

***Lessons in Leadership:
The Betty Irene Moore
Speaker Series***

Communications Toolkit

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Lessons in Leadership: The Betty Irene Moore Speaker Series

Lessons in Leadership: The Betty Irene Moore Speaker Series embodies Betty Irene Moore's vision and hope for nurses to lead within their teams, organizations and communities, with the ultimate goal of improving the experience and outcomes of patient care. This vision gave rise to the Betty Irene Moore Nursing Initiative, of which building leadership skills in nursing is a main strategy.

Lessons in Leadership is a collection of 13 short videos featuring nationally-recognized leaders in nursing or health care. The collection includes 12 individual videos, each focused on one leader, plus a compilation video highlighting all 12. In each video, leaders reflect on the lessons learned and strategies that shaped their successes and leadership roles.

How can *Lessons in Leadership* be used?

Lessons in Leadership has the potential to play an important role in the national conversation regarding leadership within and outside of health care. Equally important, it can serve to inspire multiple audiences, particularly nursing students. The themes of professional and personal success echoed in the videos are a testament to the nurses' capacity to lead at any stage in their careers.

In order to maximize the reach and impact of *Lessons in Leadership*, we encourage you to view, share and use the collection. Examples of how the collection can be used include incorporating the content into nursing school curriculum, conference presentations and new graduate orientations or sharing in an informal environment, such as a "video" screening event.

This communications toolkit includes additional information to help drive ideas and activities on how you can distribute *Lessons in Leadership* to various audiences – through e-newsletters and blogs to Twitter chats and webinars.

As you review the toolkit, keep in mind the ideas outlined are suggestions. We encourage you to customize any or all of the ideas to meet your specific needs and engage in activities that make the most sense for you, your organization and your networks.

Key Messages and Leadership Themes

Below are three key messages that may be useful when describing *Lessons in Leadership*.

- *Lessons in Leadership* is an integral part of the Betty Irene Moore Nursing Initiative's leadership strategy, aimed at significantly enhancing the personal leadership skills and motivation of a critical mass of frontline registered nurses and other clinicians. These "lessons" embody Betty Irene Moore's vision and hope for nurses to lead their teams, organizations and communities, with the ultimate goal of improving the experience and outcomes of patient care.
- The themes of professional and personal success echoed in the videos are a testament to nurses' capacity to lead at any stage in their careers.
- *Lessons in Leadership* is designed to inspire nursing students and frontline nurses to develop and exert leadership within their teams, organizations and communities.

The following are common themes introduced by leaders in the videos:

- Leadership is a practiced art.
- Lead with purpose, power, and passion.
- Lead regardless of title.
- Always be present to influence and make possibilities happen; show up to the meetings, even if not invited.
- Co-create opportunities; leadership is a team sport ("one patient, one team").
- Leadership is about solving problems and anticipating opportunities – all to achieve excellence in patient, family and community outcomes.
- Leadership involves experiencing failure and learning from lessons.
- Leadership opportunities exist throughout careers.
- Leadership occurs among diverse individuals in a range of contexts (e.g., educational, research, policy, health care delivery, community-based and others).
- Mentoring is essential to produce next generation of leaders.
- Leadership skills are transferable within and outside of nursing.

Background on Lessons in Leadership

How does the original Speaker Series *Leading the Way in Nursing* differ from today's *Lessons in Leadership*?

Launched in 2006, the Betty Irene Moore Speaker Series *Leading the Way in Nursing* featured two-hour moderated discussions with 12 national leaders in nursing or health care. More than 3,000 frontline nurses and nursing students attended these talks over the span of seven years. Audio and written transcripts of each talk were recorded.

In 2014, the Speaker Series was repurposed into a collection of short videos in order to increase its impact and reach. The collection features key messages made by each leader, including insights on leadership, motivational tips and advice on how to lead.

Today, *Lessons in Leadership* captures the spirit of the original Speaker Series in a collection of 13 inspirational and instructional videos, featuring some of today's most accomplished and influential nursing and health care leaders. *Lessons in Leadership* includes original audio and written transcripts and full biographies.

Who are the leaders featured in *Lessons in Leadership*?

Linda Aiken, RN, Ph.D., FAAN, FRCN, Director of the Center for Health Outcomes and Policy Research and Senior Fellow of the Leonard Davis Institute of Health Economics at the University of Pennsylvania.

Patricia Benner, RN, Ph.D., FAAN, Professor Emerita at the University of California, San Francisco, School of Nursing, and former Senior Scholar at The Carnegie Foundation for the Advancement of Teaching.

Peter Buerhaus, RN, Ph.D., FAAN, Professor at the Montana State University College of Nursing.

