



# Presents...

# Baby-Friendly Leadership Strategies

Kathy Parkes, MSN-Ed, RN, IBCLC, FILCA, Harley Rider  
Kirsten Krane, RDN, MS-MPH, CLC, Lover of Snow

This webinar is being recorded.

Please MUTE your line by pressing \*6. Please do not press hold.

# Today's Presenters



**Kathy Parkes**, Babyboomer

- Currently listening to: Every genre
- After work Plans: Tai Chi
- Leadership: Empower them!

**Kirsten Krane**, Millennial

- Currently listening to: NPR, Avett Brothers
- After work Plans: Dinner, Watch Late Show
- Leadership: Collaborative to a fault



# Objectives

**By the end of this webinar, participants will:**

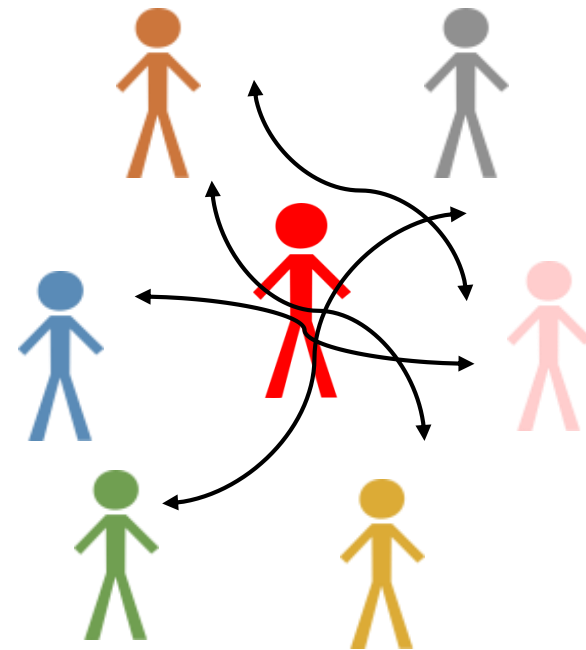
- Consider employing collaborative leadership style for BFHI work
- Describe Baby-friendly leadership tactics as they pertain to Stages of Change Theory
- Describe practical leadership approaches related to Baby-friendly designation

# Leadership: Collective is the new Individual



Asking a new question

A purple arrow points from the text "Asking a new question" towards the right, indicating a shift in perspective from the traditional model to the collective model.



What conditions do we need for leadership  
to flourish in our  
team/department/hospital?

