excellence** outlines the steps that will be required to move from the current leadership style to the desired level of performance.
- **Developing the Business Skills for Team Transition** continues the skill development begun in the *Renewing Teams in Changing Times™* workshop.

The Impact

Among the demonstrated outcomes from leadership *Forward's Nursing Leadership Catalyst* program are: increasing your nursing leadership team's capacity to lead for clinical and operational excellence, provide vision, and execute effectively to achieve goals; to build influential relationships, manage conflict, and work effectively with physician leaders; and to reduce turnover, recruit/

retain staff, as well as develop current and potential leaders within the division.

The Difference

You have many potential partners to choose from in the leadership development field.

You will find that leadership*Forward* clearly distinguishes itself from the others in:

- The level of client intimacy and trust it achieves for significant breakthroughs
- The diverse, real-world experience of its team that truly defines credible coaching
- The flexibility of its services to evolve as its clients grow and evolve
- The sustained focus on alignment of client values, strategy and culture
- The ability to customize solutions to your specific needs
- The commitment to encourage your earliest independence from the coaching process

Mini-Case Study: Bay Medical Center, Panama City, Florida

Last year the 413-bed regional hospital experienced some clinical quality issues, but repeated efforts to manage them fell short. Suspecting a lack of cohesiveness and commitment among the nursing directors (clearly a leadership issue), CEO Steve Johnson engaged leadership *Forward* to help his nursing directors with team-building through the individual and group coaching of the *Nursing Leadership Catalyst* program. Now with measurable results in improved clinical quality, Bay Medical executives plan to extend leadership development to its Clinical Operations division.

“The leadership*Forward* coaches truly cared about us and were visibly committed to our success, which gave us the incentive to work harder toward our goal. All of us at Bay Medical consider the *Nursing Leadership Catalyst* engagement a gift.”

-ALICE CHATLEY, CHIEF NURSING OFFICER

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