

# Using a Personal Strategic Plan Refined with Quality Improvement Indicators to Maximize your Impact in Health Care

**Tina Gustin, DNP, CNS**

Associate Professor

**Carolyn M. Rutledge, PhD, FNP-BC**

Professor & Associate Chair School of Nursing

Co-Directors: Center of Telehealth Innovation, Education, & Research (C-TIER)



School of Nursing | College of Health Sciences | Old Dominion University

1

## Disclosure

- The presenter has no real or potential Conflicts of Interest.
  - This project was not grant funded.
  - There is no relationship with drugs or specific devices addressed.



School of Nursing | College of Health Sciences | Old Dominion University

2

# Caren's Story

- Experienced CRNA
- Unsure of how the DNP degree would leverage her career
- Discuss her journey



# Objectives

- Participants will be able to:
  - Outline the purpose for having a personal strategic plan
  - Describe the steps to developing a personal strategic plan
  - Select and utilize quality improvement indicators that will assure success in accomplishing established personal goals



# Current Threats to Success

- Resiliency threatened
- Multiple demands placed on individuals
- COVID
  - Work demand
  - Uncertainty
  - Lack of Control
  - Burnout



# Is this your idea of personal strategic planning?



# Signs you Needs a Strategic Plan

- Not clear on your purpose
- Not sure of your course of action
- Burnout
- Loss of interest
- Lack of presenteeism
- Compassion fatigue
- Decreased resilience
- Frustration/Sadness
- Desire to run away



# Strategic Planning

## Strategic planning:

- Technique used by business and management experts to provide guidance in fulfilling a mission with maximal efficacy and results.

## Personal strategic planning:

- A dynamic document that:
  - Creates a roadmap for career/life
  - Considers core values/passions
  - Outlines individual's primary goals, objectives, and timeline
  - Utilizes SWOT analysis to identify personal strengths, weaknesses, opportunities, and threats.



# Personal Strategic Planning: Why?

- Balance areas of one's life
  - Professional/DNP
  - Family Member - spouse, parent, child, etc.
  - Friend
  - Community member
- Optimize impact by allowing one to:
  - Identify focus/Understand where to put their energy
  - Evaluate accomplishments
  - Refine plan
  - Make focused decisions



## Why Plan

- Life will not go according to plan if you do not have a plan.....
  - Provides direction, meaning, and purpose
  - Achieves the greatest results in a short time
  - Increases the level of performance
  - Leverages skills
  - Enhances quality of life and peace of mind
  - Be more, do more, have more





# Step 1: Who are you?

SWOT Analysis	
Strengths	Weaknesses
Your advantages	Areas for improvement
Opportunities	Threats
Situations to apply your advantages	Where you are at risk

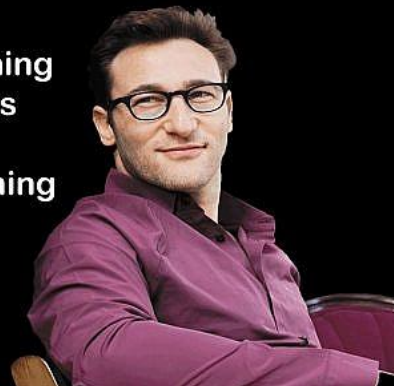


# Step 2: Why?

Working hard For Something  
We don't Care Is Stress

Working Hard For Something  
We Love Is Passion

Simon Sinek



What is your "WHY"?





## Step 3: Where do you want to go?

- **Vision**
  - Where you want to be in 3-5-10 years
- **Mission**
  - What do you intend to accomplish
- **Mentor**
  - Board of Directors
  - Who can help you stay on track



## Step 4: How are you going to get there?

- Goals
- Objectives
- Strategies





## Step 5: Keep the End in Site



## PDCA: Stay on Track



Plan

Write out your strategic plan!



Do

Continually evaluate your progress



Check

Make changes as indicated  
Revise your plan



Act

Maintain what is working  
Improve where needed



# Quality Improvement Indicators

- **Professional**
  - Are you accomplishing the Goals and Objectives that you established in your strategic plan?
  - Are you moving in a different direction and need to revise your professional goals?
- **Personal**
  - Are you feeling success in your relationship with others?
- **Physical/Mental**
  - Do you have adequate work/life balance?
  - Physically – How do you feel? Are you addressing physical health?
  - Mentally – How do you feel? Are you coping with stressors?



# Personal Assessment Indicators

- Well-Being
- Burnout
- Personal Satisfaction
- Irritability
- Feelings of loss of control
- Happiness/Sadness
- Absenteeism



# Professional Assessment Indicators

- Compassion Fatigue
  - Professional Quality of Life (ProQol)
- Resiliency
  - Response to Stressful Experiences Scales (RSES)
    - Meaning-making and restoration, active coping, cognitive flexibility, spirituality, self-efficacy
- Presenteeism
  - Job Related Presenteeism Scale



# Physical Assessment Indicators

- Sleep quality
- Health status
- Tension
- Headaches
- Concentration/Memory
- Body pain



# Mental Assessment Indicators

- Anxiety
- Irritability
- Hopelessness
- Mood
- Substance use



# Strategies for Success

- Write down your Strategic Plan
  - 42% more likely to achieve goals and aspirations when written down
- Review plan on a regular interval
- Be aware of indicators that the plan should be reviewed more frequently
- Have a colleague serve as a mentor/accountability partner
  - 70% more likely to achieve goals when supported by colleagues



## Caren's Journey

- Continues to provide anesthesia to disabled adults
- Utilizes her own therapy dog in her practice
- Advocate at the state level for disabled adult
- Husband has completed his PhD
- Moved to a farm to raise therapy/service dogs and other animals



School of Nursing | College of Health Sciences | Old Dominion University

25

## Questions??

[tgustin@odu.edu](mailto:tgustin@odu.edu)

757-285-6215

Tina Gustin, DNP, CNS, RN



School of Nursing | College of Health Sciences | Old Dominion University

26