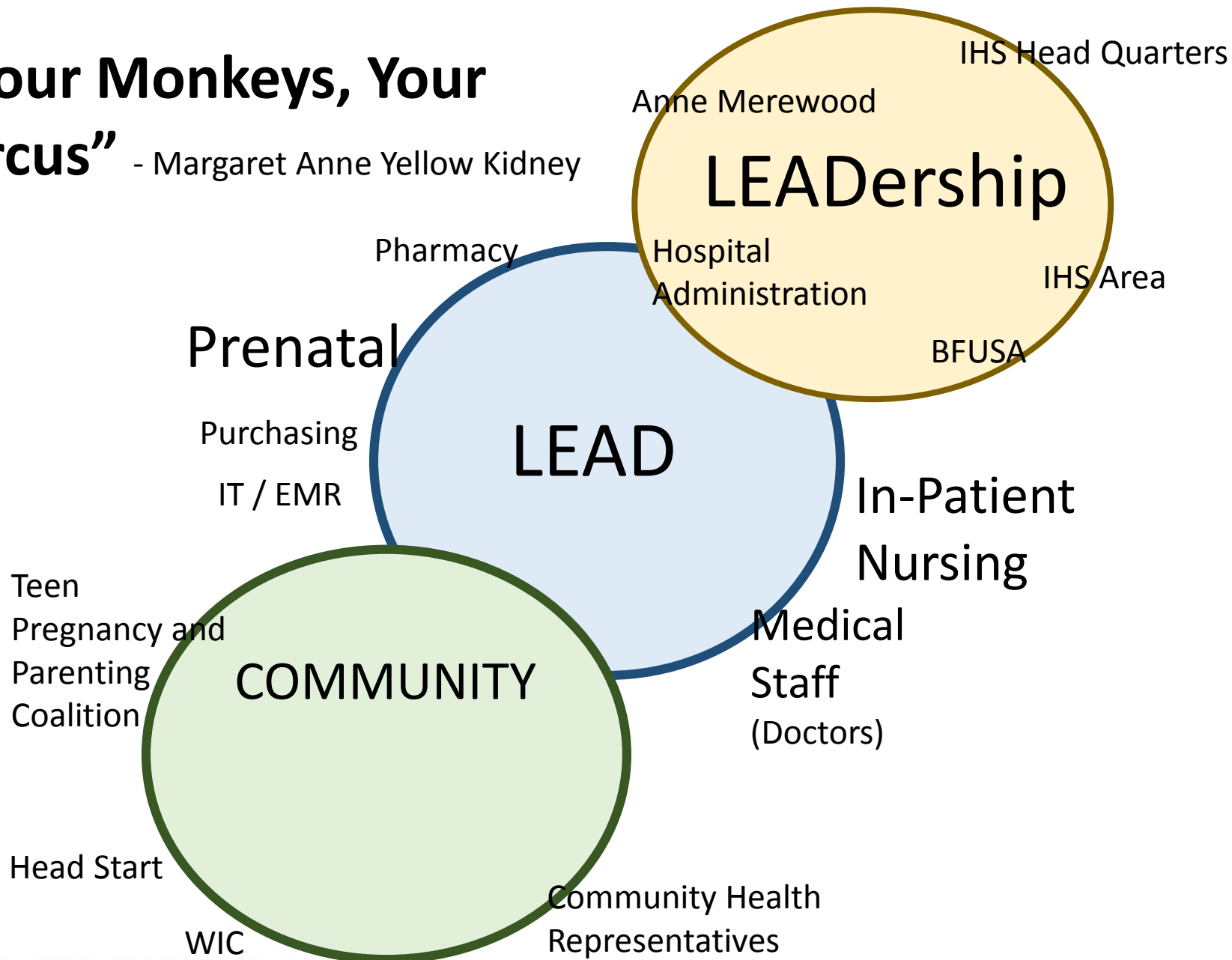
# Providing and Receiving



# Everyone Plays a Leadership Role in their Area!

- CHAMPS/Baby-Friendly Team Lead\*
- Nursing Staff
  - Labor and Delivery
  - Mother-Baby/Postpartum
  - Day and night shift
  - Nursing Management
  - Nurse Educator
- Lactation Staff
- OB/GYN Physician Lead
- Pediatrician Physician Lead
- Hospital Management
- Prenatal Clinics
  - Manager / Liaison
- Community/Patient Representative
- NICU Manager
- Nurse Educator
- Director of Continuing Medical Education
- IT / EMR
- Purchasing
- Patient Education / Health Literacy
- Marketing & Public Relations
- Medical Billing
- Other Community Groups
- Anesthesia Champion

