“A DNP AT EVERY TABLE: HOW TO ADVISE AND LEAD THE BUSINESS COMMUNITY AS A CONSULTANT

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Why Should You Be Involved?

- To create awareness of what a nurse can do (especially a DNP prepared nurse)
- To create an awareness of what a DNP prepared nurse knows.
- To provide leadership outside of nursing
- To be a change agent in healthcare.
- To be a player not just a participant
- Develop credibility
- Occasionally to earn more money!
Create The Demand

- What is your area of expertise? What are you interested in?

- What knowledge do you have that might be useful to a business?

- Identify a business that you would like to work with and advise.
  - What are their needs?

- Make yourself known to them.
How is the nursing profession changing?
What impact do the changes have on the needs of yourself and your patients?
What frustrations do you feel at work?
What requests for help or advice do you frequently receive from others?
What problems do you routinely resolve for others?
Identify The Business or Group

- Pharma industry
- Biotechnology company
- Start up business
- New device company
- Healthcare consultant group
- Maker of product you use in practice
- A business you worked with on your DNP project or would like to have worked with!
- A venture capital firm
How Do You Get Started?

- Start in your own community
- Join your local business women’s or men’s group so you can network and get to know people of power
- Join your local chamber of commerce
- Look at your city or county website for a list of business organizations
- Talk to exhibitors at conferences
- Present at conferences - local, regional, national
- Publish in both nursing journals and in business and lay publications
You Must Connect The Dots!
Different Roles

- Consultant
- Advisory board member
- Board of directors
Different Kinds of Companies

- Not for profit
- For profit
After You Are Established

- Continue to promote yourself
- Stay in communication:
  - Social networking sites like LinkedIn
  - Blog’s
  - U-Tube
  - E-Newsletter
  - Regular e-mail contact (or tweet or text) with your identified group
- Keep current on new trends, technology and marketing strategies
- Develop education materials
- Continue to write for your local newspaper, volunteer at health fairs, online journals
- Create your own website
Networking

- Select appropriate contacts
- Have a systematic process for meeting other people
- Have a structured framework for active listening
- Use those business cards and attach your business card to all your digital correspondence
- Be active on networking sites like LinkedIn
- Use organizations listserves
- Keep contacts and calendar in your smartphone
Business Skills You Need

- How to do a marketing needs analysis
- How to conduct a cost benefit analysis
- How to conduct evidenced based research in your clinical practice
- How to put together a business proposal
References

- Flawless Consulting: A Guide To Getting Your Expertise Used by Peter Block
- Game Changing Advisory Boards: Leveraging Outside Wisdom To Deliver Sustainable Value by William Hawfield and John Zaepfel
- Don’t forget to look for useful apps like iConsult which keeps track of multiple projects at the same time
- Check Internet sites
QUESTIONS?

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