

LESSONS IN LEADERSHIP: THE BETTY IRENE MOORE SPEAKER SERIES REQUEST FOR PROPOSALS

The Betty Irene Moore Nursing Initiative, a focus area of the Gordon and Betty Moore Foundation, invites you to leverage the powerful messages found in *Lessons in Leadership: The Betty Irene Moore Speaker Series* to inspire frontline nurses, clinicians and students to cultivate their leadership skills and impact. The following provides information on the Lessons in Leadership video series and partnership opportunities.

BACKGROUND

Since 2003, the Betty Irene Moore Nursing Initiative (Nursing Initiative) has focused on improving patient care in adult acute care hospitals in the San Francisco Bay Area and Greater Sacramento region. The Nursing Initiative has approached this work through four key strategies: ensuring a sufficiently large and well-prepared RN workforce, implementing evidence-based practices in the inpatient setting, improving the transitions of patients from hospital to home and other settings, and strengthening the leadership skills of frontline registered nurses. As the Nursing Initiative comes to its scheduled conclusion at the end of 2015, the Gordon and Betty Moore Foundation is committed to sharing its programs beyond its regions of focus.

The Nursing Initiative's leadership strategy recognizes that nurses have the potential to play critical leadership roles within their teams, organizations and communities, with the ultimate goal of providing safe, high-quality patient care and outcomes. This strategy seeks to significantly enhance the personal leadership skills and motivation of a critical mass of front-line registered nurses and other clinicians. *Lessons in Leadership: The Betty Irene Moore Speaker Series* was an integral component of the Nursing Initiative's leadership strategy. The Lessons in Leadership series featured 12 national leaders in nursing and health care in a moderated discussion about how they lead, what values they view as most important in leadership and advice on how to step into leadership roles. Over seven years, 3,000 Northern California frontline nurses and nursing students attended these events.

Lessons in Leadership has the potential to play an important role in the national conversation regarding leadership within and outside of health care. To substantially accelerate its reach and impact, a collaborative effort was undertaken so that students, health professionals and many others would benefit from learning how successful leaders think and act. Led by Mary Naylor, RN, Ph.D., FAAN (University of Pennsylvania School of Nursing), this project produced a collection of 13 videos: individual videos of each of the 12 featured leaders, developed from the original Speaker Series audio recordings, and a compilation video highlighting advice from all 12 leaders. **To view the Lessons in Leadership video series and learn more about these impactful leaders, please visit www.moore.org/programs/patient-care/lessons-in-leadership**

The Lessons in Leadership video series is designed to:

- **Inspire** nursing students and frontline nurses to develop and exert leadership regardless of their formal leadership position
- **Inject** the voice of nursing leaders into the general conversation about leadership
- Help **stimulate** a national conversation about leadership in health at the frontlines

The Nursing Initiative is seeking partners to help reach these objectives by sharing Lessons in Leadership with the following key audiences:

- Nursing students (*i.e., undergraduate, graduate and post-doctoral fellows*)
- Frontline nurses and other frontline health care professionals
- Nurse managers
- Health administrators and executives
- Secondary school students
- All professionals interested in understanding how leaders think and act

PARTNERSHIP OPPORTUNITIES

Share with Your Network

Think the Lessons in Leadership series is valuable? Please consider sharing it with your colleagues, students and professional societies. If you would like ideas, we have put together a **communications toolkit** with a template newsletter announcement and social media posts to make sharing easier. You can find these resources on the [Lessons in Leadership homepage](#).

Grant Opportunities

Organizations and individuals interested in more actively promoting and utilizing Lessons in Leadership video series can apply for grant funding to support a dissemination project that has the potential to directly inspire members of the key audiences. Examples of eligible projects are included below.

- *Embed in existing or new leadership programs:* Incorporate all or part of Lessons in Leadership into your organization's existing leadership offerings. Host the videos on your website as part of a larger leadership repository.
- *Incorporate into educational curricula:* Use as a catalyst for classroom and small group discussion.
- *Create a discussion guide:* Expand the conversation around leadership by developing a guide that delves into the themes uncovered in Lessons in Leadership. Openly share with other faculty, students and organizations to accelerate the national conversation.
- *Organize a screening:* Identify opportunities for a Leadership Series screening event at a conference or on a university campus to inspire, motivate and cultivate leadership among student or frontline clinicians. Consider inviting a leader to speak on their own experience.
- *Feature in leadership keynotes:* Draw on the wisdom of impactful health care leaders to emphasize your message.
- *Host a webinar series:* Expand on the leadership dialogue and explore strategies, individuals or other models that exemplify leadership.

The examples above are only illustrative and by no means exhaustive. Innovative and impactful methods for reaching the target audiences are highly encouraged.

Grant Amount and Requirements

We anticipate making **10-15 grants of up to \$10,000** each based upon the number of proposals meeting the selection criteria provided below. Grants can be made to organizations or individuals.

Selected grantees must be willing to **submit a brief written report** to the foundation on 11/02/2015 which will include a summary of grant activities and grant funds expended to date.

Proposal Requirements

- Grant lead's name, title, contact information (address, phone, and email) and current organizational affiliation.
- Name of organization or individual to which the grant will be legally made.
- Brief project outline including:
 - Overview of organization's or individual's commitment to leadership
 - How could Lessons in Leadership fit in?
 - Description of dissemination idea and desired impact
 - Key activities and timeline
 - Target audience(s) and scope
 - Potential collaborators, if applicable
 - Metrics for evaluating success
 - Organizational commitments
 - Budget in excel format

Proposals meeting the application requirements above will be evaluated on the basis of the robustness of the proposed project and the expected impact.

Narrative applications should be no longer than three pages in length using an 11 point font with one inch margins. Proposals should be submitted by email to Heather Rosett (heather.rosett@moore.org) no later than 5:00 PM PT on May 1, 2015.

Timeline

March 2015	RFP distributed
May 1, 2015	Grant application deadline
May 2015	Selected applicants contacted by Foundation
June 2015	Grant funds released
November 20, 2015	Foundation receipt of narrative and financial report
August 31, 2016	Project Completion

While the Nursing Initiative will be coming to a close at the end of 2015, grant activities may continue into 2016. An interim report will be due for all grants on November 20, 2015.

Questions

For any questions concerning Lessons in Leadership or the Request for Proposals, we invite you to contact Heather Rosett: heather.rosett@moore.org or (650) 213-3169.