Nurses on Fire for Wellness: Igniting a Healthy World with Passion and Purpose

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Are you a nurse with a passion for wellness but stuck caring for an endless supply of sick people suffering from preventable chronic diseases? Trapped in a system that values drugs and surgery over prevention and wellness? Feel your talents are being wasted at the bedside and there is more you can do by focusing on wellness? This session will help you begin the process to fulfill your passion and purpose toward improving the health of the world.

Objectives:

- Determine if you are an entrepreneurial nurse “on fire” for wellness
- Articulate your true passion and purpose for life
- Begin developing a roadmap to put your dreams into action

This session is designed to attract entrepreneurial nurses who are frustrated with the status quo. It is time to find out who these nurses are, and support them in finding their voice and exercising their talents in a new way that will not only help them express their true selves but also help them affect change toward high level wellness. This will be a session of personal reflection, assessment and discovery. Time will be allotted for sharing personal challenges and successes, and dreams for a more rewarding future as a nurse pursuing wellness.

About Carol Ebert

Carol Ebert is a creative force for education and wellness. Her entrepreneurial spirit propelled her from bedside nursing to Navy Nurse, middle school health educator, college health service director, medical center wellness specialist, Mindful Coach and trainer, university instructor for Creativity and Law of Attraction, college student mentor, real estate investor, USANA Health Sciences Silver Director, and CEO and owner of her own business, Creating Wellness Cultures. www.creatingwellnesscultures.com

A pioneer in the wellness industry, her passion for wellness for over 30 years is evident in all her initiatives. She models high level wellness as a lifestyle choice and is especially interested in coaching others on lifestyle issues, training other professionals to be wellness coaches thru www.guidingmindfulchange.com, and helping others reinvent themselves and start their own wellness businesses through the opportunities provided by USANA. www.carolebert.usana.com

Disease-Care System vs Health-Care System

Entrepreneurial nurses need to step into their power, exercise their passion for wellness and challenge the current disease-care system which is out of control with an overabundance of obesity and chronic disease. Its time for wellness oriented nurses to light up the world with a stronger wellness message than ever before and band together to set a course of action. One that challenges the current disease care system and their wellness efforts, one that offers solutions that work to restore health to a very sick nation, and one that provides financial security as they go about doing their work.

Nurse’s Role in Prevention and Wellness

Nurse entrepreneurs should no longer be subservient to work that doesn’t match who they are, systems that don’t support their wellbeing and that of their patients, and a financial structure that is no longer secure and is damaging to personal health. A 2012 report - *The Future of Nursing: Leading Change, Advancing Health* from the Institute of Medicine recommended that - - Nursing education programs and nursing associations should provide entrepreneurial professional development that will enable nurses to initiate programs and businesses that will contribute to improved health and health care. [www.iom.edu/nursing](http://www.iom.edu/nursing)

The American Nursing Association’s president, Karen Daley, Ph.D, RN, MPH, FAAN stated in 2012 “The Affordable Care Act will create unprecedented new opportunities to reshape health care delivery in this country. With newly enacted reforms, there will be a fundamental shift from a disease-oriented system towards one where more emphasis is placed on wellness and illness prevention. The goal will be to transform from the current “sick care” system to a true health care system.”

My Story

Frustration with status quo - Challenging the system - Personal revelations - Breaking free
Are you ready to have your own wellness business?

- You REALLY want to do your own thing in the health and wellness field
- You value freedom, trust, fun, happiness, and the mind/body/spirit connection
- You are passionate about health and wellness
- You love new opportunities, seek them out and are eager to learn
- You are comfortable blazing a new trail or going against the status quo
- You have an entrepreneurial spirit and are comfortable with sales and marketing
- You are self-motivated and a self-starter
- You are willing to do what it takes to create the life you desire
- You take responsibility for your beliefs, your actions, and your results
- You see your glass as half-full
- You connect well with others and people come to you often for advice and support
- You want to make a difference in the world
- You thrive in community and with a team
- You want to make really good money while being of service
- You are willing to invest - without complaining - a modest amount of money to get started

Are you ready to step-up as a leader in wellness?

- Do you consider optimal financial and physical health a priority?
- Do you care about inspiring other people to improve their health and well-being?
- Do you desire to cultivate your leadership potential?
- Do you enjoy connecting with and inspiring other people?
- Have you ever asked yourself where you want to be 5 years from now?
- Are you willing to take 100 percent responsibility for your life and your success?
- Are you willing to change the actions and beliefs that no longer serve you?
- Are you willing to step out of your comfort zone in order to reach your full potential?
- Are you willing to commit at least 5 hours – or more a week to realizing your potential?
- Are you willing to invest in your future and work towards financial freedom?

