

I ambassadeur[®]

From a boy with a good story to a man with a mission

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Why ambassadors for community nurses?

- Changing role of the community nurse
- Retention of position
- Reform of long-term care
- Stay at home longer
- Shorten hospitalization

The ambassador's program

- Aim of the program = optimal representation
- Program's participants' profile = professionals

Themes in the ambassador's program

- **Own strength / own capacities**
- **Influence and politics**
- **Primary health care**
- **Strategy and communication**

Ambassadors' selection

- **Nomination of candidates**
- **Information**
- **Applications**

What have been my personal goals and challenges?

- 1. A less impulsive response strategy and more professional profiling**
- 2. Strategic acting and reasoning, and accounting for financial considerations**
- 3. Politics, lobbying, networking and debating**

Where to position myself (and my organization) today?

- More effect at various levels (or a larger role at various levels)
- More influence
- More demands for input
- Sharing knowledge and experiences
- Return of a key position
- Return of a the central position in the neighborhood they work in

ARE YOU A PROFESSIONAL LEADER?

- 1. Who is your example?**
- 2. Describe the two main competences of this person**
- 3. Do you have these competences as well?**
- 4. Include those in your plan for personal development**

Questions?

Thank you for your attention!

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