



Presents...

Baby-Friendly Leadership Strategies

Kathy Parkes, MSN-Ed, RN, IBCLC, FILCA, Harley Rider
Kirsten Krane, RDN, MS-MPH, CLC, Lover of Snow

This webinar is being recorded.

Please MUTE your line by pressing *6. Please do not press hold.

Today's Presenters



Kathy Parkes, Babyboomer

- Currently listening to: Every genre
- After work Plans: Tai Chi
- Leadership: Empower them!

Kirsten Krane, Millennial

- Currently listening to: NPR, Avett Brothers
- After work Plans: Dinner, Watch Late Show
- Leadership: Collaborative to a fault



Objectives

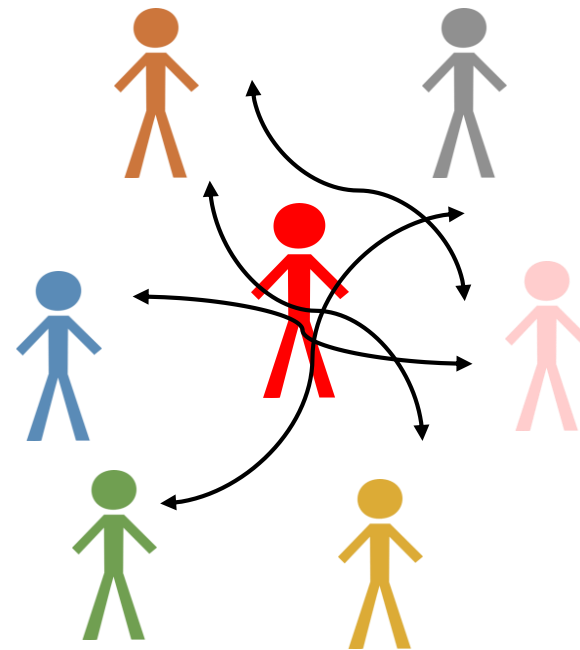
By the end of this webinar, participants will:

- Consider employing collaborative leadership style for BFHI work
- Describe Baby-friendly leadership tactics as they pertain to Stages of Change Theory
- Describe practical leadership approaches related to Baby-friendly designation

Leadership: Collective is the new Individual



Asking a new question



What conditions do we need for leadership to flourish in our team/department/hospital?

