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Professionalism:
Being a Nurse

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Nursing l 33816

Who Am I Professionally?

- What I bring to our nursing profession
  - education
  - certifications
  - nursing roles
  - leading teams
  - professional activities

Who Am I Professionally?

- accomplishments

"It takes a village…"

Education

Certifications
ANCC in Professional Development
CCRN-K in Critical Care Nursing

Nursing Roles

Nursing Professional Development Specialist

Texas Regional Sepsis Coordinator

Research Coordinator

Leading Teams

Adjunct Faculty

Primary Investigator

Research Team Leader

Lead Texas Team

Treasurer for Local American Association of Critical Care Nurses

Professional Activities
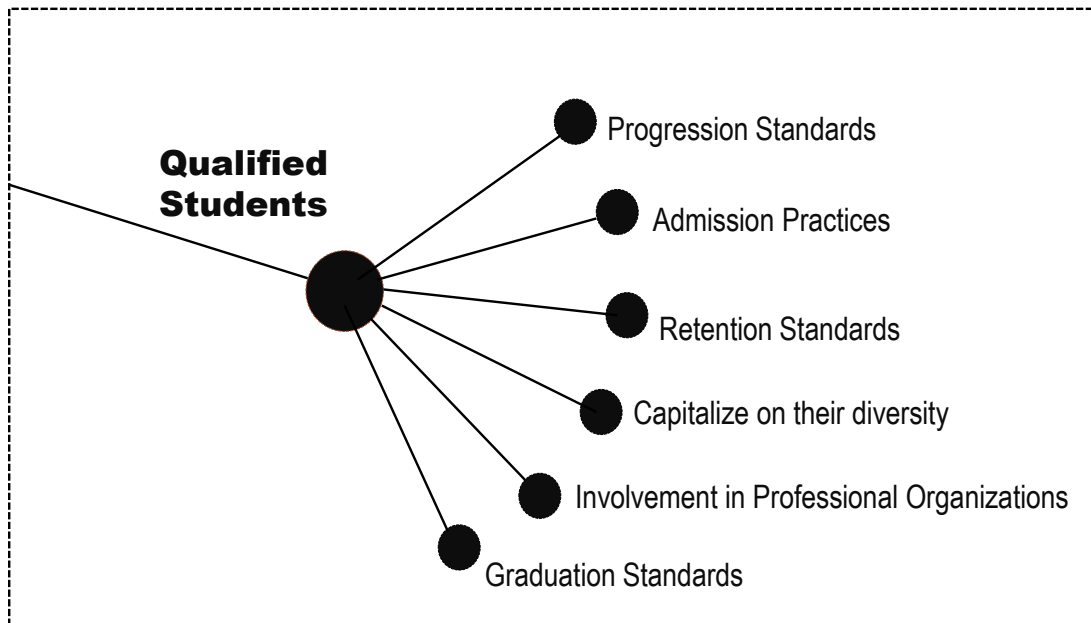
Beacon Award of Excellence
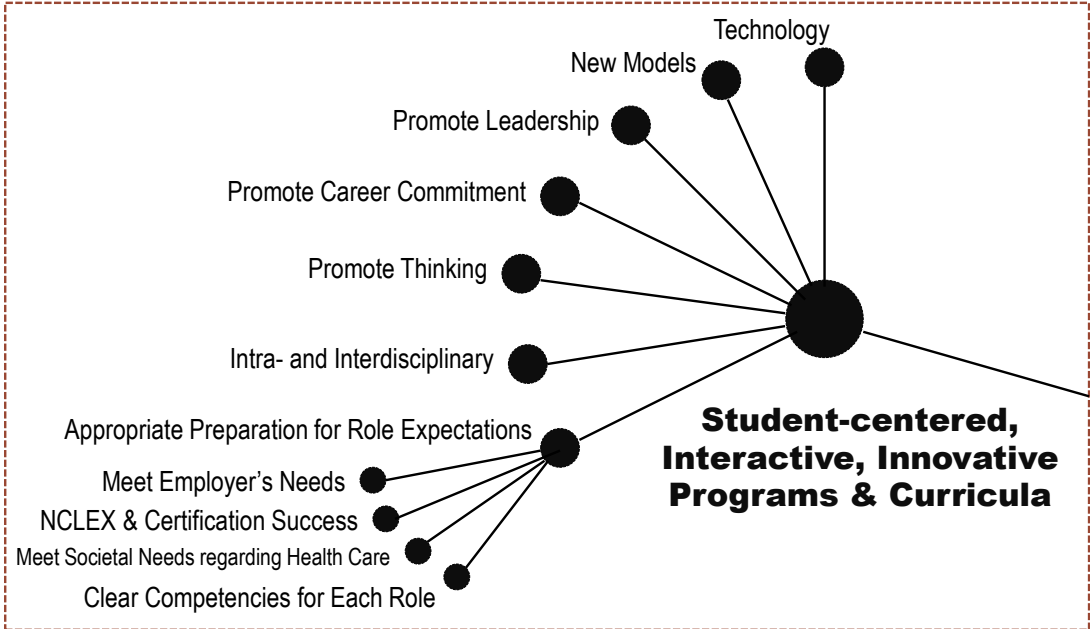## Application Reviewer
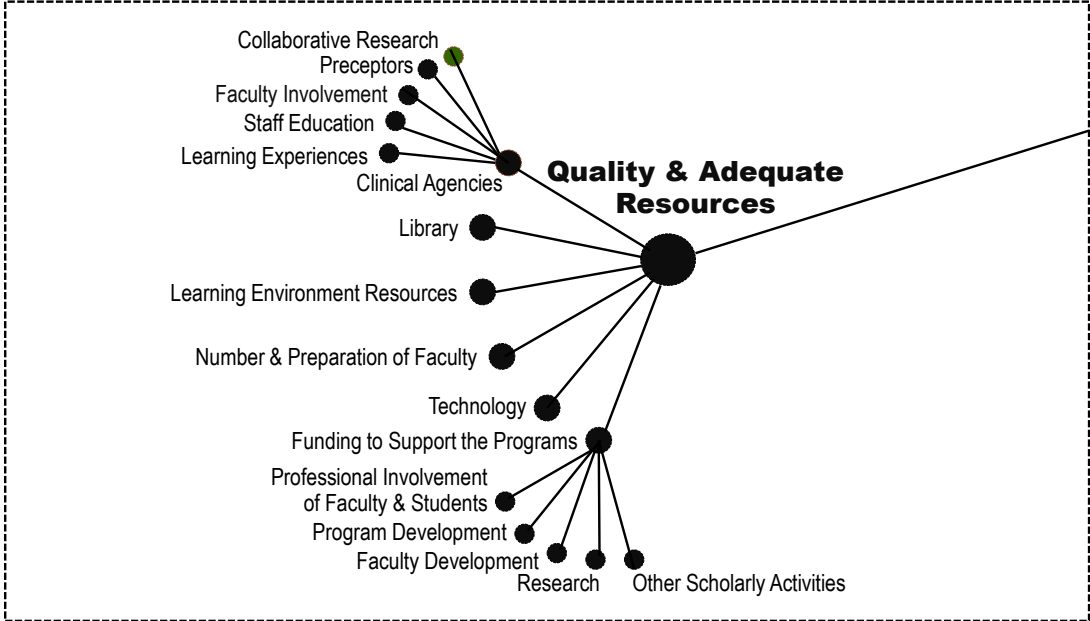
Accomplishments

