

Magnet[®] designation project guide: How I navigate the Magnet journey

...and you can too.



Attention MPDs: Welcome to the Magnet journey

First, let me say congratulations!

Achieving Magnet designation isn't just a milestone for healthcare organizations and nurses; it's also a monumental accomplishment for the exceptional leaders who spearhead the submission process — yes, I'm talking to you, MPDs. We understand the monumental task that lies before you, and that's why we've created this tailor-made guide.

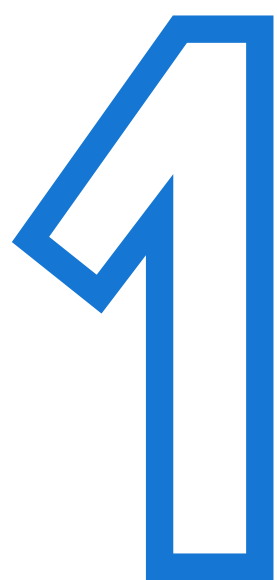
Prepare for an adventure

The Magnet documentation process requires strong organizational practices, meticulous record-keeping, thorough data analysis, and robust project management.

That's why I have broken down this process into 7 stages. These stages act as a roadmap, ensuring each leg of your journey is focused, organized, and successful.

Here is how I navigate the Magnet designation journey

...and you can too.



Organizational Analysis & Evaluation

Completing a comprehensive gap analysis and evaluation of your organization.

You are here



Start by assessing a variety of data points and evaluating your professional practice structures as they relate to the Magnet Recognition standards of excellence — these are your starting coordinates.

Stage 1 action items:

- ⊗ Review general eligibility requirements (data, leadership, etc.)
- ⊗ Assess data (RN Sat, PSat, NSI, Amb NSI, certifications, degrees, turnover, vacancy)
- ⊗ Evaluate key elements in TL, SE, EP, NK sections of Magnet manual
- ⊗ Map unit/department level assets (strengths, weaknesses, risks)

Stage 1 (cont'd):

- ⊗ Identify Macro / Meso /
Microsystem-level gaps:
 - Assess & evaluate system &
programmatic gaps
 - Assess & evaluate data gaps
 - Assess & evaluate unit-level
gaps
 - Identify gaps in relation to
Magnet designation needs

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Gap Prioritization & Strategy

Prioritizing the areas at greatest risk and formulating a strategy to address gaps.

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Orient your map

Before your voyage begins, it is essential that you prioritize the areas of greatest risk and formulate a strategy — doing so will help guide your actions and decisions as you navigate the complexities and challenges of the journey ahead.

Charting your path to success

Many organizations find that they have a litany of improvement projects they want to tackle before their next designation. It's imperative that these improvement projects be properly prioritized and strategically coordinated.

Failure to allocate the time and bandwidth necessary to complete these projects often leads to bottlenecks when moving into the Magnet documentation phase.

Stage 2 action items:

- ⊗ Triage and prioritize gaps based on risk assessment
- ⊗ Identify key stakeholders using the **RACI** matrix: (**R**esponsible, **A**ccountable, **C**onsulted, **I**nformed)
 - stakeholders may include individuals and various councils, decision-making groups, etc.

Stage 2 (cont'd):

- ⊗ Create an initial action plan and timeline for gap closure
- ⊗ Implement project management software for:
 - Document collaboration (i.e., *Google Docs, Dropbox, Sharepoint, etc.*)
 - Project Tracking (i.e., *Smartsheets, Excel, Asana, Tallypop, etc*)

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Gap Closure Execution

Ensuring projects have clear goals and objectives, progress is properly monitored, and timelines are met.

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Bridge the gaps

Using the strategies you've developed in Stage 2, it's now time to execute. Your primary objective in this stage is to ensure that projects have clear goals, progress is measured, and timelines are met — recalibrating when necessary.

Stage 3 action items:

- ⊗ Coordinate and advise on all active projects
- ⊗ Develop clear project goals & objectives (i.e., NSI, KPI, OKR, etc.)
- ⊗ Delegate team roles & responsibilities
- ⊗ Create appropriate scopes for projects and success criteria
- ⊗ Allocate resources (budget, staffing, material, IT needs, etc.)
- ⊗ Manage timelines

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Magnet Project Plan & Design

Designing a detailed Magnet designation action plan and corresponding timeline.

Map a route to your designation

It's time to map out a detailed Magnet designation action plan and timeline. In this leg of your journey you'll design a plan to: identify and write Magnet exemplars, collect and analyze data, and assess nursing demographic information — along with a wide range of other activities.