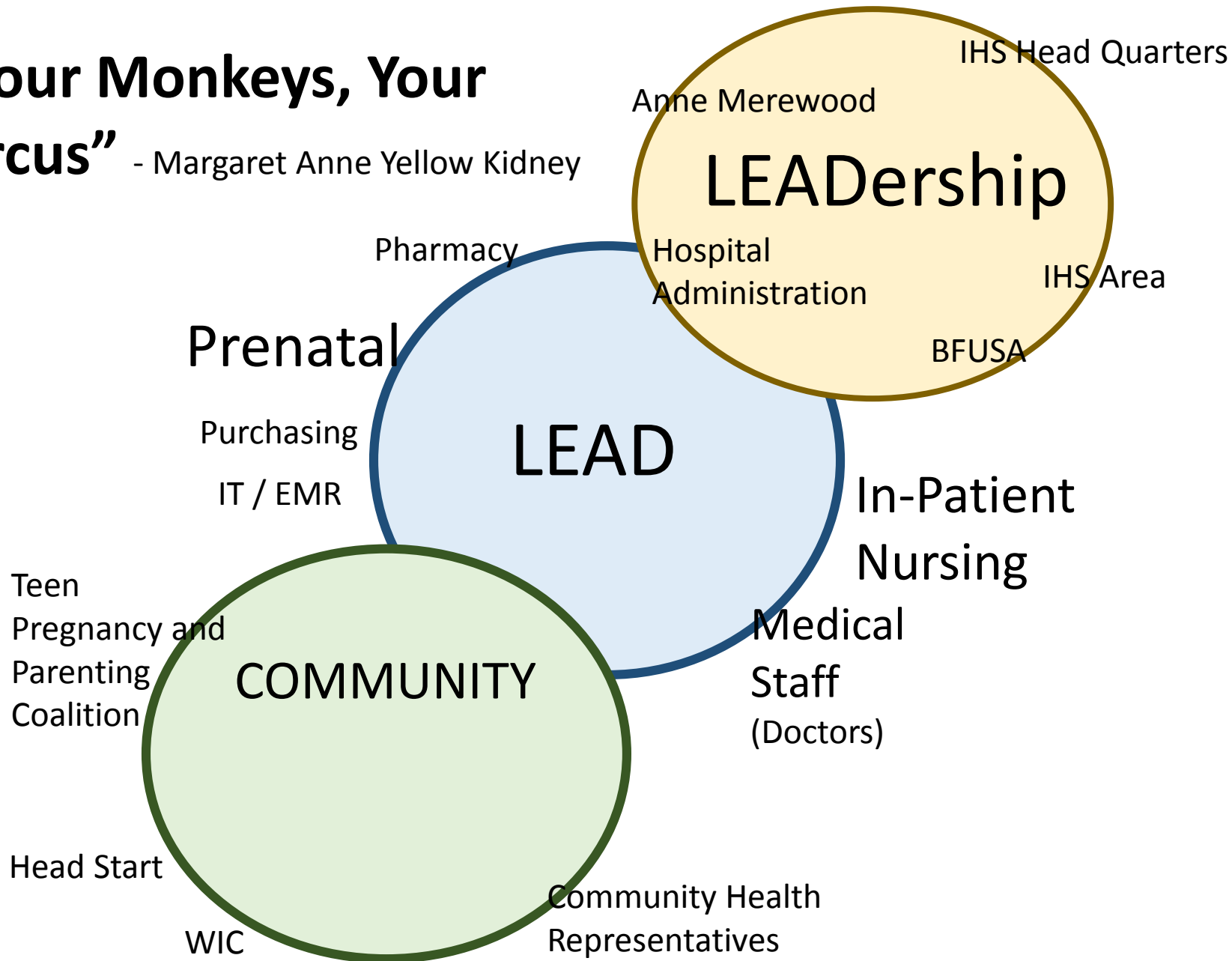
Providing and Receiving



Everyone Plays a Leadership Role in their Area!

- CHAMPS/Baby-Friendly Team Lead*
- Nursing Staff
 - Labor and Delivery
 - Mother-Baby/Postpartum
 - Day and night shift
 - Nursing Management
 - Nurse Educator
- Lactation Staff
- OB/GYN Physician Lead
- Pediatrician Physician Lead
- Hospital Management
- Prenatal Clinics
 - Manager / Liaison
- Community/Patient Representative
- NICU Manager
- Nurse Educator
- Director of Continuing Medical Education
- IT / EMR
- Purchasing
- Patient Education / Health Literacy
- Marketing & Public Relations
- Medical Billing
- Other Community Groups
- Anesthesia Champion

“Your Monkeys, Your Circus” - Margaret Anne Yellow Kidney



“Leaders recognize early that no man is an island and quickly garner, foster, and build collaborative teams. They make it possible for people to do good work by trusting them and enabling them.”

