

Topic: Leadership

Student's name:

Institution:

Date

Effective communication is one of the major assets that leaders apply when information is required to be conveyed to the stakeholders and members of the community. Sharing of information ensures efficiency and efficient performance in the healthcare organization (Rothaermel, 2015). As a nurse leader, I would employ written communication since it would help me in sharing my thoughts related to the community members. This type of methodology will involve a complete description of how to present my feedback to the stakeholders concerning the achievements of specific outreach programs for the people in the society. Other methods will include conference calls, newsletters or emails (Swayne et al. 2012).

Strategic management refers to the process whereby leaders analyze both external and internal environment with the aim of formulating policies that will allow the organization to have a competitive advantage and also help in achieving the set goals. As a nurse leader, I would need to have the strategic mindset so that I quickly adapt to the complex and ever-changing health environment (Swayne et al. 2012). To apply strategic planning within the healthcare setting, the initial consideration is to ensure that strategic plan addressing certain issues affecting the organization is formulated. During this process, the current status of the organization will be assessed, where it wants to go and how. After responding to the above issues, I will develop the strategic mission and vision, set attainable objectives, and develop strategies to achieve the objectives. Lastly I would implement the strategies and evaluate the outcome.

I will apply the stakeholders' approach that emphasizes on developing strategies so that the outreach program becomes a reality. The idea behind this approach requires that the management formulates and implement policies that satisfy those groups having a greater contribution to the organization. It also focuses on active participation promotion of shared interests (Swayne et al. 2012).

References

Rothaermel, F. T. (2015). *Strategic management*. McGraw-Hill.

Swayne, L. E., Duncan, W., J., & Ginter, P. M. (2012). *Strategic management of healthcare organizations*. John Wiley & Sons.