

**Title:**

The Phases of Leadership and Your Leadership Brand

**Beth A. Brooks, PhD**

*The Brooks Group, LLC, Chicago, IL, USA*

**Session Title:**

Career Transitions: Capitalizing on Your Leadership Competencies

**Slot:**

D 04: Friday, 28 July 2017: 10:45 AM-12:00 PM

**Scheduled Time:**

10:45 AM

**Keywords:**

leadership brand, nurse leaders and phases of leadership

**References:**

Brooks, B.A. (2016). Preparing nurses for emerging roles. *Health Progress*, 97(1), 19-23.

Carrigan, T.M., & Brooks, B.A. (2016). Q: How Will We Achieve 20% by 2020? A: Men in Nursing. *Nurse Leader*, 14(2), 115-119.

**Abstract Summary:**

Traditional leadership roles are continuously being redefined, which means that new possibilities are being created and new opportunities are emerging. For nurse leaders, this transformational new reality is opening doors beyond the traditional hospital and health care system roles.

**Learning Activity:**

LEARNING OBJECTIVES	EXPANDED CONTENT OUTLINE
Define the six phases of leadership.	Managing self to managing others Managing others to managing managers Managing managers to functional manager From functional manager to business manager From business manager to group manager From group manager to enterprise manager
Describe the components that comprise one's leadership "brand".	Define the attributes of a brand. Define components of a nurse leaders brand. Executive presence. Social media use.

## **Abstract Text:**

Health care today as an industry looks nothing like it did even 10 years ago—it is not merely changing, it is being fundamentally transformed. Traditional leadership roles are continuously being redefined, which means that new possibilities are being created and new opportunities are emerging. For nurse leaders, this transformational new reality is opening doors beyond the traditional hospital and health care system roles. But all too often nurse leaders are unsure about how to begin to move into these non-traditional leadership roles, an increasing number of which are outside hospital settings.

Leaders pass through six phases of leadership (Charan, Drodger & Noel, 2000). Required during each phase is emphasizing and capitalizing on different competencies, in addition to modifying how you act and are perceived as a leader; i.e. your leadership brand. Your brand is your executive presence—from a stylish haircut, to fashionable attire, to having read the latest industry news—nurse leaders have to work on how they are perceived by others. This is not the time to passively sit back and wait to be recognized for all your hard work, which tends to be a very common approach for nurses to engage in. A more effective alternative is a proactive and appropriate use of social media, which provides a means of showcasing how you are ready for a leadership role that would otherwise be offered to a leader outside nursing. But there are also cautions as to how leaders should use social media, because it could just as easily hinder and hurt your leadership brand. Finally, it is important for leaders to maintain a work life balance and to effectively manage stress, since simply being a leader can take a toll on your health. New research suggests that extra pounds and a larger waistline can actually undermine perceptions of leadership abilities. Being confident in how you look and feel is essential for successful networking. In this symposium, three senior health care executives with a unique combination of skills in personal branding, career coaching and one who herself has moved to the very top of the leadership hierarchy, will provide insights, recommendations and time-tested strategies on how to successfully navigate the phases of leadership to claim the corner office.