

Symposium on

# The Brand Image of Nursing

*All Nurses are Leaders*

October 18, 2022

**GOING  
ONLINE**



College of Nursing  
Williams College of Business



**WE LISTENED TO *BUSY NURSES***

**AND MOVED THE SYMPOSIUM [ONLINE](#)**

for ONE DAY ONLY

**Oct 18, 2022 from 8:00-4:00 (EST)**

**(\$25.00 per person/students free)**

Website and Registration: <https://www.brandimageofnursing.com>

Questions: [info@brandimageofnursing.com](mailto:info@brandimageofnursing.com)

*The Mission of IBIN: To unify and communicate the professional brand image that **All Nurses are Leaders** throughout every corner of nursing and across the globe.*

**Purpose of the Symposium:** To explore ways to consistently integrate, communicate, advocate, and transform the brand image *All Nurses are Leaders* within and across nursing practice, education, research, advocacy, technology/innovation, professional associations, policy/regulation, and throughout the public domain.

Recent research findings revealed a significant gap exists between how nurses perceive their profession currently versus how they would like to be perceived. Brand position statements most frequently selected as descriptive of nursing focused on themes of "caring" and "patient centeredness"; however, **"nurses are leaders in practice, education, and research"** was chosen as the "most desired" brand position for the nursing profession ( $p=0.01$ ) (Godsey & Hayes, 2018).

A national sample of public respondents ( $n=743$ ) reported these descriptors as the **highest ranked** for nursing:

*Caring, Healthcare Providers, Essential Members of the Healthcare Team, Patient Centered, Skilled, Professional, Empathetic, Nurturing/Mothering, and Physician's Assistant*

The public ( $n=743$ ) then ranked the following descriptors **lowest** for nursing (0-1.2% of respondents):

*Leaders ( $n=7$ ), Holistic ( $n=6$ ), Technological ( $n=6$ ), Decision Makers ( $n=4$ ), Autonomous ( $n=1$ ), Researchers ( $n=0$ )*

The brand position message that "nursing is a caring profession" has been successfully delivered and fully accepted by nurses and the public alike. It is time for the profession to expand upon its caring image and strategically message the characteristics of nursing that are not well known or easily apparent to the public, or even to the nursing profession itself: **All Nurses are Leaders** (Godsey, et al., 2020).

## **SYMPOSIUM OBJECTIVES**

At the conclusion of the Symposium for the Brand Image of Nursing, participants will be able to:

1. Describe the Brand Image of Nursing as perceived by Registered Nurses and by the public.
2. Explore national/international research findings comparing nurses' current versus desired image of nursing and public's perception of brand image of nursing.
3. Develop innovative strategies to communicate, advocate and integrate the brand image "All Nurses are Leaders" at state, national, and international levels.
4. Apply principles of brand theory and marketing in the redesign of brand image "All Nurses are Leaders" to support nursing recruitment, retention, and professional self-actualization.

## **TARGET AUDIENCE**

- Nurses in state, national, and international nursing organizations
- Nurses in all practice settings
- Nurses who teach or conduct research
- Nurses in technology, innovation, policy/regulation, and advocacy environments
- Interprofessional experts in strategic marketing and branding

## **CONTINUING EDUCATION**

- Application for Continuing Education (CE) credit through the Kentucky Board of Nursing is in process.

## **REGISTRATION FEES**

The purpose of this symposium is to communicate and translate the brand image **All Nurses are Leaders**. To that end, the symposium fee is only **\$25 for the day, and is free to students** to help encourage nurses from all backgrounds to attend and participate.

