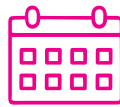


# Certificate in Nurse Leadership

*Targeted Essential Skills Development*



**24 CNEs**



**12 Weeks**



**100% Online**

**In Partnership With the Leadership Development Unit of Duke University**

Duke CE has been consistently ranked among the Top Global Custom Executive Education Providers by The Financial Times for two decades.

Duke CE delivers impact and insight in over 80 countries, for more than 300,000 leaders.

In 2022, Duke CE was #2 worldwide, and the Top Provider based in North America, Africa, Asia, and the UK.

## Nurse Leaders Needed!

Healthcare models are being disrupted by a combination of shifts in regulation, reimbursement, technological breakthroughs in diagnostics and treatment, and new care delivery models both personalizing treatment and extending the care experience beyond the hospital.

Leading in this fast-paced environment presents unique challenges — keeping pace with new technologies and regulations, finding innovative ways to do more with less, and delivering high-quality care with increased speed. For nurse leaders, the task is to not only keep pace as an individual, but to guide and bring others along as well.

Healthcare organizations are finding that the extremely challenging but crucial nurse leadership positions are often the most important but difficult to fill. Very frequently, these positions are filled by skilled bedside Registered Nurses who are great nurses, but haven't had an opportunity to practice leading or participate in structured leadership training.

Research from Duke Corporate Education (Duke CE) and practical experience and insight from OpusVi led to the creation of a new and novel nurse leader course that addresses key challenges currently facing nurse leaders. Through cutting edge information and toolkits, the participants learn how an agile mindset supported by new skills helps them better navigate the continuously evolving terrain, to create a healthier work environment and optimize patient care.

This program was developed to help build a stronger foundation in key leadership skills for new and potential nurse leaders. The overarching desired outcome is to enhance the capabilities, resiliency, self-satisfaction and effectiveness of existing and aspiring nurse leaders. In addition, greater skills are needed in preparation for advancement to higher-level nurse leadership positions given that vacancies are anticipated to increase due to impending retirements.

## Surveyed graduates have put the following skills into practice while still studying the program:

- Managing energy and avoiding burnout for themselves and their teams: 70%
- Coaching for performance and development: 80%
- Building and facilitating effective teams: 71%
- Leading and managing change: 78%



## About This Course

This program, developed in partnership with Duke University and its leadership specialists at Duke CE, focuses on nurse leaders wishing to make an impact in their organization.

Designed for nurses looking to enhance key leadership skills, the course includes a unique combination of evidence-based content, practical tools, insightful examples and structured application to move the learner from insight to action. This, coupled with the interactivity and collaboration with other nurses and skilled facilitators, creates a rich experience and provides nurse leaders with the mind-set, skills and confidence to lead in a manner that is authentic to who they are.

The course addresses key challenges facing nurse leaders through a series of four modules: Leading Self, Leading Others, Leading Change and Leading Organization.

Each of these modules is organized into units that contain content relevant to developing proficiency in that area of leadership. At the end of each unit, learners participate in application activities designed to reinforce their understanding, apply and demonstrate the skills in constructed scenarios and/or personal situations, and plan what to do differently on the job. Example activities include personal assessments, situational scenario/case analysis, personal planning guides, practice tips, and reflection questions.

## Who Should Study This Program?

Our program is designed for new and experienced nurse leaders alike. It's best suited for:

- Actively practicing nurses, both bedside nurses and nurse leaders, as the learning content explores nursing-specific topics
- Nurses who are interested in exploring leadership topics from a nursing perspective, such as exploring the team collaborative, driving change, being an advocate, and the transition from the bedside to nurse leader
- Nurses who are interested in leadership roles within the nursing field
- New nurse leaders learning to lead a team
- Experienced nurse leaders, including those who hold BSN, MSN, or PhD in Nursing degrees, and want to refresh their knowledge and perspectives





## Our Lead Contributors

OpusVi's proven thought leadership from 'high-potential' nurses and subject matter experts combined with Duke Corporate Education's cutting-edge university research on leadership best practices infuse this certificate with practical and relevant content to pave the way for nurses to become transformational leaders.



### Cindy Campbell, BA

#### Professional career highlights:

Instructional Design, Duke Corporate Education

Project Director, Duke Corporate Education

Director, Distributed Learning Support, Fuqua School of Business, Duke



### Nancy Keeshan, MA

#### Professional career highlights:

Executive Director and Global Practice Lead Managing Director, Duke Corporate Education

Assistant Dean, EMBA, Fuqua School of Business



### Kim Deese, RN, BSN, MBA/HCM

#### Professional career highlights:

Senior Director, Clinical and Advisory Services, Dignity Health International

CNE/VP Nursing and Ancillary Services Dignity Health - Woodland

CNE/VP Patient Care Services, St Vincent Medical Center



### Cherie Kunold, BSN, LSSBB

#### Professional career highlights:

Executive Coach

Senior Director, Patient Care Services, Dignity Health

System Director, Performance Excellence, Dignity Health

Director, Diversity and Organizational Development

## Subject Matter Experts

To capture the most relevant, up-to-date, and real-world content, our lead contributors from Duke and OpusVi consulted with subject matter experts to create thought leadership pieces and case studies.

