

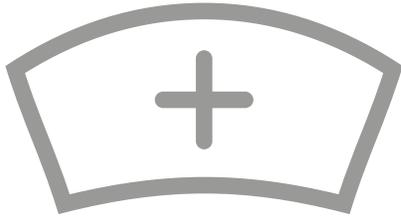
Certificate in Nurse Leadership

Online course developed *with* nurse leaders,
for nurse leaders

In Partnership with



Shaping the Healthcare Workforce of the Future



Nurse Leaders Needed!

Healthcare models are being disrupted by a combination of shifts in regulation, reimbursement, technological breakthroughs in diagnostics and treatment, and new care delivery models both personalizing treatment and extending the care experience beyond the hospital.

Leading in this fast-paced environment presents unique challenges – keeping pace with new technologies and regulations, finding innovative ways to do more with less, and delivering high-quality care with increased speed. For nurse leaders, the task is to not only keep pace as an individual, but to guide and bring others along as well.

Healthcare organizations are finding that the extremely challenging but crucial nurse leadership positions are often the most important but difficult to fill. Very frequently, these positions are filled by skilled bedside Registered Nurses who are great nurses, but haven't had an opportunity to practice leading or participate in structured leadership training.

Research from Duke Corporate Education (Duke CE) and practical experience and insight from Dignity Health Global Education (DHGE) led to the creation of a new and novel nurse leader course that addresses key challenges currently facing nurse leaders. Through cutting edge information and toolkits, the participants learn how an agile mindset supported by new skills helps them better navigate the continuously evolving terrain, to create a healthier work environment and optimize patient care.

This program was developed to help build a stronger foundation in key leadership skills for new and potential nurse leaders. The overarching desired outcome is to enhance the capabilities, resiliency, self-satisfaction and effectiveness of existing and aspiring nurse leaders. In addition, greater skills are needed in preparation for advancement to higher-level nurse leadership positions given that vacancies are anticipated to increase due to impending retirements.

About This Course

This program, developed in partnership with Dignity Health and Duke University and its leadership specialists at Duke CE, focuses on nurse leaders wishing to make an impact in their organization.

Designed for nurses looking to enhance key leadership skills, the course includes a unique combination of evidence-based content, practical tools, insightful examples and structured application to move the learner from insight to action. This, coupled with the interactivity and collaboration with other nurses and skilled facilitators, creates a rich experience and provides nurse leaders with the mind-set, skills and confidence to lead in a manner that is authentic to who they are.

The course addresses key challenges facing nurse leaders through a series of four modules: Leading Self, Leading Others, Leading Change and Leading Organization.

Each of these modules is organized into units that contain content relevant to developing proficiency in that area of leadership. At the end of each unit, learners participate in application activities designed to reinforce their understanding, apply and demonstrate the skills in constructed scenarios and/or personal situations, and plan what to do differently on the job. Example activities include personal assessments, situational scenario/case analysis, personal planning guides, practice tips, and reflection questions.





Our Lead Contributors

Dignity Health's proven thought leadership from 'high-potential' nurses and subject matter experts combined with Duke Corporate Education's cutting-edge university research on leadership best practices infuse this certificate with practical and relevant content to pave the way for nurses to become transformational leaders.

Leadership Experts



Cindy Campbell, BA

Professional career highlights:
Instructional Design,
Duke Corporate Education
Project Director,
Duke Corporate Education
Director, Distributed Learning Support,
Fuqua School of Business, Duke



Nancy Keeshan, MA

Professional career highlights:
Executive Director
and Global Practice Lead
Managing Director,
Duke Corporate Education
Assistant Dean, EMBA,
Fuqua School of Business

Healthcare Experts



Kim Deese, RN, BSN, MBA/HCM

Professional career highlights:
Senior Director, Clinical and Advisory Services,
Dignity Health International
CNE/VP Nursing and Ancillary Services
Dignity Health - Woodland
CNE/VP Patient Care Services
St Vincent Medical Center
Chief Nursing Officer
Guadalupe Regional Medical Center



Cherie Kunold, BSN, LSSBB

Professional career highlights:
Executive Coach
Senior Director, Patient Care Services,
Dignity Health
System Director, Performance Excellence,
Dignity Health
Director, Diversity and
Organizational Development

Subject Matter Experts

To capture the most relevant, up-to-date, and real-world content, our lead contributors from Duke and Dignity Health consulted with subject matter experts to create thought leadership pieces and case studies. Contributors include:

- System Vice President, Nursing
- Regional Senior Vice President, Operations
- Hospital Presidents
- Chief Financial Officers (CFO)
- Chief Nurse Executive Officers (CNEO)
- Nurse Leaders
- Learning and Organizational Development Consultants

Why Study this Course?

Outstanding Content



Duke CE ranked top 3 globally by Financial Times for the past 18 years



Co-created by academics from a top-ten US University



Co-created by CNOs from the largest US not-for-profit healthcare system

Excellent Value



Price: \$1995



64 contact hours allowing nurses to meet their ongoing Continuing Education (CE) requirements



Duke CE Certificate

Exceptional Learning Experience



Thought leadership pieces from senior staff including CNEOs, CFOs



Online, flexible study from any device at any time



Engaging learning environment: video-based content, real case studies, projects, discussions and job aids

Flexible Study



16 weeks
4-6 hours effort per week



Various start dates: January, April, July, October



Modularized, bitesize learning chunks to allow you to manage your workload

Who should take this course?