# “Your Monkeys, Your Circus” - Margaret Anne Yellow Kidney





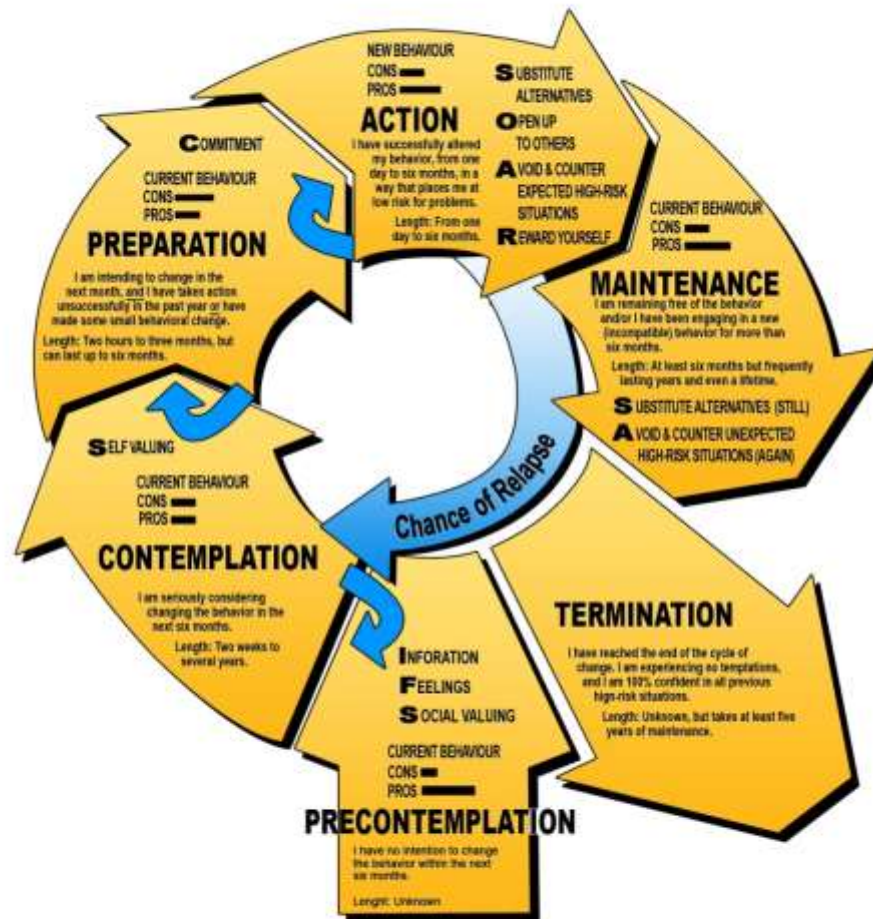
“Leaders recognize early that no man is an island and quickly garner, foster, and build collaborative teams. They make it possible for people to do good work by trusting them and enabling them.”