Sheila Burke, RN, MPA, FAAN, Senior Public Policy Advisor at Baker, Donelson, Bearman, Caldwell & Berkowitz and faculty member at the John F. Kennedy School of Government at Harvard University.

Shirley Chater, RN, Ph.D., FAAN, former U.S. Commissioner of the Social Security Administration.

Angela Barron McBride, RN, Ph.D., FAAN, Professor and University Dean Emerita, Indiana University School of Nursing.

Claire Fagin, RN, Ph.D., FAAN, former Interim President and CEO of the University of Pennsylvania and former Director of the John A. Hartford Foundation National Program, "Building Academic Geriatric Nursing Capacity."

Jennie Chin Hansen, RN, M.S., FAAN, CEO of the American Geriatrics Society.

Martha Hill, RN, Ph.D., FAAN, Dean of the Johns Hopkins University School of Nursing.

Beverly Malone, RN, Ph.D., FAAN, CEO of the National League for Nursing.

Mary Naylor, RN, Ph.D., FAAN, Director of the New Courtland Center for Transitions and Health at the University of Pennsylvania, School of Nursing.

Marla Salmon, RN, Sc.D., FAAN, Dean of the School of Nursing at University of Washington.

Ideas for Sharing Lessons in Leadership

This section of the toolkit outlines a number of tactical ideas for sharing *Lessons in Leadership*. As you consider what makes the most sense for you, your organization and your network, please customize any tactics to meet your needs, including template copy crafted for communications such as e-newsletter, blog posts and email blasts.

For any of the suggested activities, the Gordon and Betty Moore Foundation communications staff are prepared to answer any questions, provide technical assistance and help customize an option that works best for you and your organization as you work on dissemination plans. Please contact communications@moore.org.

National Nurses Week, May 6-May 12, 2015

Nurses Week provides a ripe opportunity to share *Lessons in Leadership* and showcase your role as a leader. Leading up to and during Nurses Week, the foundation will unveil a *Lessons in Leadership* infographic entitled “10 Leadership Do’s for Frontline Clinicians.” The infographic will feature important milestones in nursing leadership, along with quotes, tips and insights from *Lessons in Leadership* participants.

The infographic will be promoted through a variety of channels including @moorefound (the foundation’s Twitter handle), Moore.org (the foundation’s website), the foundation’s LinkedIn page and with select trade media. As part of our Twitter outreach, we will use the hashtag #LeadershipMeans to encourage everyone to answer what #LeadershipMeans to them. We welcome your participation in recognizing Nurses Week, including sharing your tweets and retweeting ours. Given many of you, or your organizations, have a significant following on Twitter and Facebook, we encourage you to share the infographic with your followers.

Video Screening

Host an interactive “*Lessons in Leadership*” screening at your organization or institution, including a talk, Q&A session and reception for participants to network. A screening would be ideal for schools of nursing and at conferences attended by nurses, frontline clinicians and nursing students. Include popcorn and beverages and make it a fun and inspiring event for everyone!

Webinar

Develop a webinar to extend the conversation beyond the themes in *Lessons in Leadership*. Themed webinars could expand the leadership dialogue beyond the videos to explore strategies, individuals or other models that exemplify leadership. You can also host a webinar discussing the advancements made in nursing and quality improvement, from when *Lessons in Leadership* began in 2006 to present day. The webinar could also include a portion dedicated to exploring the vision for nursing leadership in the next 10 years. Whatever webinar you consider, be sure to set aside time for a Q&A session and consider having more than one guest speaker who exemplifies leadership at all stages of their career.

Social Talk

Similar in concept to webinars, social talks are a great way to reach a large audience online, with varying options to interact in real-time and hold group discussions. An example may be participating in an organized Twitter chat such as #HCLDR or Reddit “AMA” forums.

- Host a Health Care Leader Twitter Chat (#HCLDR). #HCLDR chats take place every Tuesday at 5:30 pm PT/8:30 pm ET. These weekly chats bring a variety of members from the health care community together to learn, listen and discover how to enhance health care. Using real-time based chat sessions, #HCLDR attracts a significant following and provides an optimal forum to discuss leadership themes.
- Host an “Ask Me Anything” (AMA) Reddit Forum. Reddit is a social networking service and news website where registered community members can submit content, crowd source questions and interact with special guests. An AMA is an online interview with popular individuals ranging from celebrities to experts in all fields.

