

**Fifty Tips, Tools and Strategies to Get Your Organization Magnetized!**  
Session C404  
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1130-1230

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**Disclosures**

The presenters for this presentation have disclosed no conflict of interest related to this topic.



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**Objectives**

- Describe innovative, out-of-the-box, tips/tools/strategies to get your organization engaged in the Magnet Journey
- Distinguish components of transformational leadership and how to create a Magnet nursing culture



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### WakeMed Health & Hospitals

- 919-bed private not-for-profit health system based in Raleigh, North Carolina
- Over 8,600 employees
- Over 3,600 nurses
- 61% BSN & above
- 32% Certified Nurses

1<sup>st</sup> Magnet Designation – September 2015



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### Board of Directors



- Board member involvement
- Build executive excitement



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**Recruitment**



- PR creates system-wide logo
- Advertisement
- Frequently asked questions about Magnet Journey

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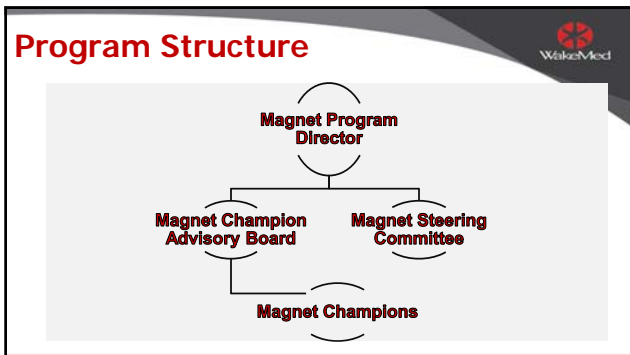
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## Division of Nursing Magnet Steering Committee



- Magnet Model Component Leaders
  - SOE writers
  - Accountability
  - Outcomes

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## Magnet Champion Advisory Board



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## Partners in this journey



- MCAB member buddies with Magnet Champion
  - Attendance
  - Email address
  - Engagement

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## Magnet Champions



- Champion Selection
- Meeting design
- Communication
  - – 100 Champions
- Appreciation



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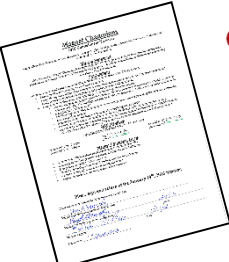

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## Champion Selection & Commitment to Serve



### Mission Statement

To improve patient outcomes, promote best practice, provide healthy work environments, and engage in shared decision making for the organization.

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## Themed Meetings



- Luck of the Magnet Champion
- Magnet Madness
- Graduate to the Next Level
- Let's Get Magnetized: Exercise Your Mind
- Let's Get Healthy

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## Boarding Pass – Your Ticket to Ride

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## Festive





## Food

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## Magnet Icebreakers

**A graduation ceremony is never called:**

- Commencement
- Coronation
- Convocation

**What is the name of the traditional song played during the graduation ceremony march?**

- "The Processional"
- "Pachelbel's Canon"
- "Pomp and Circumstance"

**Does it take more muscle effort to smile or frown?**

**Which is not a component of the Magnet Model?**

- Transformational Leadership
- New Knowledge, Innovations & Improvements
- Excellent Nursing Practice

**How many calories are in one pound?**

**Morning is the best time of day to exercise.**

- True
- False

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## Roundtable discussions



**The Magnet® Vision:**  
*"...They will be solidly grounded in core Magnet principles, flexible and constantly striving for discovery and innovation."*



(The Commission on Magnet Recognition, 2008)

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## Interprofessional Partners



- Best Practices:
  - Spiritual Care
  - Healthworks
  - Community Partnerships list
  - Employee Assistance Program
  - Behavioral Health
  - Heart Walk
  - Rehab Services



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## Sharing Best Practices





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### Excellence is Everywhere



WakeMed

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### Magnet Champion Newsletter



WakeMed

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### Magnet Champion Toolkit



WakeMed

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### Tools for Success: Consistent Messaging



- **Peanut Butter Honey Sandwich**
  - Patient Outcomes
  - Best Practice
  - Healthy Work Environments
  - Shared decision making

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### "Two-way Street"



- Brainstorming for Sources of Excellence
- Monthly Reports from "home" department



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### Appreciating our Champions



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## Thank you!

- **Tootsie roll** = Thank you for your "roll" in the Magnet Journey!
- **M&M** = Thank you for sharing your *Magnet Moment!*
- **Skor bars** = *Scoring* the best answers to the Magnet Trivia!
- **M & M's** = You are Magnificent & Marvelous!
- **Milky Way** = You are the Way to Magnet
- **Almond Joy** = You are our *Joy!*
- **Crunch** = Great job *crunching* out those best practices!



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## "It's all about the *PRAISE*"



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## Magnet Pocket Guide



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### Out & About: Measuring System Engagement

- Participate in Magnet journey?
- Participate in decisions related to patient care?
- How are you rewarded/recognized?
- Proud of?



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### Magnet Champion Tour Guides



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**Organizational support – Magnetized!**



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**Questions?**

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