New nurse leaders looking for career progression into a managerial role



Experienced nurse leaders looking to further develop their leadership abilities.

Course Structure

Each of the following modules is awarded 16 contact hours:



Leading Self

For nurse leaders, the task is now to not only keep pace as an individual, but to guide and bring others along as well. It may seem counter-intuitive but the best place to begin being more effective in leading others is to start with self-awareness and insight.

Units:

- Becoming an authentic leader
- Making the transition to nurse leader
- Improving communications and building relationships
- Building personal resilience



Leading Others

Acquire nurse leadership skills that elevate the performance of others including: forming and engaging teams by setting clear goals and priorities, establishing a foundation of trust and creating psychological safety.

Units:

- Motivating and coaching others
- Aligning people and work
- Elevating team effectiveness
- Addressing performance issues



Leading Change

Nurse leaders are facing an evolving healthcare environment. It is now necessary to understand and lead through these disruptions in order to ignite, invite and inspire change in individuals, teams and organizations.

Units:

- Living and leading in a VUCA World
- Why is change hard for people
- Frameworks for accelerating organizational and individual change
- Communication skills to drive change: influence and story telling



Leading Organization

Nurse leadership requires a deeper understanding of how healthcare organizations function in areas ranging from strategic and financial management to organizational structure and regulatory compliance.

Units:

- Thinking strategically about the healthcare system
- Unlocking financial value in healthcare
- Working across boundaries
- Being regulatory ready

Testimonials

"My favorite part of the class was the finance module. The task asked for an interview with a senior executive. The interview was a great way to get to know my CNEO and it identified our weak spots as nurses with the finance aspect of hospital management. This led to a meeting with the CFO, which was eye opening for both of us. The CFO has now set up Finance 101 meeting with all department heads and Nurse Shift Managers. We also identified major flaws in our budget which will be addressed in the next fiscal year."

"I am taking every bit of the information I have learned and using it daily. These modules really drive home the "why" behind a lot of things I see from the leadership angle. I have found providing the "why" to my staff has really improved the collaboration and commitment to change. A small but simple change."

Raeann Schmunk
Nurse Shift
Manager



"I found the content to be **relatable, logical in its progression, easy to comprehend and apply**. I appreciated how the broad themes were broken down into tips that are easy to apply in everyday practice."

Erin Harrington
ED Nurse

"The articles had **many thought provoking topics** which made me question my influence and effect on others. Many of the topics made me aware of my behaviors and now I stay mindful and focused."

Aubrey Rockwood
RN Medical Surgical Intensive Care Unit



"I loved the multiple ways that **information was presented** as well as the resources. I love that it was to the point and offered summaries at the end of each module."

Becky Haas
Clinical Care Supervisor,
Urgent Care

100%

of nurse leaders surveyed would recommend this course to other nurse leaders*

*Testimonials and statistics have been taken from a pilot group of nurse leaders from Dignity Health hospitals in January 2019.

"I really appreciated the course layout. It was very clear and easy to go through the material. **The video clips with their five key point summaries were excellent**. I really appreciated the extra video resources presented such as the TED Talks on various psychological theories and models."

Val Harper, RN





Online qualifications made with industry, for industry, underpinned by academic excellence.

Dignity Health Global Education (DHGE) offers comprehensive, industry-relevant education programs that have been designed through industry-academic partnerships to enhance operational efficiency across health systems and provide the highest quality of patient care.

DHGE highlights, promotes and celebrates the sector and its importance to society today and into the future. We collaborate with leading academic institutions to provide education excellence and its lasting positive impact. Our programs are developed to be accessible, affordable and to have the same support, quality and teaching excellence as on campus programs.

Duke^{CE}

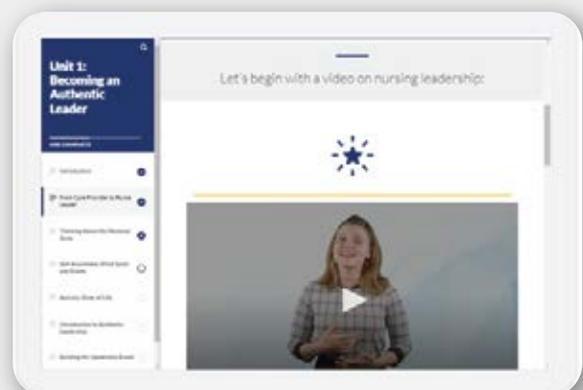
Part of Duke University, Duke CE is the premier global provider of leadership solutions. The Financial Times has ranked Duke CE among the top three globally in custom executive education for 18 consecutive years. Duke University is currently ranked in the top ten best US Universities and has an excellent calibre in nursing, currently ranked second in the country.

Our Content

Today, online learning is opening up new opportunities for anyone who is seeking higher education, wherever they are in the world. The benefits are numerous - geographical independence, lower fees, and online learning platforms that are smooth, reliable, and deliver all the learning materials you need to enhance your skills as a nurse leader and receive continuing education credits.

Our content comprises of the following:

- Dynamic, engaging video content
- Interactive lessons with practical hands on exercises
- Collaborative discussions
- Job aids and takeaways for continuous reference
- Networking opportunities



Start Advancing Your Leadership Skills Now

Contact us

Email: study@dhge.com
www.dhge.org



In Partnership with



**Dignity
Health.**

Global Education