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nurses



**FSARN
PRESENTATION**

Integration of All through Ethics & Leadership~ Conquering the Challenges of the Multigenerational Workplace

A Leadership Forum Presented by the Florida State Association
of Rehabilitation Nurses Saturday September 15, 2018
NeuLife Rehab 2725 Robie Ave Mount Dora, FL 32757

MANAGING YOUR NURSING CAREER AND BUILDING YOUR BRAND

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PHASES OF YOUR NURSING CAREER

As a Nurse you will experience different phases of reality and opportunity as your career develops. These phases might be expressed as:

Early/Beginning Career: At this point you have earned your first license and have little if any experience. It doesn't matter if you have just become a CNA, LPN or RN if you haven't really worked in the field as yet. Some will have a sense of which area of Nursing you want to work in; ER, Pediatrics, Critical Care or what environment; Hospital, Surgery Center, rehabilitation etc. Some will just be looking to get their career started wherever they can find the opportunity. Wherever you start, try to find mentors who are advanced in their career to help you develop your path.

The Experienced Nurse: Nurses who have worked in the field for more than three years might be considered as experienced. It isn't uncommon for a Nurse to find that their earlier goals aren't working out for them. It may be that the realities of the specialty area chosen aren't what you thought and you have a different need. This is also a time when you want to pursue as much continuing education as you can. CNA's should be looking to be LPN's and LPN's may want to become RN's. It isn't uncommon or even problematic that a Nurse might make several job changes during this period as you seek to find the environment that fits you best.



The Seasoned Nurse: Nurses at this point in their career will hopefully have found the niche areas of their profession that fit them both personally and professionally. At this point you should still be seeking continuing education or even try and become an NP as the field will continue to change. It is highly likely that by this time many of you will have had leadership roles such as ADON, DON, Supervisor. These experience will provide value to your career and make you more desirable to an employer. Your reputation and your Brand will have become established by this time and will influence everything from where you can work to your compensation.

The Mature Nurse: Nurses in the later part of their career will have “seen it all” but none the less need to keep up with their skills, certifications and training. It is also likely that for many the areas of Nursing they worked in earlier no longer are attracted or a fit. Its one thing to work in a fast paced Hospital ER environment when your 25 and another when your 50. You may need an environment that is more flexible to your life schedule and needs. It is a good time for a Nurse to move in to new roles which may be more flexible and lifestyle compatible.

This presentation will hopefully help to provide some tools for wherever your at in your career.



Resume Development:

There are essentially two basic types of Resumes; Historical and Functional. The format you choose will depend on where you are in your career and the objectives you have in your Job Search.

The Historical Resume: The Historical Resume presents your qualifications and background from present to the past. Educational Qualifications are presented first and each position in descending order is listed by Title, Dates, Responsibilities and Accomplishments. The Historical Resume is the most common and recommended when pursuing a traditional career path.

The Functional Resume: The Functional Resume minimizes one's career history and instead focuses on skills, talents, career and personal attributes that would be needed when a person is altering their career. For example; your a critical care nurse who wants to move away from direct patient care to something else such as a nurse recruiter, healthcare IT, or quality control.



HISTORICAL RESUME EXAMPLE

Your Name

Mailing address
14206 Medical Lane
Morlando, Fla 45455

Telephone
(123) 456-7891 home
(123) 567-8912 cell
email: NN@yahoo.com

Education

Master of Science , Tennessee Technological University, June 1983
Major in Biology
Magnum Cum Laude

Bachelor of Science, Vanderbilt University, August 2002
Major in Radiology

Experience

8+ years clinical healthcare experience with 35 FTE'S and 6 FTE'S supervised. Numerous award letters with accreditation, quality compliance, and NRC inspections.

CJW Medical Center, Richmond, Virginia 2004 to present Lead Nuclear Medicine Tech
Responsibilities:
Accomplishments:



Vanderbilt University Medical Center, Nashville, TN 2002 to 2004 Nuclear Medicine Tech

Responsibilities:

Accomplishments

Christian Construction Group, Nashville, TN 1995 to 2002 Senior Project Manager

8+ years clinical healthcare experience with 35 FTE'S and 6 FTE'S supervised. Numerous award letters with accreditation, quality compliance, and NRC inspections.

Personal Qualities

Certifications: CNMT from NTCMB, CPR, Society of Nuclear Medicine Committee member of Molecular Imaging Center of Excellence, Correlative Imaging Council, Cardiovascular Council, and Pet Center of Excellence. Member of CEO focus Group.