-Nancy Dickenson-Hazard, *Reflections on Nursing Leadership*

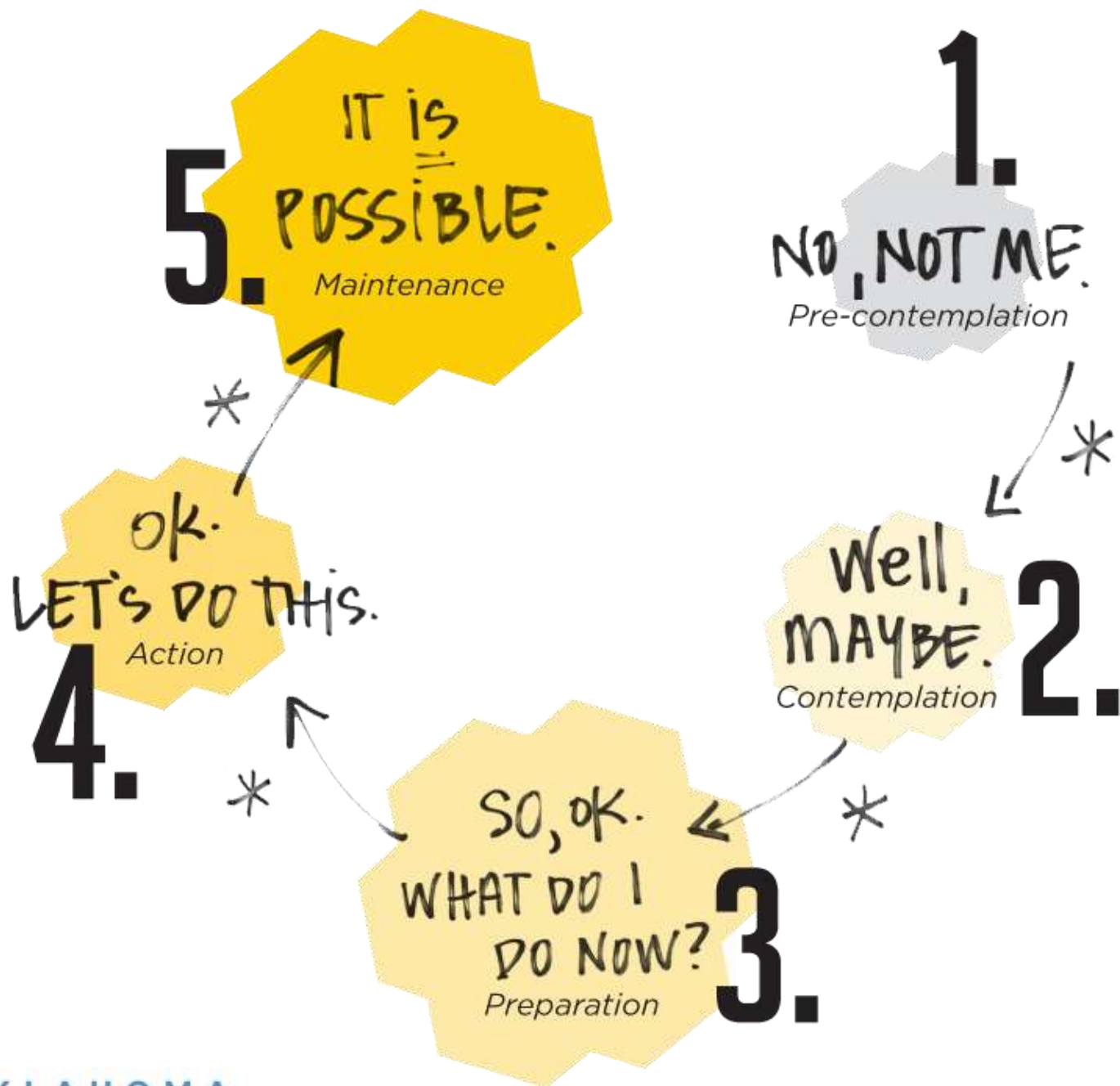




# Your Guide to the Stages of Change



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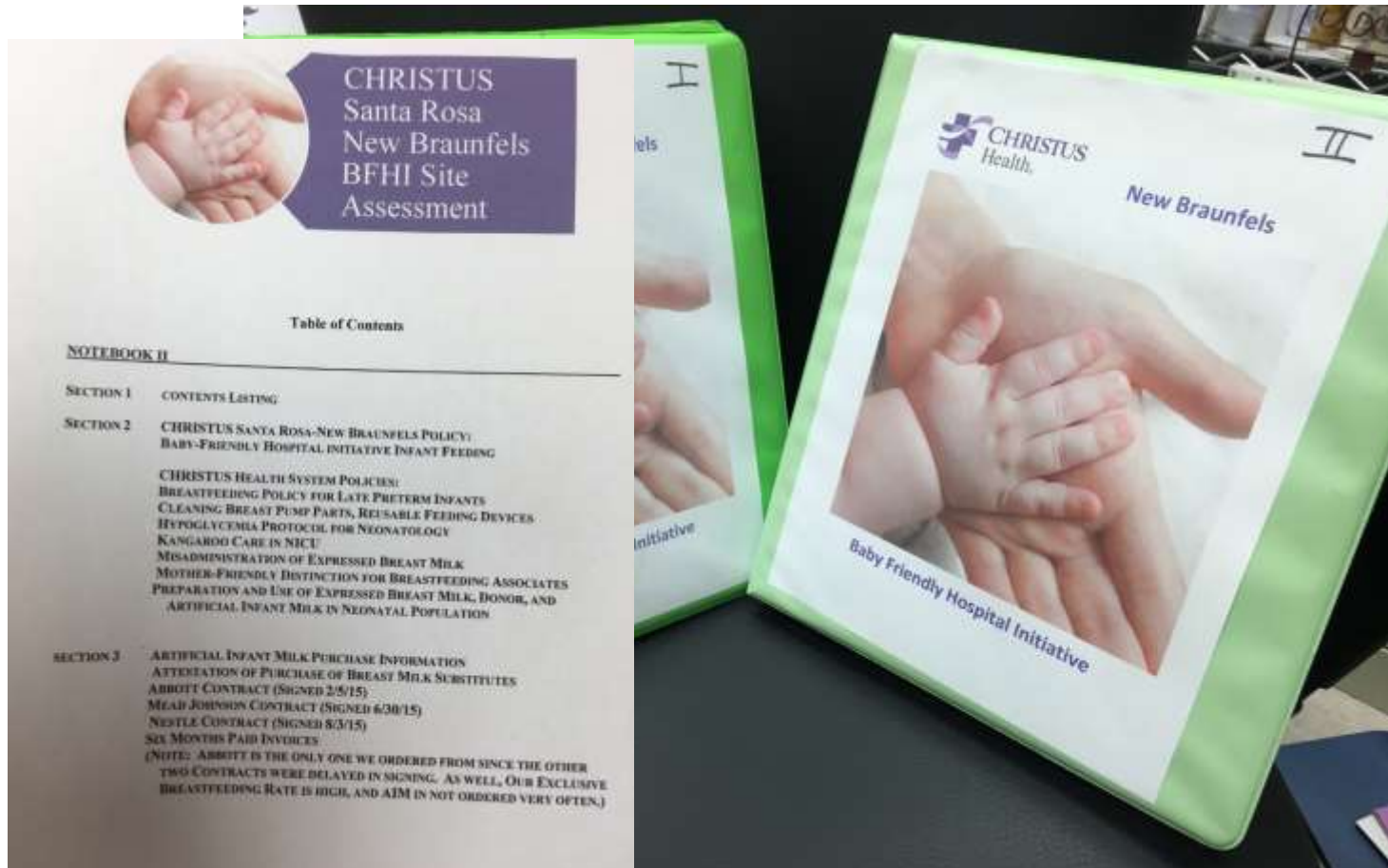