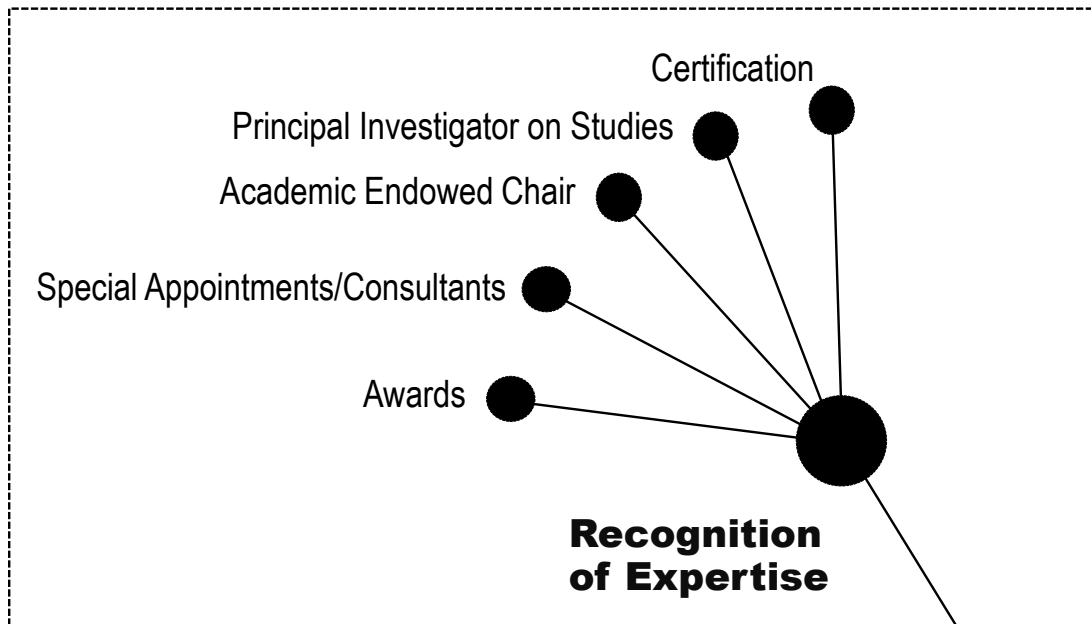# How do you contribute to nursing?

Today's Agenda

- Nurses entering the workforce
- What is "professionalism"?
- Teaching and fostering professionalism
- Model for "creating a nurse"
- Individual responsibilities

Qualified Students

- Progression Standards
- Admission Practices
- Retention Standards
- Capitalize on their diversity
- Involvement in Professional Organizations
- Graduation Standards

Collaborative Research
Preceptors
Faculty Involvement
Staff Education
Learning Experiences
Clinical Agencies

Quality & Adequate Resources

Library

Learning Environment Resources

Number & Preparation of Faculty

Technology

Funding to Support the Programs

Professional Involvement
of Faculty & Students

Program Development

Faculty Development

Research   Other Scholarly Activities

Technology
New Models
Promote Leadership
Promote Career Commitment
Promote Thinking
Intra- and Interdisciplinary
Appropriate Preparation for Role Expectations

Student-centered, Interactive, Innovative Programs & Curricula

Meet Employer's Needs
NCLEX & Certification Success
Meet Societal Needs regarding Health Care
Clear Competencies for Each Role

Certification

Principal Investigator on Studies

Academic Endowed Chair

Special Appointments/Consultants

Awards

Recognition of Expertise

Questions to Consider

- Professionalism
  - What is it and how can it be meaningful?
- Professional development
  - How do nurses come to value and improve their professional behavior?
  - Increasing your knowledge in the area that you work

Questions to Consider

- Teaching strategies
  - What strategies can be used in the classroom or clinical setting to promote professional behavior?

Questions to Consider

- How open are you to somebody teaching you?
- Are you approachable?
- Or, are they so scared of you, that they can't correct your practice?

Being open to constructive criticism or correction in practice is important for us professionally!

Getting Started: What is the Problem?

What are the common unprofessional behaviors you observe in nurses?

Today's New Nurses

Your Journey Has Only Begun!