Interests: Football, golfing, fishing, camping, motorcycling, collector car restoring.
References Provided Upon Request

FUNCTIONAL RESUME EXAMPLE
CONFIDENTIAL RESUME

Jane Doe
2343 Blackberry Court
Orlando, Florida 45678 Email:
jdoe24@yahoo.com

(C) 123.456.7891
(O) 123.567.8910

EDUCATION

1978 MPA-Public Administration, Emory University, Atlanta, Ga.

1973 BA-Sociology, Emory University, Atlanta, GA.

SKILLS AND CAPABILITIES

Experienced in business and client development, and client relationship management. Developed marketing strategies for securing new business, created strategies for the implementation and completion of consulting engagements. Managed projects in multi-hospital systems, academic Medical centers and large physician practices.



Also assisted in the development of firm based computer systems and the development and implementation of firm training programs. Led the development of Moore & Company's initial relationship management software and participated in the development of subsequent releases developed on a Lotus notes platform. Led the development team to create a firm wide "Practice Standards" initiative. Also initiated the development of the firm wide training system for researchers and consultants and the development of an on-line training program.

EXPERIENCE HISTORY

- 06/07 to Present AI Associates, Atlanta Georgia
(Retained Search and Consulting with practice areas in Healthcare, Practice Management and Healthcare Operations)
Vice President/ Executive and Physician Search (07 to Present)
- 11/87 to 06/07 MOORE & COMPANY, Atlanta, Georgia
(Retained Search and Consulting with practice areas in Healthcare, Managed Care, Information, Systems, Biotechnology and Corporate Management.)
Vice President/Executive Search (94 to 07)
Director/Principle (11/87 to 10/94)
- 11/81 to 11/87 WORLD ENGINEERING, INC. Pittsburgh, Pennsylvania
(International mechanical engineering, construction and consulting firm)
LOTUS GROUP/US & INTERNATIONAL SERVICE DIVISION
(Franchising operation and consulting group focusing on mechanical service programs for Independent Contracting firms.)
Senior Staffing Consultant (1983 to 1987)
- WORLD ENGINEERING, INC. Atlanta, Georgia SUPERIOR BUILDING SERVICES DIVISION
(Start up Facilities management contracting services division)



Director of Human Resources (1981 to 1983)

OTHER ACTIVITIES:

American College of Healthcare Executives

Healthcare Financial Management Association (Advanced Member)

Georgia Biomedical Partnership/Member and serve on the Program Committee

OBJECTIVES, COVER LETTERS AND CONTACT INFORMATION

Objectives: Many Resumes start out listing a Candidates Career Objectives (to work in the ER, to work with Children, the Elderly or to find a position with a career path). It is NOT recommended that Objectives be made a part of the resume. Normally these objectives are so well defined as to eliminate the candidate from consideration or so general as to be meaningless. Save this for cover letters.

Cover Letters: Cover letters can and should be used when applying for a specific position, especially if the Functional Resume format is used. The position applied for might be one where the historical background would appear to fit. The Cover Letter addresses the specific position being applied for, how and why the Candidate feels they are a fit for the job and the hiring organization itself. Every Cover Letter should be individually written to fit the specific job being applied for.

Contact Information: Be sure to provide accurate contact information ie; Address, Phone #, Email address and preferred times and methods for contact.



COVER LETTER EXAMPLE

Neulife Rehab
2725 Robie Avenue
Mount Dora, Florida 32757

Gentlemen/VP Human resources

I am submitting my resume and would like to express my interest in the position listed on LinkedIn for Vice President of Professional Development. My experience in this area includes working with Children's Healthcare of Atlanta, St. Jude's and Health South to bring about internal professional and career development

While I have considerable experience in Healthcare professional and Organizational development at the C level, it is my desire to focus my skills at mid level positions where patient interaction most occurs. This is where the stress levels are and providing working solutions to assist his level of patient care delivery is very attractive to me.

Thank You,

Jane B Good
MSN, NP, MBA



References and Social Media

References: Often an afterthought, References are highly important and often not through. Prior to providing any Reference; it is highly recommended that a candidate contact and gain **PERMISSION** to use the reference. One should also ask the reference to verify what types of positions they would be comfortable providing positive support for. References are both for verifying not only your character but your capabilities for handling a specific job. It is not uncommon for a reference to validate your a good person but then backtrack as to your ability to perform a specific job or function.

