

FUTURE OF NURSING™

Campaign for Action



Succession Planning: Bringing up Tomorrow's Leaders

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Today's Webinar

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- Discuss the benefits of succession planning.
- Dialogue with 3 Coalition Leaders who have successfully supported leadership transitions.
- Identify tactics you need to take to prepare your AC for succession planning.
- Q&A



Winifred V. Quinn, PhD
Director, Advocacy & Consumer
Affairs
*Center to Champion Nursing in
America at AARP*

Today's Guest from Michigan

Melanie Brim, MHA

President & CEO of
the Michigan Health
Council and Co-lead
of the Michigan Action
Coalition



Today's Guest from Oregon

FUTURE OF NURSING™
Campaign for Action

Jana R. Bitton MPA

Executive Director of the
Oregon Center for Nursing
& Co-lead of the Oregon
Action Coalition.



Today's Webinar Leader

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Alexia Green, RN, PhD, FAAN
Professor and Dean Emerita
Texas Tech University Health
Sciences
Founding Co-Lead, Texas AC
Consultant, CCNA

- Best-Practice Coalition's Address Succession Planning Consistently across All Key Leadership Positions of the AC
- Development Planning is Key to Success
- Good Succession Management Is Clearly Correlated to AC Success.

* Derived from "High Impact Succession Planning" – the Center for Creative Leadership (2009)

Texas AC Succession Planning

- Addressed Succession Planning Consistently across All Key Leadership Positions of the AC
- Development Planning was Key to Success – Special Focus on Regional Nurse Leaders
- Built in Succession Planning & Development Planning as a Core Value of Texas AC



The Michigan AC Experience

Melanie Brim, MHA

President & CEO, Michigan Health Council

Michigan Center for Nursing

Michigan AC Leader



Michigan
center for
NURSING

- **Michigan's AC History**

- Initial launch in 2010
- On hiatus in 2013
 - Lack of stakeholder engagement
 - Loss of non-nursing co-lead organization
 - Departure of nursing co-lead designee
- “Re-boot” in August 2014
- Leadership change in May 2015
- Action plans in place in October 2015
- Retooling for a Culture of Health in 2016



Lessons Learned

- Make sure the infrastructure will support the work of the coalition
- Understand the role, function, and expectations of a coalition
- Build and sustain momentum to assure continuity and longevity
- Continually engage with stakeholders
- Express appreciation to those who are volunteering their time, expertise and resources

Building Action Coalition Capacity

- Co-lead organizations
- Co-lead organizational leaders
- Steering Committee
- Action team leadership
- Action team members



- **Recruitment**

- Value Proposition
- Talent Inventory
- Talent Acquisition Plan
- Implementation Plan
- Re-check



- **Leadership Development**

- Mentorship
- Leadership training programs
- Volunteer opportunities
- Focused conversations

- **Retention**

- Valid value proposition
- Meaningful work
- Achievable results
- Supportive culture
- Clear delineation of roles and responsibilities
- Ongoing communication with stakeholders on an individual basis
- Appreciation for contributions
- Make it fun!



The Oregon AC Experience

Jana R. Bitton, MPA
Executive Director, Oregon Center for Nursing
Co-Lead, Oregon Action Coalition





OCN and OAC Leadership Changes

Ch-ch-ch-changes.

Preparing for the inevitable

- Focus on momentum and volunteer engagement.
- Have a strategic plan. Know where you are going.
- Have a solid team culture in place where members support each other, and can lead the work without a co-lead.
- Have the program work clearly documented.

THREE WAYS TO THINK ABOUT SUCCESSION PLANNING



Build from within

- Get the right people on the bus
- Assemble a team of talented individuals who can take over as leader
- Make sure the roles of the co-lead are clearly defined



Oregon Action Coalition
ADVANCING HEALTH IN OREGON

Emergency Succession Planning:

Have a solid back-up plan:

- Make sure the roles of the co-lead are clearly defined
- Agree what functions will be covered by the interim co-lead(s)
- Agree on how the interim co-lead(s) will be supported
- Create a communications plan in the event the transition is sudden and immediate

The leadership of letting go:

- Set clear expectations of the transition
- Be clear on the strategic long-term vision
- Identify any vulnerabilities and build leadership capabilities as needed
- Celebrate the work of the co-lead



Where Are We Now?