- Knowledge
- Spirit of inquiry
- Accountability
- Autonomy
- Advocacy
- Innovation and visionary
- Collegiality and collaboration

Generational Differences

- Millennials: born 1982 - 2002
- Generation X: born 1965 - 1982
- Baby Boomers: born 1946 - 1964
- Traditionalists: born 1900 - 1946

Millennials

- Grew up in a time of great prosperity
- Most protected generation in history
- Highly scheduled and sheltered in childhood
- Often indulged and protected from the concept of "losing"
- Generally optimistic and strive for a work-life balance

Millennials

- Maintain constant social contact via text, social media, etc.
- Regularly use digital devices to interact with the world
- Find information online rather than using a book
- Multitasking is a way of life

Millennials

- Tend to be collaboratively team-oriented, and prefer group work

Program Standards
and
Leadership Support

Policy Implementation

- Increasing the chances for successful policy implementation
  - o values: views about what should be
  - o beliefs: assumptions about what is
  - o interests: responses to incentives and rewards

Primary Goals for New Nurses

Become a skilled and serious professional who knows how to dress and act the part

Desire to become a respected member of their chosen profession

Keys to Professional Development

Must be vested in success through role-modeling professionalism

Create a sense of pride and excitement in the chosen profession of nursing

Role Modeling Expectations

- Role modeling of professional behavior
- Be aware and responsible for your own behavior

Role Modeling Expectations

- One study observed nursing faculty
  - belittling students
  - changing policies and procedures
  - demonstrating bias and discrimination
  - prevalence is estimated to be 50%

Clark, C. & Springer, P. (2007). Thoughts on incivility: Student and faculty perceptions of uncivil behavior in nursing education. Nursing Education Perspectives, 26(2), 93-97.

Your Nursing Career, Our Profession

- Pay attention to your image
- Adopt a professional demeanor
- Stay patient/family focused
- Set yourself apart
- Get connected
- Keep moving forward

Evidence-Based Professional Development Methods

Promoting Professionalism

Cognitive Learning + Experiential Learning = Development of a Professional Nurse

Professionalism: Exactly What Is It?

- Basic professional behaviors
  - o honesty and integrity
  - o reliability and dependability
  - o accountability
  - o respect and courtesy towards others

Professionalism: Exactly What Is It?

- professional appearance
  - neat, and well-dressed conveys a higher level of knowledge
  - appearance cannot guarantee success, but it can ensure failure

Professional Boundaries

Professionalism: Exactly What Is It?

- Basic professional behaviors
  - discretion and confidentiality
  - professional communication
  - compassion
  - maintain appropriate boundaries
  - believe in and support colleagues
  - commitment to personal health

Development of Professionalism as a Continuum

- Advanced professional behaviors
  - cultural humility
    - avoid introducing irrelevant and destructive bias into clinical practice and professional relationships
    - nonjudgmental behavior

Development of Professionalism as a Continuum

- o commitment to excellence
  - ◉ clinical excellence
  - ◉ personal standard of excellence – Be the best that you can be!

Development of Professionalism as a Continuum

- Advanced professional behaviors
  - o willingness to examine one's own behavior and take responsibility for actions and reactions
  - o commitment to lifelong learning
  - o patient advocacy

Development of Professionalism as a Continuum

o involvement in professional organizations
o pursuit of advanced education

Development of Professionalism as a Continuum

• "Partnership with the public" to provide safe patient care

"TO ERR IS HUMAN"

**Institute of Medicine
November, 1999**

*"Excellence in nursing is not just about kindness.
It's about providing thoughtful, complex,
intellectually-demanding care with compassion."*

Diana J. Mason
Fashioning the Right Impression
Imprint, February/March 2009

Professional Behaviors

- How professional behaviors are actually practiced in classroom and clinical settings
  - discuss patients in a respectful manner and only when appropriate
  - take responsibility for being on time and prepared for class

Professional Behaviors

  - seek help and guidance from instructors, preceptors, and/or other healthcare professionals
  - maintain composure during difficult interactions
  - show initiative for your own learning
  - focus on healthy behaviors – eat right, exercise, and get adequate sleep