Social Media: Social Media is a factor in everyone's life in this age. There are many formats for expression from Facebook to Twitter. Your Social Media presence can be a factor in being considered for or eliminated from an opportunity. Every Nurse or Professional should understand that these forms of Media are **PUBLIC**. Being Public means that your Social Media profile can be searched and researched by anyone. So be careful what you post. For Professionals like nurses there are many Social Media outlets that are recommended as helpful; FSARN, Linkedin, and Nursing Networking Sites. Your presence on these sites can be asset for learning new things or networking for jobs or resources...use them wisely.



Building Your Brand as a Nurse

Your Brand is who you are and includes you as a professional as well as corporate identities. Just as Chevrolet, Coca Cola, AFLAC and many other companies are recognized for who they are and what they provide as a Brand. You too are recognized as a Brand and your value is somewhat connected to how your Brand is seen; Walmart vs Nordstrom, Chevrolet vs Mercedes, Apple vs Microsoft. As a licensed Nurse you have the credentials that make you part of the General Brand...Nurse.

Your choices as a Nurse can and will differentiate you from being “just” a Nurse to being a “super” Nurse. Nurses just starting their career have the opportunity to chart a course that can later result in your skills and abilities being sought out and compensated for as a “super” Nurse....or not so “super”.

Dependability, quality of care, the desire to improve and increase your skill level as well as participation in and contribution to the profession will determine how your personal Brand is perceived.



Those Nurses that are in the later stages of their career already have a Brand and however your personal Brand is perceived, it can still be improved upon.

INTERVIEW SKILLS

While each of us is different in our ability to communicate comfortably in an Interview situation, anyone can make a good impression if they understand and prepare for the interview.

There is typically a process that may start with a Telephone (or on-line/Skype) Interview and then proceed to face to face meetings. Some positions will require multiple interviews with different individuals or departments within the organization.

Preparation is the key to each of these types of interviews.

INTERVIEW PREPARATION:

Every interview step should be prepared for. Preparation includes researching the organization you are interviewing with, researching the position you are interviewing for, understanding your own personal capabilities as it relates to your education, training and skills and recognizing what type of opportunities best suit you. When it is known whom you will be speaking with prior to the interview it is recommended that you research the backgrounds of the interviewers from whatever social media presence they have.



INTERVIEW SKILLS-CONTINUED

PHONE INTERVIEWS VS ONE ON ONE PERSONAL

Phone interviews are generally held by the prospective employers to get a feel for the candidate..this includes motivation and potential fit as well as experience. Personal interviews are a verification of what was determined in the Phone interview.

There is a general principal that what the Interviewer sees during a Personal Interview is a representation of the Candidate on their “Best” day. This is not the time for casual attire, being unprepared or having unclear objectives.

The Interviewer should not have to spend time explaining a lot about who they are, what they do or what the job description is. The Candidate should know these things already. Time is better spent defining expectations; “What is Neulife’s expectation of a person who performs a given function. As a Candidate share your expectation of what you want to achieve at this point in your career, in and with this opportunity.

The Goals for the interview are essentially the same for both the Candidate and the Employer. Determine fit for the position...yes or no, identify areas for focus on future interviews of the selection process if needed and determine “Next Steps”.



DEALING WITH COMPENSATION ISSUES

Compensation can be a sticky issue. Most employers will already know the candidate's general level of compensation and an educated candidate will already know from available job posting the general compensation range that the employer provides for any given job class. These issues are best NOT discussed during early interviews. Only when an employer is generally interested in presenting a Candidate with an offer should this issue be discussed. If an employer is truly interested they may negotiate a little...but generally not a lot. This is the time to negotiate any special needs...such as time off for planned personal events, reimbursement for professional development, continuing education or conferences.



A THOUGHT TO THE FUTURE

No profession or career is static. New knowledge, technologies and clinical care approaches are always taking place. It is very important to keep up with these developments so as to maintain your value to the profession which means providing the best in Patient Care.

We can easily see new technologies in imaging, diagnostics and patient care all the time. Robotic Surgery, 3-D imaging, bioidentical pharmaceuticals etc. One area of development that is specifically developing around Nursing is the area of Artificial Intelligence.

New approaches to the delivery of patient care are being researched and even tested that utilize AI concepts. The goal of this technology is not just to provide better patient care, but to expand the power and capabilities of the nurse while providing tools that also document the delivery of that care and protect the Nurse.

Flextime Nurses is collaborating with the developer of one of the newer concepts which is in the Beta stage of testing. We also are among the first to offer an approved AI Nursing certification. It is very simple at this point but as the field grows these certifications will become common.





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THANK YOU FOR YOUR INTEREST

WE LOOK FORWARD TO WORKING WITH YOU



Contact

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