# Practical Tactics

Ideas for  
making  
your  
Baby-  
Friendly  
journey a  
success!



# Get Organized – Plan and Document





# Re-engineer the Environment



# “Its all about the ~~Benjamins~~, baby!” relationships

~~Puff Daddy & The Family (featuring Notorius B.I.G., Lil' Kim, The Lox) 1997. No Way~~

Neil Baker, MD, Neil Baker Consulting and Coaching LLC; Faculty, Institute for Healthcare Improvement (IHI). December 17, 2015. “WIHI: Personal Mastery for Transformational Leadership”

# Create Consistent Accountability (Accountability = Boundaries)



## Living BIG

“What **boundaries** do I need to put in place so that I can work from a place of **integrity** and extend the most **generous** interpretations of the intentions, words, and actions of others?”

Brene Brown’s 2015 book, “Rising Strong”



# Create Consistent Accountability (Accountability = Boundaries)

“Integrity is choosing courage over comfort, choosing what is right over what is fun, fast, or easy. And, choosing to practice our values rather than simply profess them.”

Brene Brown's 2015 book, "Rising Strong"



# Involve Everyone in the Process ... and in the Leadership ...and in the Ownership



# Avoid the Blame Game. “Sit on the Same Side of the Table”





# True North

“A compass, I learned when I was surveying, it'll... it'll point you True North from where you're standing, but it's got no advice about the swamps and deserts and chasms that you'll encounter along the way. If in pursuit of your destination, you plunge ahead, heedless of obstacles, and achieve nothing more than to sink in a swamp... What's the use of knowing True North?” Film, *Lincoln*, 2012 (Director, Steven Spielberg)



# Boil the Frog Slowly



OKLAHOMA  
BREASTFEEDING  
RESOURCE CENTER

Reflect back and CELEBRATE your accomplishments!



Blackfeet Community  
Hospital, Browning, MT



Gold Nipple Awards!



# HAVE FUN!!



OKLAHOMA  
BREASTFEEDING  
RESOURCE CENTER



# References

Slide 4 : Center for Creative Leadership. “Future Trends in Leadership Development” –Nick Petrie <http://insights.ccl.org/wp-content/uploads/2015/04/futureTrends.pdf>

Slide 13: Brown, Brene. 2015. “Rising Strong” Gotham Books

Slide 15: Brown, Brene. 2012. “Daring Greatly: How the Courage to be Vulnerable Transforms the Way We Live, Love, Parent and Lead” Gotham Books

Slide 16: Film: *Lincoln*. 2012. Directed by Stephen Spielberg.

# Discussion Questions

KATHY: Brick walls

KATHY: Innovative Leadership Tactic

KIRSETN: We have a breast for you!  
– We would like to hear examples  
of people on your team who  
provide great leadership- and  
whats so great about it?

What else can CHAMPS do for you?