Unprofessional Behaviors

- Sloppy, unkempt appearance with violations of the dress code
- Failure to be prepared for class or clinical assignments
- Requires continual reminders about responsibilities to fellow nurses or to patient care assignments

Unprofessional Behaviors

- Lack of conscientiousness – failure to fulfill responsibilities – doing only the minimum
- Lack of effort towards developing and improving clinical skills
- Failure to accept responsibility for errors and to learn from mistakes

Unprofessional Behaviors

- Poor interactions and/or a lack of respect for fellow nurses, instructors, patients, and families
- Chronic fatigue and sleep deprivation
- Arrogant and demeaning behavior

Skills for Professionalism

- Specific skills needed by the novice professional
  - clinical skills
  - interpersonal skills
    - professional communication abilities
    - self-control to manage difficult encounters

Skills for Professionalism

○ time management skills
  ◉ planning
  ◉ organizing
  ◉ delegating
  ◉ priority setting
○ personal health and energy management

Consequences of Unprofessional Behaviors

• Inability to get hired
• Inability to keep a job
• Failure to be promoted
• Lack of respect from clients and colleagues
• Potential legal consequences

Innovative Professional Development

What would you do to promote professionalism?

What do you do to promote nursing every chance you get?

Activities

- Exposure to expert, highly respected role models
  - o role models across several levels from student leaders, staff, faculty, and practicing professionals

Activities

- Storytelling
  - o address negative role modeling
  - o provide opportunities to discuss professional issues in a safe environment
  - o tell about a time when a coworker or fellow student showed true professionalism

Activities

- Encourage self-reflection through journaling
  - keep a log of experiences and reflect on the professional behaviors experienced or reinforced
  - learning from lapses in professionalism
- Internet exercises – social media

Activities

- Involvement in professional activities outside the classroom or clinical setting
  - journal clubs
  - professional organizational membership
  - seminars with local, state, and national nurse leaders
  - board or other civil service

Accountability

- Expectations and consequences completely clear and consistent
    - ground rules for conduct, dress, and behavior in clinical and classroom settings
    - learning and work contracts
    - clear communication about who is or is not meeting professional expectations

Teaching Activities

Case scenarios

During lunch, a nurse makes demeaning remarks about a patient he is caring for today.

- What do you think of this behavior?
- Is the nurse acting professionally?
- Is the nurse breaching confidentiality by describing details about the patient to other nurses who are not directly involved in the patient's care?
- How would you respond to the nurse's remarks?

Teaching Activities

- Describe witnessed experiences
- Scenarios from popular TV shows

Professional Code of Conduct

- Statements from the Code of Conduct for Student Nurses (from the National Student Nurses Association)
  - advocate for the rights of all clients
  - maintain client confidentiality
  - take appropriate action to ensure the safety of clients, self, and others

Professional Code of Conduct

- o provide care for the client in a timely, compassionate, and professional manner
- o communicate client care in a truthful, timely, and accurate manner
- o actively promote the highest level of moral and ethical principles, and accept responsibility for our actions

Professional Code of Conduct

- o promote excellence in nursing by encouraging lifelong learning, and professional development
- o treat others with respect and promote an environment that respects human rights, values, and choice of cultural and spiritual beliefs

Professional Code of Conduct

o strive to achieve and maintain an optimal level of personal health

What Now? Start on the Right Side

- Wait and hope
- Blame self
- Blame others
- Denial
- "Somebody should do something"

- Take action and learn
- Find solutions
- Accept ownership
- Acknowledge situation
- "It starts with me"

Group Discussion

- What are your career goals?
- Develop one career goal
- Identify a professional organization matching your career goals

Group Discussion

- Discover a contribution made by your identified organization to nursing
- List 3 things that you can do to promote nursing locally, regionally, and nationally

Professionalism: Being a Nurse

If you have any questions about the program you have just watched, you may call us at: (800) 424-4888 or fax (806) 743-2233. Direct your inquiries to Customer Service. Be sure to include the program number, title and speaker.

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