

CELEBRITY EDUCATORS
By Cindy Tait, RN, MPH
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Have you ever thought of education as a recruitment tool? A morale builder? A way to establish collegiality and *esprit de corps* among your staff? A source of inspiration?

If you are a connoisseur of nursing education like I am, you recognize the value of conferences. These instructive opportunities offer the chance to sit at the feet of some of the great educators; conferences are the ideal forum in which to learn about the newest state-of-the-art healthcare information and technology, management trends and regulatory issues.

But have you ever considered that these renowned leaders are available to teach at your facility? Your first thought might be, “They must be off the chart expensive—



no way could we afford that!” The answer is yes, they are expensive, typically \$175 per hour and up, plus travel. However, the cost can be easily justified if you pack the room with your nurses as well as with health care providers from the surrounding areas. Don’t forget to invite students and faculty from the local nursing school—the more the merrier! You could even make money if you charge non-employees.

Cindy with Scotty “The IO Guy” Bolloter, BS, EMT-P
at the EMS Expo in Las Vegas Oct. 2009
See his famous EZ IO video
<http://www.youtube.com/watch?v=cerQm5hp-SE>

Consider the following:

These educators have their finger on the pulse of the state-of-the-art health care information, science and technology. They offer a broad perspective that comes from their national and international exposure to other experts in the field. They are typically in regular contact with nurses from varied backgrounds and visit nursing units in all types of facilities. These experts are well read and well versed in their field and are gifted at presenting information in an exciting, lively and even entertaining manner.

Celebrity educators have a gift for inspiring nurses to become like them—tops in their field, knowledgeable and excited about patient care and their specialty. They breed positive attitudes and career enthusiasm. These educators have an aura about them that can only be described as professionally stimulating. This is where

learning is not only “taught,” it is truly “caught.”

Nurses love to be together—to spend time with their colleagues away from the unit and the bedside. By bringing them together for a day of education “*from the best for the best,*” you’ll really have their loyalty. And, if you feed them, well, that’s just icing on the cake! Food is comfort for the comforters; don’t be stingy with the fare when you bring in a big gun educator. Everyone loves to be spoiled.

Most celebrity educators have dynamic media presentations from their travels and connections with pharmaceutical and medical product companies. Visual presentations are stimulating and broaden awareness of the topic.

Inviting nurses from other facilities to see how well you treat your staff is a great recruitment tool. Don’t be shy about personally welcoming them, providing information at each seat, offering a tour and arranging a time to meet the unit managers sometime during the day. A great philosophy is “to know us is to love us.” You can bet there will be some sidebar conversations with your nurses: “What is it like to work here?” “Tell me about your unit.”

If your recruitment program includes advertising, consider that the cost of one full-page newspaper ad could pay for one of the “celebs” to come to your facility. I guarantee you’ll get a better return on your dollar!

How do you find a “cognoscente” high caliber, talented educator? Take a scouting trip to a large conference and attend sessions on the topics of interest. You’ll quickly know who will best meet your goals and align with the needs of your nurses. Another source for speakers are nursing organizations such as the AACN, ENA and SCCM. The Internet has listings of hundreds of instructors; however it is essential to apply due diligence to insure that the speaker is truly an expert and a dynamic speaker. This would include asking for and checking references carefully.

As the proverb says, “Iron sharpens iron.” The best way to sharpen your nurses is to bring in the best educators. Some concern may arise that a celebrity educator will eclipse your top-notch in-house educators. This could not be further from the truth. The role of celebrity educators is to enhance and augment quality in-house training.

So, what are you waiting for? Contact your education department to discuss the details of putting together a seminar with a national-level speaker—you won’t be disappointed!

Your comments and inquiries are welcome
Cindy can be reached at: (951) 782.8200 or cindy@healthcareeducation.org