Opinion Piece, Blog Post or Newsletter Article

Draft an opinion piece for an online media outlet, or craft a blog post or article for your organization’s or alma mater’s newsletter sharing your personal and professional experience as a nurse leader. Topics or themes to consider include: *What is your vision for nurses in the next 10 years? How has your experience shaped your leadership role today? What’s your most valuable lesson learned that impacts your ability to lead your team, community and organization?*

Suggested Template Copy for Various Tactics

Internal E-Newsletters and/or Blog Posts:

Honoring the leadership role nurses play in providing safe, high-quality patient care and outcomes, the Gordon and Betty Moore Foundation launched [Lessons in Leadership](#), a collection of 13 short videos featuring nationally-recognized leaders in nursing and health care. Included in the collection is our own LEADER NAME, as well as CEOs, executive directors and board members of the nation’s leading health care and nursing organizations; several recipients of “Living Legend” awards; faculty members from top universities; and influential policy advisors, among other influential figures. All of whom began their careers as nurses.

You can view all of the videos and hear more from each of these leaders by visiting [Lessons in Leadership](#). They are insightful, moving and inspirational. In each, a leader discusses lessons learned over the span of his or her career and shares valuable insights on strategies that helped shape their success. Leadership is defined and illustrated in numerous ways, as reflected in each leader’s perspective and experience.

[Lessons in Leadership](#) exemplifies the Gordon and Betty Moore Foundation’s larger leadership strategy focused on elevating the role nurses play in improving the experience and outcomes of patient care. The video collection is part of a moderated speaker series which took place from 2006-2013. Over seven years, 3,000 unique frontline nurses and nursing students attended these events. Today, [Lessons in Leadership](#) captures the spirit of each discussion, along with key learnings and messages of inspiration. Full audio and written transcripts are available.

[Insert additional details about your Lessons in Leadership for your readers].

Email Blasts to Distribution Lists:

The following template is written for one of the 12 leaders. Please tailor the narrative to meet your or your organization's voice and perspective.

Dear Colleagues:

I am pleased to share with you [Lessons in Leadership](#), a collection of 13 short videos featuring nationally-recognized leaders in nursing or health care who share lessons learned and strategies that shaped their success and leadership roles. This project is funded by the Gordon and Betty Moore Foundation and I am proud to have been a part of it. I took part in the project in YEAR, which included a two-hour moderated discussion with MODERATOR NAME. We discussed the role of nurses, themes of leadership and my experience over the span of my career (as a nurse and [tailor this section]).

The 11 other participants in [Lessons in Leadership](#) include CEOs, executive directors and board members of the nation's leading health care and nursing organizations, faculty members from top universities, policy advisors and several recipients of "Living Legend" awards.

Today, [Lessons in Leadership](#) captures key learnings and motivational tips from each participant, preserved in her or his own three-minute video. In addition, audio and written transcripts of the full-length talks are available. You can access these materials on each leader's page. I encourage you to take a look and I thank you in advance for sharing with others so that together, we continue to advance the important conversation on nurses as leaders.

Social Media Channels

Leverage your social networks by tweeting, sharing and engaging your followers with *Lessons in Leadership* announcements and messages.

Facebook and LinkedIn

We're proud to share [Lessons in Leadership: The Betty Irene Moore Speakers Series](#), a collection of 13 short videos featuring nationally-recognized leaders in nursing and health care, including our own LEADER NAME who shares his/her lessons and strategies on leadership. Be inspired.

Twitter

From your own handle

Proud to have participated in *Lessons in Leadership* with other health care & [#nurseleaders](#). Watch, discover strategies & share bit.ly/1O7AOAx

Insightful messages from today's leading health care and [#nurseleaders](#). Discover and share all 12 leaders: bit.ly/1O7AOAx

How do you define leadership? Discover what I and 11 other health care & [#nurseleaders](#) say. Lessons in Leadership: bit.ly/1O7AOAx

Proud to extend Betty Irene Moore's vision for nurses to lead. Watch leaders (including me!) share lessons learned, insights on leadership. bit.ly/1O7AOAx

From your organization's handle

Purpose, passion, experience – what defines a leader? Our own XXX [insert personal handle if applicable] share insights on what shaped his/her career. [#nurseleaders](https://twitter.com/nurseleaders) bit.ly/1O7AOAx

Proud to extend @moorefound's vision for nurses to lead. Watch our XXX [insert leader's handle] share insights on leadership. bit.ly/1O7AOAx [#nurseleaders](https://twitter.com/nurseleaders)

Get inspired by health care & [#nurseleaders](https://twitter.com/nurseleaders) in Lessons in Leadership. Check out XXX & learn insightful tips. bit.ly/1O7AOAx

Inspiring nurses today & tomorrow. Top health care [#nurseleaders](https://twitter.com/nurseleaders) reflect on Lessons in Leadership. Discover. Learn. bit.ly/1O7AOAx

What does it take to lead? Hear what top health care, nurseleaders say inspired them. Lessons in Leadership: bit.ly/1O7AOAx

Proud to spread inspiration from [#nurseleaders](https://twitter.com/nurseleaders) in Lessons in Leadership bit.ly/1O7AOAx. Insightful & moving, watch all 13 videos.