**Tuesday, October 18**

8:00 – 8:20	<p><b>WELCOME AND GREETINGS</b> Xavier University, TriHealth</p>
8:20 - 9:20	<p><b>KEYNOTE PRESENTATION: THE BRAND IMAGE OF NURSING: WHO WE ARE, WHO WE WANT TO BE</b> Tom Hayes, PhD and Judi Godsey, PhD, MSN, RN</p> <ul style="list-style-type: none"> <li>➤ Describe the Brand Image of Nursing as perceived by Registered Nurses</li> <li>➤ Explore research findings describing nurses' current versus desired image.</li> </ul>
9:20 – 9:30	<b>BREAK</b>
9:30 – 10:30	<p><b>BRAND IMAGE OF NURSING: PERCEPTIONS OF THE PUBLIC (OH MY!)</b> Judi Godsey, PhD, MSN, RN and Tom Hayes, PhD</p>
10:30 – 10:50	<p><b>INTERNATIONAL BIN RESEARCHERS FROM CHINA AND OMAN</b></p> <ul style="list-style-type: none"> <li>• Lu Zhou, PhD, MS, RN, Rajamangala University of Technology, Tawan-OK, Thailand</li> <li>• Judie Arulappan, PhD, MSC(N), DNSc, RN, Sultan Qaboos University, Al khoudh, Muscat, Sultanate of Oman</li> </ul> <ul style="list-style-type: none"> <li>➤ Describe the Brand Image of Nursing among the public</li> <li>➤ Explore national/international research findings comparing public/nurses' perceptions of the brand image of nursing.</li> </ul>
10:50 – 11:00	<b>BREAK</b>
11:00 – 11:30	<p><b>TAPPING INTO NURSING'S AUTHENTIC POWER TO LEAD</b> Kelly Bohnhoff, PhD, RN</p>
11:30 – 12:00	<p><b>TIME TO RE-IMAGINE NURSING IN A WORLD WHERE ALL NURSES ARE LEADERS</b> Janice Brewington, PhD, RN, FAAN</p>
12:00 – 12:30	<p><b>ALL NURSES ARE LEADERS: SHIFTING COLLECTIVE CONSCIENCE FROM BARRIERS TO OPPORTUNITIES</b> <b>3 Breakout Rooms (Pick 1 Session):</b></p> <p>1) Education, 2) Practice, 3) Research/Technology/Policy/Others TBD based on registrations</p> <ul style="list-style-type: none"> <li>➤ Consider strategies that advance the brand image All Nurses are Leaders across all corners of the nursing profession and throughout the public domain.</li> </ul>
12:30 – 1:00	<b>LUNCH</b>
1:00 – 2:20	<p><b>EXPERT LEADER PANEL DISCUSSION</b> Moderated by Tom Hayes, PhD, Dean Williams College of Business</p> <ul style="list-style-type: none"> <li>• Janice Brewington PhD, RN, FAAN, Chief Program Officer, National League for Nursing, Washington, DC</li> <li>• Nelda Godfrey, PhD, ACNS-BC, RN, FAAN, ANEF, Professor and Associate Dean, Innovative Partnerships and Practice, University of Kansas School of Nursing</li> <li>• M. Lindell Joseph, PhD, RN, FAAN, FAONL, Clinical Professor and Director, Health Systems/Administration Program, The University of Iowa</li> <li>• Judi Godsey, PhD, MSN, RN, DNP Faculty, University of Kentucky, Co-Founding Director, Institute for the Brand Image of Nursing</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Recognize sources of knowledge for brand theory, marketing strategies, and branding techniques that support All Nurses are Leaders as the consistent brand image for the nursing profession.</li> <li>➤ Apply principles of brand theory in the redesign of a nurse leader brand image that supports nursing recruitment, retention, and professional self-actualization.</li> </ul>
2:20 – 2:30	<b>BREAK</b>
2:30 – 3:20	<p><b>ROUND TABLE BREAK OUT DISCUSSIONS: TRANSLATING RESEARCH INTO PRACTICE</b> Virtual Breakout Rooms: Pick 1 session</p> <ul style="list-style-type: none"> <li>• Nursing Practice: Discussion Led by Chief Nursing Officers</li> <li>• Nursing Educators: Discussion Led by Deans/Directors</li> <li>• Other Focused Breakout Sessions: TBD</li> </ul>
3:20 – 3:55	<p><b>ROUND TABLE SHARING: HOW TO LIVE THE BRAND IMAGE ALL NURSES ARE LEADERS</b></p> <ul style="list-style-type: none"> <li>➤ Strategize innovative ways to integrate, communicate, advocate, and transform the brand image All Nurses are Leaders at state, national, and international levels.</li> </ul>
3:55 - 4:00	<b>EVALUATIONS/BREAK</b>
4:00 – 5:00	<b>VIRTUAL HAPPY HOUR RECEPTION/NETWORKING</b>

Attendees must stay for duration of the program to be awarded contact hours for continuing nursing education provide license number upon registration and complete an evaluation for the program. Partial credit will not be awarded for any session. We reserve the right to cancel or alter the program if unanticipated circumstances necessitate changes.

The Kentucky Nurses Association is an approved provider of continuing nursing education by the Kentucky Board of Nursing (KBN). The KBN approval of an individual nursing continuing education provider does not constitute endorsement.

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