Key Term Review

- **Ambassador cards** are like business cards and are provided to staff nurses to make it easy for them to invite outstanding colleagues to join the organization. The cards include recruitment phone numbers, the appropriate Web site address, and a space for nurses to insert their names and titles.
- The **Equal Employment Opportunity Commission** protects job applicants from discrimination.
- **Tailored incentives** such as flextime, more autonomy, specialized training, telecommuting, job sharing, an enhanced job title, child care, elder care, tying job goals directly to compensation, tying a financial incentive to completing a specific project, and offering a percentage of realized savings from innovative prevention programs can be offered to entice top staff to accept employment.

Leadership Development Exercises

Leadership Development Exercise 17-1

Develop questions you'd like to ask a member of your marketing department about how nursing and marketing can collaborate. If possible, ask the questions of someone in the marketing department or role-play it with at least one other colleague and then analyze the results.

Leadership Development Exercise 17-2

Develop an interview schedule for potential applicants. If possible, conduct an in-person, online, or phone interview with a marketing person or a colleague, using your interview schedule. Evaluate the results and obtain further practice if necessary.

Leadership Development Exercise 17-3

Evaluate the adequacy of your organization's Web recruitment efforts. If your organization doesn't have a Web site, go online and evaluate another organization's site using information available in this chapter.

Leadership Development Exercise 17-4

Make a list of 10 ways you can strengthen recruitment in your community. Discuss your list with at least three other colleagues. Obtain feedback, and revise your list as needed.

Optional: Collaborate with your colleagues, and share the best ideas with a nurse leader.

Leadership Development Exercise 17-5

Compose questions that you would use to survey nurses about their job satisfaction. Try them out with at least two other nurses, and obtain feedback. Revise your questions as needed. Compare your survey with other nurse satisfaction surveys in the nursing literature.

Optional: Interview at least two other nurses, and write up your results.

Leadership Development Exercise 17-6

Debate with a colleague whether using staff nurses' cars for recruitment is a good idea or not. Flip a coin to see which side of the debate you will take. When you're finished, switch sides and debate again. Write up what you learned from this exercise.

Leadership Development Exercise 17-7

Write your ideal job description.

Leadership Development Exercise 17-8

Write an advertisement to hire a nurse leader for your organization. Obtain feedback from two or more colleagues.

Leadership Development Exercise 17-9

Develop a professional portfolio for yourself. Share your completed portfolio with at least two other colleagues, and obtain feedback. Revise, if necessary.

Leadership Development Exercise 17-10

Work with two other colleagues to analyze the recruitment process.

a. Role-play a job interview with a colleague.
b. Using Table 17-1, have another colleague observe and make sure that the interviewer asks no discriminatory questions. Ask this observer to critique the mock interview.
c. Repeat this process two more times, each time with a different person in the roles of applicant, interviewer, and observer.
d. Write up your results, and share them with the class.

Optional: Complete the role-playing in front of the class, and ask your classmates to observe for discrimination and to analyze the process.

Leadership Development Exercise 17-11

Interview a nurse recruiter in person, on the phone, or online to find out how his or her organization measures recruitment efforts. Report your findings to at least two colleagues.

Advanced Leadership Development Exercises

■ Leadership Development Exercise 17-11

Teach peers or less experienced nurse leaders about recruitment and interviewing practices. Obtain feedback from learners.

Optional: Write up your results, and share them with at least two other colleagues.

■ Leadership Development Exercise 17-12

Design a problem statement to study a recruitment or interviewing issue. Obtain feedback from at least two other colleagues. Revise your problem statements as necessary.

■ Leadership Development Exercise 17-13

Develop a research project to study a recruitment or interviewing issue. Obtain feedback from at least two other colleagues. Revise as necessary.

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