CAMPAIGN IMPERATIVES:

- Moving *BEYOND* Nursing!
- Must delivery short term *RESULTS* → while developing long range plans!
- Must have the *COURAGE* to place the right *LEADERS* at the helm – remove weak or ineffective *LEADERS*
- Must have *FUNDING* to sustain work
- Must not ignore *DIVERSE* stakeholders critical to success

Questions or Comments?



**Press *1 on your telephone key pad to ask a question
OR
Use the “chat” feature to send “everyone” a question.**

You can find the recording, webinar summary, and additional resources by going to: www.campaignforaction.org/webinars.

AC Coalition Membership Resources available here:

<http://campaignforaction.org/resource/>

- [Annie E. Casey Foundation Succession Planning Monographs](#)
- [CompassPoint Resources](#)
- [Sample Succession Plan](#)
- [“High Impact Succession Planning” – the Center for Creative Leadership \(2009\)](#)

Coalition Building and Sustainability Learning
Collaborative WebEx Every 2nd Tuesday of Month

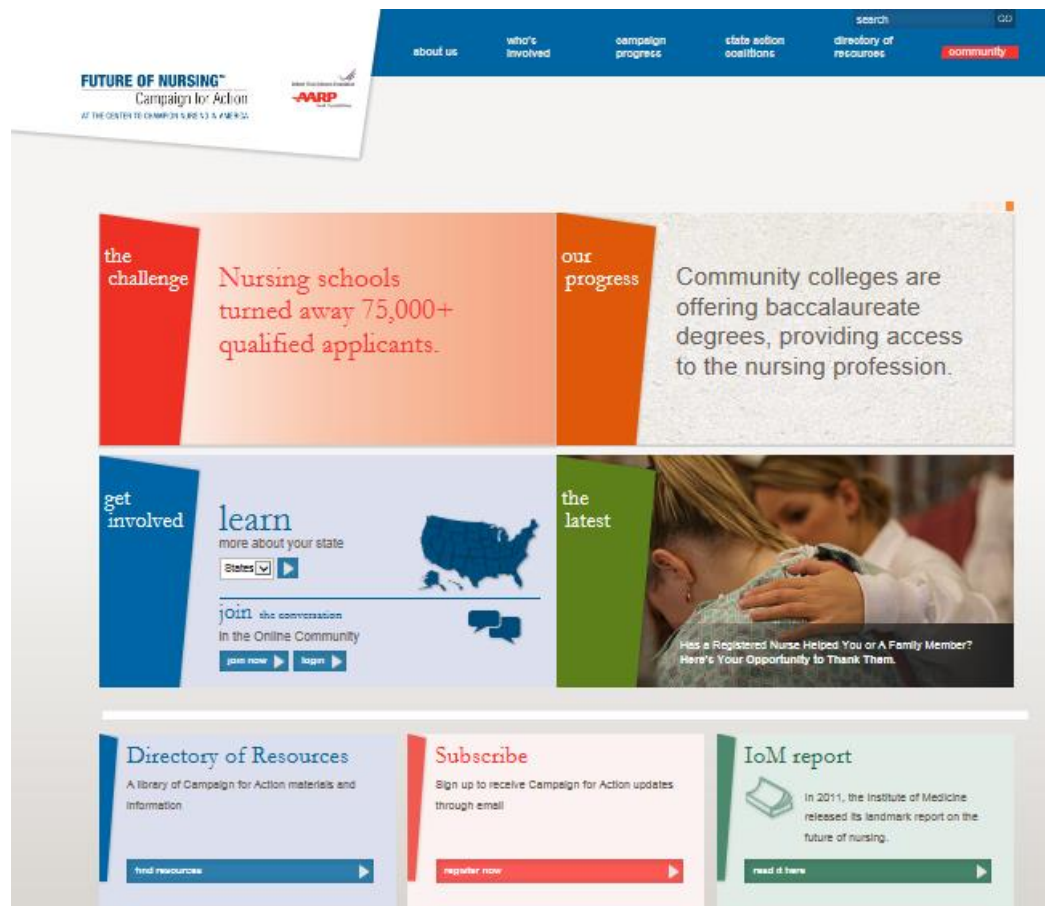
Next Webinar, March 2016: Date and Time TBD
Time 2:00 PM ET – 3:00 PM ET

Topic: **Fundraising and Coalition Building**
Presented by: Campbell and Company

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