Contributors include:

- System Vice President, Nursing
- Regional Senior Vice President, Operations
- Hospital Presidents
- Chief Financial Officers (CFO)
- Chief Nurse Executive Officers (CNEO)
- Nurse Leaders
- Learning and Organizational Development
- Consultants



# Why Study This Course?



## Outstanding Content

Duke CE ranked top 3 globally by Financial Times for the past 19 years

Co-created by academics from a top-ten US University

Co-created by CNOs from the largest US not-for-profit healthcare system

## Excellent Value

Price: \$2,495

24 contact hours allowing nurses to meet their ongoing Continuing Education (CE) requirements

Duke CE Certificate

## Exceptional Learning Experience

Thought leadership pieces from senior staff including CNEOs, CFOs

Online, flexible study from any device at any time

Engaging learning environment: video- based content, real case studies, projects, discussions and job aids

## Flexible Study

12 weeks  
4-6 hours effort per week

Various start dates

Modularized, bitesize learning chunks to allow you to manage your workload

# Course Structure

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## Module One: Leading Self

For nurse leaders, the task is now to not only keep pace as an individual, but to guide and bring others along as well. It may seem counter-intuitive but the best place to begin being more effective in leading others is to start with self-awareness and insight.

- Week 1:** Becoming an Authentic Leader
- Week 2:** Making the Transition to Nurse Leader & Building Relationships
- Week 3:** Building Personal Resilience

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## Module Two: Leading Others

Acquire nurse leadership skills that elevate the performance of others including: forming and engaging teams by setting clear goals and priorities, establishing a foundation of trust and creating psychological safety.

- Week 4:** Motivating and Coaching Others
- Week 5:** Aligning People and Work & Elevating Team Effectiveness
- Week 6:** Addressing Performance Issues

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## Module Three: Leading Change

Nurse leaders are facing an evolving healthcare environment. It is now necessary to understand and lead through these disruptions in order to ignite, invite and inspire change in individuals, teams and organizations.

- Week 7:** Leading in a VUCA World & Why is Change so Hard for People?
- Week 8:** Frameworks for Accelerating Organizational and Individual Change
- Week 9:** Communication Skills to Drive Change: Influence and Storytelling

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## Module Four: Leading Organization

Nurse leadership requires a deeper understanding of how healthcare organizations function in areas ranging from strategic and financial management to organizational structure and regulatory compliance.

- Week 10:** Thinking Strategically about Healthcare & Working Across Boundaries
- Week 11:** Unlocking Financial Value in Healthcare
- Week 12:** Being Regulatory Ready & Wrap Up



“My favorite part of the class was the finance module. The task asked for an interview with a senior executive. The interview was a great way to get to know my CNEO and it identified our weak spots as nurses with the finance aspect of hospital management. This led to a meeting with the CFO, which was eye opening for both of us. The CFO has now set up a Finance 101 meeting with all department heads and Nurse Shift Managers. We also identified major flaws in our budget which will be addressed in the next fiscal year.”

“I am taking every bit of the information I have learned and using it daily. These modules really drive home the “why” behind a lot of things I see from the leadership angle. I have found providing the “why” to my staff has really improved the collaboration and commitment to change. A small but simple change.”

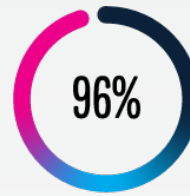


**Raeann Schmunk**  
Nurse Shift Manager

“I found the content to be relatable, logical in its progression, easy to comprehend and apply. I appreciated how the broad themes were broken down into tips that are easy to apply in everyday practice.”



**Erin Harrington**  
ED Nurse



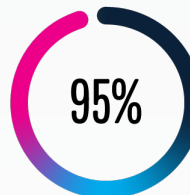
of surveyed graduates would recommend this course to other current/aspiring leaders.



of surveyed graduates agreed that the course content and learning objectives were relevant to their leadership development needs.



agreed that the content is objective, current, scientifically sound, and free of commercial bias.



agreed or strongly agreed that as a result of completing this course, they will be able to improve patient satisfaction.

## Our Content

Today, online learning is opening up new opportunities for anyone who is seeking higher education, wherever they are in the world. The benefits are numerous – geographical independence, lower fees, and online learning platforms that are smooth, reliable, and deliver all the learning materials you need to enhance your skills as a nurse leader and receive continuing education credits.

Our content comprises of the following:

- Dynamic, engaging video content
- Interactive lessons with practical hands on exercises
- Collaborative discussions
- Job aids and takeaways for continuous reference
- Networking opportunities







At OpusVi (Latin for Workforce), we partner with healthcare organizations to build transformative workforce solutions. We have developed a workforce development platform that enables healthcare systems and organizations to upskill and retain top talents. Dedicated to providing the best client experience, we have designed custom online and hybrid programs and workforce development solutions that improve and positively impact talent retention as much as patient health and quality of care. We remain leaders in the healthcare education space by creating scalable, cutting-edge solutions through innovative technologies, clinical expertise, and evidence-based training alongside the industry's top subject matter experts and academic institutions.

Duke<sup>CE</sup>

Part of Duke University, Duke CE is the premier global provider of leadership solutions. The Financial Times has ranked Duke CE among the top three globally in custom executive education for 19 consecutive years. Duke University is consistently ranked in the top ten US News ranking for national universities and in the top 20 globally.



**Learn More**

For enterprise inquiries, contact  
**[enterprise@opusvi.com](mailto:enterprise@opusvi.com)**

**[opusvi.com](https://opusvi.com)**