

*Keep your*  
**Nurses &  
Health Care  
Professionals™**  
*for Life™*

**MISSION:**

The 4 Imperatives of How to Inspire, Retain, Motivate, and Empower Patient Focused Nurses (& Everybody Else!)

**YOU WILL LEARN HOW TO:**

- ▶ Implement the 12 Attributes of a resident/patient-driven culture so that nurses never want to leave.
- ▶ Unlock the genius of nurse/CNA empowerment through frontline ownership and accountability.
- ▶ Enhance employee morale and resident/patient satisfaction at the same time.
- ▶ Create powerful incentives to improve productivity.
- ▶ Stimulate your current staff to become enthusiastic sales people for new recruits.
- ▶ Involve Managers in improving nurse/CNA quality of work life by reducing needless stress and conflict as well as by improving teamwork.

**SEMINAR ATTENDEES SAY IT BEST:**

“The most practical, usable tools I have ever received in a seminar.”

– *Ellen Gutenberg, Director, Clinical Support Services*

“I am bursting with excitement about implementing what I have learned.”

– *Elizabeth Rodman, Nursing Admin. Coordinator*

“The DO IT action plan is a brilliant twist to make sure we apply what we have learned.”

– *Deb Moyer, Executive Director*

