



Scanlan and Partners Professional Nursing Corporation

Entrepreneur Coaching

1. Put customers first.

In order to be successful at any business, your customer must be a priority for you. If it can not be, then you should not be in business. Can you be that nurse who can be on time for their client? Are you the nurse that has the skills to be a community nurse? You may have to put your own needs (going out on a date) or going to a child's hockey game aside to see a patient.

Am I that nurse? Can I put my business first? Yes or No

2. It is personal.

Being a business owner **requires dedication** and often it is not a part-time job, and it's not something you can turn on and off. Our entrepreneurs create businesses that are often, if not always, an extension of who they are and what they are passionate about. They have a point of view and they live this every day, whether they are at work or spending time with their family. From this I have learned about the benefit of authenticity, of leading and showing up at work as a human being – the same person that my husband and kids see when I spend time with them (albeit not dressed in my PJs).

Am I passionate of what I do in nursing (i.e. CPR classes, Foot Care, Wound Care, Palliative care) to make it a business? Yes or No

3. Take risks.

Starting a business takes tremendous guts – sometimes our customers are taking **a big risk financially**. Others are taking a risk by bringing their authentic point of view to the world, where they risk rejection. Entrepreneurs are put in the position of doing things that they've never done before and have to make decisions in areas where they don't have enough information or a lot of experience. If you have decided to be an entrepreneur you have the courage gene – congratulations, and know that, you are not alone, we are here to coach and support you.

Am I willing to take the risk? Yes or No



4. We must learn and adapt.

This initiative is a social entrepreneur project. We are always **changing and adapting** our marketing tools (web site updates, Facebook blogs, rack cards, forms), or nursing processes to meet recent research and best practice guidelines. We must pivot to meet the needs of our business and the needs of patients. Listening and adapting to our own and patient needs is a constant challenge. In order to stay in business, you must be adaptable and be keen to learn and change. i.e. new medical products, new pathogen, traveling in bad weather; new idea for your business to stay fresh etc. Change is part of business, as it is part of life.

Do I have the right personality to be adaptable, open to risk (possibly failure and am I OK to learn from those mistakes and carry on – adapt – go a different direction quickly?) Yes or No

5. Do whatever it takes.

Every day, our entrepreneur nurse business owners do what it takes to deliver for their patients and to run their business. At one minute they might be entering invoices into their accounting software or creating or updating their business plan, and then they might need to pivot and talk to a patient on the phone or pitch in to help another entrepreneur nurse who has broken their arm. I think flexibility, willingness to support one another, and the idea that no problem is 'someone else's responsibility' inspires me. Working as a collective is supportive; kind and generous.

Am I willing to do whatever it takes to make it to my patient - on time, at the right place with the right skill – am I committed (as this is our brand). Showing up is half the battle. Our brand is that we show up, on the time we promised with the same nurse (total and patient centred care – body/mind/spirit) with the right skill to meet the patient need. Can you do it? Yes or No

From the website: www.nursematch.ca

Mission: Our mission is to provide excellence in nursing care for the area of Nipissing for the purpose of creating a healthy community.

Vision: We will support community health by supplying the patient with proficient and skilled nurses, who will provide a therapeutic relationship, in a timely manner, for accelerated healing and ongoing support.



Philosophy

- Treat all patients, agency nurses and others with integrity, respect and appreciation.
- Be accountable to our patients and community health care partners.
- Encourage creativity and innovation in our nursing activities.
- At all times, act according to the North Bay North Bay Nursing Agency Code of Ethical Principles and Standards

Notes: