
NURSE EXECUTIVE MENTOR

The appraisers will talk to your leaders, not just read your documents.

A site visit tests the organization, not the binder. Appraisers ask your CNO, your directors, and your frontline leaders to speak to the evidence you submitted. Strong documents and leaders who cannot speak to them is a failure mode organizations do not see coming, because the writing looked fine.

WHO THIS IS FOR

- **A CNO approaching a first designation** who has never been through an appraisal and wants to know what will actually be asked.
- **An executive team mid-cycle** where turnover means nobody in the room has done this before.
- **An organization with a strong MPD** but leaders who cannot yet speak to the data behind the story.
- **A team preparing for a scheduled site visit** that wants to rehearse before it counts.

WHAT IS INCLUDED

- Standing mentoring sessions with the CNO and the nurse leaders who will be interviewed
- Review of the organizational overview and how it aligns to the evidence you intend to submit
- Executive-level read of your empirical outcome data: does it support the claim you are making
- Site visit rehearsal — the questions appraisers ask, asked out loud, until the answers hold

WHAT YOU RECEIVE

- A written readiness assessment naming where leadership can and cannot speak to the evidence
- A question bank drawn from the current Magnet® Application Manual, tailored to your submission
- Coaching for individual leaders who need it, not just the group
- A short debrief for the CNO after each round, delivered within five business days

We mentor. We do not ghostwrite. Your team keeps the pen and keeps the capability. No part of your evidence is drafted by artificial intelligence. What we build is your team's ability to see their own work the way an appraiser will.

FEE AND NEXT STEP

Nurse Executive Mentoring — \$300 per hour, per mentor. Onsite days are \$2,400 per mentor plus travel. Scope and hours are agreed in writing before we begin.

Not ready to commit? Start with a **Free SOE Review** — send one draft, get written feedback, nothing attached.

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YOUR MENTORS

Two seats at the table: the executive view and the writing desk.

Every engagement is read by both of us. Evidence fails for two different reasons — because the organizational story is not there, or because the writing does not carry the story it has. Reviewing with one lens finds one kind of problem.

Dr. Dawn Price

DNP, RN, NPD-BC, NE-BC, RNC-OB, C-
EFM

Magnet® Executive Mentor

Dawn has served as Magnet Program Director across three designation cycles — she has sat in the chair your MPD is sitting in, three separate times, and knows what the last six months actually feel like.

A nursing quality leader by background, she reads evidence the way an appraiser and an executive both do: does the organization's data support the claim, and can leadership speak to it in the site visit? Her mentoring focuses on readiness at the executive level — aligning the story your organization tells about itself with the story your evidence can defend.

Michelle Conger

BSN, RN

**Magnet® Technical Writing
Mentor**

Michelle has worked on more than a dozen sets of Magnet® documents. She develops and facilitates a Magnet leader development course, and her work centers on the point where most submissions are won or lost: turning what a unit actually did into a narrative that meets the manual's standard of evidence.

Her mentoring translates manual language into terms a bedside nurse can use, then coaches the writer through their own draft. Teams leave with a stronger document set and with writers who can produce the next one without her.

Why we say mentor and not consultant. A consultant leaves with the expertise. A mentor leaves it behind. Your redesignation is four years out; the capability we build with your team is what carries you there.

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