



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

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July, 2013,

# 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.

# Use Your Personal Experience

- 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



- Not for profit
- For profit

- 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

- 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

- *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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