What qualities do you see in yourself that might indicate you might be a Nurse on Fire?

**New Directions with New Solutions**

- Creating an independent wellness practice to counterbalance disease care system
- Guiding not telling for improved outcomes
- Collaboration with other like-minded professionals
- Multiple income streams for financial independence

**Stories from successful “Nurses on Fire”**

“Firing Up” with a Wellness Business Roadmap

Vision
• What is your passion that really gets you going?
• What would your dream life look like?

Target
• What impact do you want to make on the world and who do you want to serve?
• How much money do you want to make?

Business Plan
• Who, What, When, Where, Why
• Check online or take a class

Business Model
• Network Marketing and Direct Sales *
• Based on relationships and building a team
• Low start-up cost, no overhead, revenue stream built in while you learn

Mentor
• Who has a successful wellness business and is an experienced mentor
• Who do you trust and feel connected with
• Who knows what you need to know so you can get up and running quickly

Training
• How to run a business
• Finding and attracting customers
• Online at your convenience and in person weekly with your mentor

Daily Action Steps
• 10-2-10 Plan to find customers and team members
• 2 contacts each day and followup in 24-48 hours
• Do educational programs one-on-one or to groups

Business Success!
• Make a difference in people's lives
• Have fun while learning and making money
• Be persistent and never give up - "Quitters never win and Winners never Quit"

* Robert Kiyosaki, author of Rich Dad Poor Dad suggests that those who really want to learn about business should consider working with a good network marketing company for at least five years to learn about leverage (how to earn more money doing less work) and residual income (income that comes in regularly even when you're not working). This is the kind of income that wealthy people have.

My Personal Goal Planning Worksheet

1. What would my life be like if money was not an issue?

2. What is the vision I have for my future self?

3. What is the reason and purpose for why I want to have my own business?

4. I will create a vision or dream board of a collage of pictures (my dreams) by ________________ and post it with a copy of this sheet in a place I can see every day.

5. I will begin the path to achieving financial freedom by committing to these goals

   90-DAY EARNINGS GOAL: (Circle One)
   $100/month       $500/month       $1,000/month       $2,000+/month

   2-3 YEAR EARNINGS GOAL: (Circle One)
   $1,000/month      $5,000/month      $10,000/month      $20,000+/month

6. I am committed to the following actions and time frames for reaching my goals

   a. Working my business ______ hours per week.
   b. Approaching a minimum of _____ potential customers per week.
   c. Sponsoring a minimum of _____ business associates per month.
   d. Obtaining a minimum of _____ new customers per month.

7. I will learn how to give an effective presentation(s).

   My focus area and ideal customer will be

   My strategy for being able to present the information effectively is

8. I will work with my mentor/coach for a minimum of 13 months.

   I understand that my success will be determined by my efforts and by me being teachable.

_____________________________     __________________     __________________
Print Name     Date     Signature

Resources

A Healthy Nurse

http://www.nursingworld.org/healthynurse

ANA’s President Discusses Future of Nursing, Challenges and Reform


Are You An Entrepreneur?

http://www.success.com/articles/print/581

Change Agent Site

http://www.dhutton.com/change/

Complementary and Alternative Therapies in Nursing Education: Trends and Issues

http://nursingworld.org/MainMenuCategories/ANAMarketplace/ANAPeriodicals/OJIN/TableofContents/Volume62001/No2May01/TrendsandIssues.html

Find and Work Toward Your True Passions


“Guiding Nurses From Burnout to a Life on Fire!” Michael Pergrem, LPN (A.K.A. Coach Perg)

http://www.CoachPerg.com’

Integrative Nurse Coach Association

http://www.integrativenursecoach.com/

Initiative on the Future of Nursing

http://thefutureofnursing.org/

Institute of Medicine Nursing Report


Is It a Job, Career or Your True Calling?

http://workawesome.com/career/true-calling/

Leaving the Bedside: Job Options for New Paths in Nursing

http://www.workingnurse.com/articles/Leaving-the-Bedside-Job-Options-for-New-Paths-in-Nursing

Moving On, Up, or Out: Changing Work Needs of New RNs at Different Stages of Their Beginning Nursing Practice


National Nurses in Business Association

https://www.nnba.net/about-us.html

Nurse Entrepreneurs


http://allnurses.com/entrepreneurs-in-nursing/page2.html

Nurse Wellness Coach – An Integrative Nursing Model

http://www.integrativenursinginstitute.org/pages/wellness.html

Success Stories of Nurses in Business

https://www.nnba.net/links-nurse-entrepreneur-members.html

Books


Tolle, Eckhart, A New Earth: Awakening to Your Life’s Purpose, Penguin Group, 2006

Linkedin Groups

Nurse Entrepreneurs

Entrepreneur Nurse