Making good time: mitigating delays

It is pivotal to give attention to the completion of projects initiated in Stage 3. Carefully consider resource allocation, bandwidth management, and potential bottlenecks. Neglecting these aspects could lead to unexpected detours and delays on your journey, including heightened stress, rushed deliverables, and even incomplete work.

Stage 4 action items:

- ⊗ Align Magnet SOEs and develop an exemplar tracker & timeline
- ⊗ Develop timelines for writing support (workshops/intensives)
- ⊗ Create timeline for exemplar writing and content & copying editing
- ⊗ Compose timelines for data collection, analysis, and documentation (RN Sat, PSat, NSI, Amb NSI, certifications, degrees, turnover, vacancy)

Stage 4 (cont'd):

- ⊗ Conduct oversight of gap closure items from Stage 3
- ⊗ Develop timelines for year 2 DDCT submission, as well as all required documentation for the Interim Monitoring Report (IMR)
- ⊗ Create timelines for various other needs required for Magnet documentation, including the Nursing Annual Report and refresh of nursing internet/intranet sites, etc.

Stage 4 (cont'd):

- ⊗ Develop timeline for online upload to ADAM
- ⊗ Create timelines for potential supplemental documentation
- ⊗ Develop anticipated timeline for site-visit preparation and actual site-visit activities

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Documentation & Execution

Executing on the
Magnet project plan.

Stay on course

This stretch of the journey involves the most substantial effort and demands vigilant oversight. As the expedition leader, you'll collaborate closely with your crew — exemplar writers, data scientists, analysts, and more — ensuring that writing, editing, and project & data timelines come together to meet critical milestones.

Stage 5 action items:

- ⊗ Anticipate ongoing SOE alignment and re-alignment
- ⊗ Track exemplars and produce exemplar back-up plans
- ⊗ Host writing workshops and intensives (on-site or online)
- ⊗ Write and edit exemplars
- ⊗ Collect, analyze, and document data per Magnet requirements

Stage 5 (cont'd):

- ⊗ Complete gap closure projects from Stage 3
- ⊗ Execute year-2 DDCT and all required documentation Interim Monitoring Report (IMR)
- ⊗ Complete Nursing Annual Report
- ⊗ Refresh nursing internet/intranet sites



Site Visit Preparation

Showcasing how your organization has embraced a culture of nursing excellence.

Recount your exploits

The site visit is a pivotal point on your journey – preparation for this milestone is critical to your success. Site visit is your opportunity to showcase your culture of nursing excellence. The purpose is to verify, clarify, and amplify what's already been documented.

Stage 6 action items:

- ⊗ Conduct mock site visit
- ⊗ Address requests for additional documentation
- ⊗ Update Nursing Leadership Table
- ⊗ Engage stakeholders through Magnet rounding and presentations
- ⊗ Prepare internally & externally for Magnet site visit
- ⊗ Engage professional governance stakeholders (Magnet champions)
- ⊗ Update public website



Celebrate Success & Build Momentum

Now that all the hard work is done it's time to celebrate!

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Plant your flag: You have arrived

Congratulations, you have arrived at your designation! 🥳

Promote the success of your Magnet Recognition and build on your positive momentum by developing an action plan for the next Magnet documentation cycle.

Stage 7 action items:

- ⊗ Develop press releases
- ⊗ Organize an on-site celebration
- ⊗ Implement a social media strategy
- ⊗ Design a plan for ongoing MPD growth, coaching, and mentorship

Start mapping your Magnet journey

Download our [Magnet Process Workflow](#) and learn how you can...

- Evaluate your organization
- Prioritize your GAPs
- Execute your GAP closure
- Plan & Design your Magnet project
- Document your Magnet project
- Prepare for your Magnet Site Visit
- Build momentum

It's free, no email needed. Go to:

[**katiestephensconsulting.com/magnet**](https://katiestephensconsulting.com/magnet)

Comprehensive Magnet Project Management

KSC provides holistic Magnet coaching, mentorship and expertise across every stage of your Magnet designation.

We'll provide tips, tools, and strategies to establish an efficient and effective project plan, as well as expert guidance, oversight, and support to ensure you stay on track — **we're with you every step of the way.**

**Ready to start
your Magnet
journey?**

Let's connect!

Whether you're looking
for a trusted Magnet
advisor, or just need
some feedback on
your project...

***DM me to book your
strategy call.***

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