

AMERICAN ASSOCIATION of CRITICAL-CARE NURSES

GUIDED BY WHY

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Why ask WHY?

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The Power of Why



- Why do we do what we do
- Why we come back, day after day
- Why make our optimal contributions to patients and families

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Why did you become a nurse?

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Using Your Gifts

- Generates energy
- Intrinsically rewarding
- Fundamental to who you are
- Timeless
- Serve Others



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Four Ancient Gifts



Earth



Fire



Water



Air


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Gift of Earth

Earth energy is.....

- Focused
- Industrious
- Loyal
- Practical
- Well-prepared
- Dependable
- Logical, analytical



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Gift of Earth

Earth gifts include ...

- Detailed planning
- Trouble-shooting
- Organizing anything
- Doing it right the first time
- Creating systems
- Keeping teams on track
- Accepting responsibility




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Gift of Earth

Typical roles include...

- Leader
- Military nurse
- Annual conference chair
- Project manager
- Beacon or Magnet coordinator
- Practice Council Chair




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Gift of Fire

Fire energy is.....

- Ambitious
- Visionary
- Courageous
- Confident
- Independent
- Determined
- In Control
- Goal Oriented




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Gift of Fire

Fire gifts include ...

- Setting and achieving goals
- Envisioning the future
- Taking charge
- Rallying others
- Competing to win
- Inspiring others
- Setting the pace
- Being decisive




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Gift of Fire

Typical roles include ...

- ED, ICU, OR Nurse
- Rapid Response Team
- Charge Nurse




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Gift of Water

Water energy is.....

- Understanding
- Intuitive
- Easy going
- Supportive
- Compassionate
- Genuine
- Reflective
- Nurturing




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Gift of Water

Water gifts include ...

- Mediating conflict
- Teaching
- Working on teams
- Using diplomacy
- Encouraging, understanding others
- Facilitating groups
- Selling
- Putting people at ease




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Gift of Water

Typical roles include ...

- Preceptors
- Mentors
- CNS
- Educators
- Coaches




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Gift of Air

Air energy is.....

- Spontaneous
- Curious
- Communicative
- Multi-tasking
- Analytical
- Innovative
- Idea-centered
- Flexible




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Gift of Air

Air gifts include ...

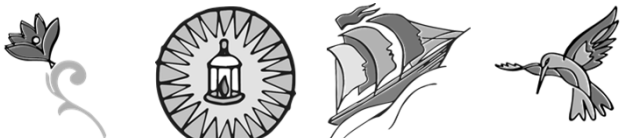
- Adapting to change
- Expanding limits
- Improvising
- Writing
- Speaking
- Explaining
- Motivating others through ideas
- Starting new projects



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Four Ancient Gifts



Earth Fire Water Air


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Why is WHY important

Nursing requires us to take action...

- for the patient
- for the family
- for big issues




Core purpose Task at hand

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Creativity and ingenuity are widely distributed.

People will seek responsibility when allowed to do work that is meaningful.

Douglas McGregor, 1960



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Human Motivation


<p>Type X People</p> <ul style="list-style-type: none"> • Extrinsic desires • External rewards (money, fame, beauty) • Fast results • Learn through experience • Finite resource 	<p>Type I People</p> <ul style="list-style-type: none"> • Intrinsic desires • Freedom, challenge, and purpose • Mastery • Natural state • Concentrate on the work itself, not money • Renewable resource
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Drive by Daniel Pink


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AACN's Clinical Scene Investigator

- 5 years
- 9 cohorts
- 66 hospitals
- 249 nurses
- \$34.6 million dollars saved




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"Man can face any WHAT if he has a big enough WHY."

Friedrich Nietzsche

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"Unless someone like you cares a whole lot, nothing is going to get better. It's not."

Theodor Geissell (Dr. Suess)


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“It’s impossible,” said Pride

“It’s risky,” said Experience

“It’s pointless,” said Reason


“Give it a try,” whispered Heart



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How AACN Lives Our WHY



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We Need Time to Think

In the budget...

Non-productive time is anything a nurse does that is not beside care

In reality...


Nurses come up with realistic strategies, sit on practice councils, and work on research



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Can patients and families see and feel your WHY?



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What can you do in 5 minutes?



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Millions saw the apple fall, but Newton was the first one who asked “WHY?”

Bernard Baruch

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