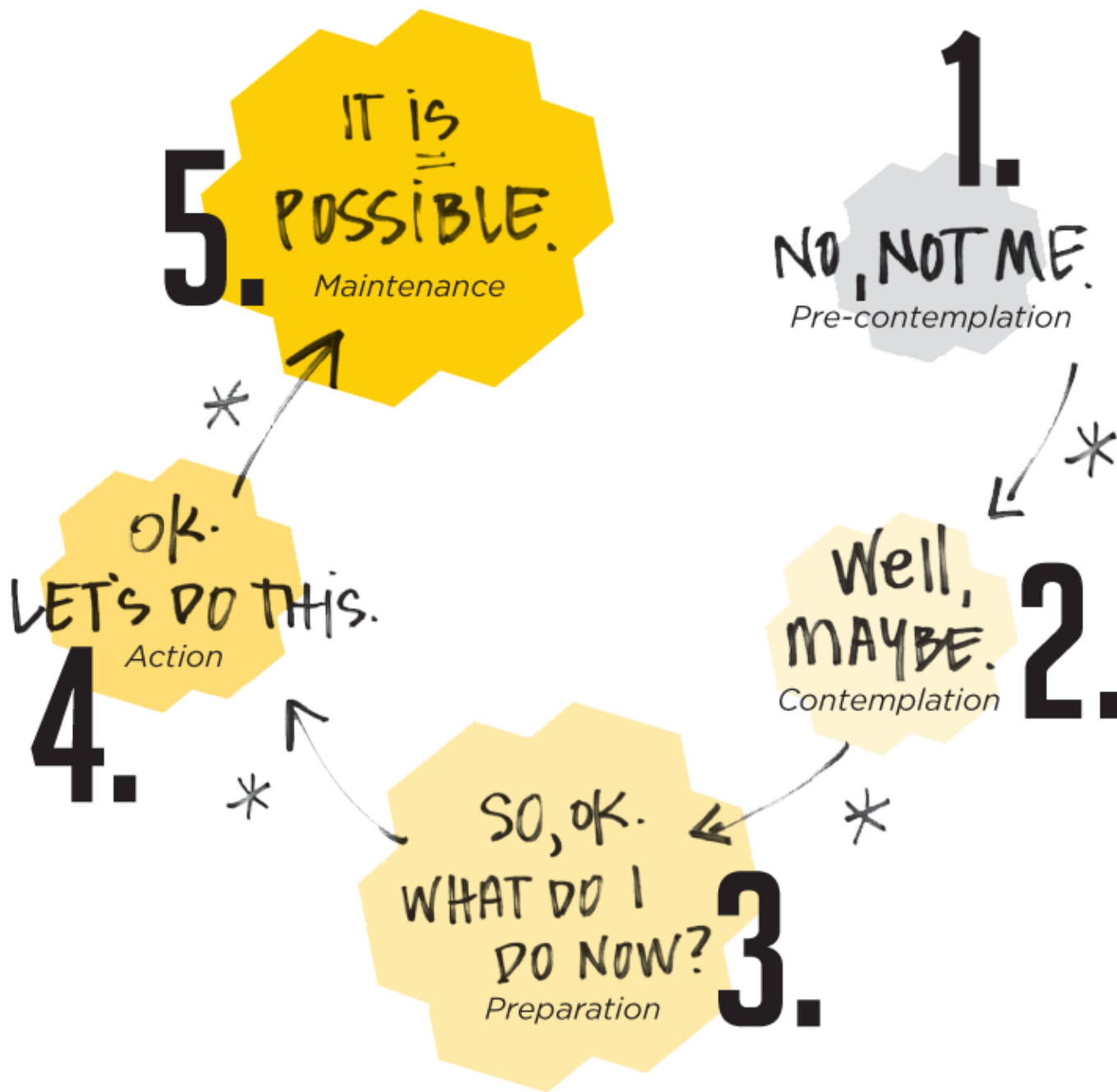
-Nancy Dickenson-Hazard, *Reflections on Nursing Leadership*



Your Guide to the Stages of Change



Copyright (c) 1995 by Grant Corbett, All rights reserved. May not be reproduced in whole or part in any form by any means without permission.



Practical Tactics

Ideas for
making
your
Baby-
Friendly
journey a
success!



Re-engineer the Environment



Create Consistent Accountability (Accountability = Boundaries)



Involve Everyone in the Process ... and in the Leadership ...and in the Ownership



Avoid the Blame Game. “Sit on the Same Side of the Table”



True North

“A compass, I learned when I was surveying, it'll... it'll point you True North from where you're standing, but it's got no advice about the swamps and deserts and chasms that you'll encounter along the way. If in pursuit of your destination, you plunge ahead, heedless of obstacles, and achieve nothing more than to sink in a swamp... What's the use of knowing True North?” Film, *Lincoln*, 2012 (Director, Steven Spielberg)



Boil the Frog Slowly



Reflect back and CELEBRATE your accomplishments!



HAVE FUN!!



References

Slide 4 : Center for Creative Leadership. “Future Trends in Leadership Development” –Nick Petrie <http://insights.ccl.org/wp-content/uploads/2015/04/futureTrends.pdf>

Slide 13: Brown, Brene. 2015. “Rising Strong” Gotham Books

Slide 15: Brown, Brene. 2012. “Daring Greatly: How the Courage to be Vulnerable Transforms the Way We Live, Love, Parent and Lead” Gotham Books

Slide 16: Film: *Lincoln*. 2012. Directed by Stephen Spielberg.

Discussion Questions

KATHY: Brick walls

KATHY: Innovative Leadership Tactic

KIRSETN: We have a breast for you!
– We would like to hear examples
of people on your team who
provide great leadership- and
whats so great about it?

What else can CHAMPS do for you?

