

LEADERSHIP

AND NURSING CARE MANAGEMENT



EIGHTH EDITION

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CONTENTS

PART 1 Leadership

1 Leadership and Management Principles, 1

Diane L. Huber

Definitions, 2

Leadership and Management

Differentiated, 3

Management Definitions, 3

Background: Leadership, 4

Leadership Overview, 4

Background Related to Leadership, 9

Leadership: Core Aspects, 10

Leadership Theories, 11

Leadership Summary, 16

Background: Management, 16

Management Overview, 16

The Management Process, 17

Contemporary Management Theories, 18

Leadership and Management Implications, 22

Current Issues and Trends, 23

Summary, 24

Critical Thinking Exercise, 25

2 Change and Innovation, 27

Sharon Guthrie

Definitions, 28

Background, 28

Theoretical Framework, 29

Organizational Change, 30

Nursing's Contribution, 30

Change Theories/Models, 30

The Process of Change, 33

Leadership and Change, 36

Power and Politics, 37

Innovation Theory, 38

Leadership and Management Implications, 40

Learning Organizations, 41

Current Issues and Trends, 41

Innovations Across Academia and

Practice, 41

Design Thinking, 42

Medtech Innovation Hubs (Makerhealth/

Makernurse), 42

*Best Practice Suggestions for Nurse
Leaders, 43*

Critical Thinking Exercise, 44

3 Organizational Climate and Culture, 46

Jennifer Bellot

Definitions, 46

Culture, 46

Climate, 47

Culture-Climate Link, 47

Nurse Practice Environment, 48

Background, 48

Research, 48

Leadership and Management Implications, 51

Culture and Climate, 51

Culture and Strategy, 53

Current Issues and Trends, 53

Patient-Centered Care and The Patient- Centered Medical Home, 53

Engagement, 53

Predictive Analytics, 54

Generational Differences, 54

Quality and Safety Education for Nurses, 55

Hybrid and Virtual Work Environments, 55

Burnout and “The Great Transition”, 56

Critical Thinking Exercise, 57

4 Managerial Decision-Making, 60

Dan Lose

Definitions, 60

Background, 61

Decision-Making Models, 61

Decision-Making Process, 62

Clinical Decision-Making, 63

*Managerial and Organizational Decision-
Making, 64*

Decision-Making Tools, 65

SBAR, 67

Leadership and Management Implications, 68

Strategies for Decision-Making, 68

Current Issues and Trends, 69

Critical Thinking Exercise, 71

PART 2 Professionalism

5 Managing Time and Stress, 75

Susan R. Lacey and Debra V. Craighead

Definitions, 75

Job Stress, 76

Time Management, 76

Background, 76

Components of Workplace Stress, 76

The Relationship Between Time and Stress in the Health Care Setting, 76

Life Cycle: Timing and Stress, 77

Time Management Strategies for Nurse

Leaders, 78

Resilience, 78

Leadership and Management Implications, 79

Creating an Environment to Prevent and

Address Work-Related Stress, 79

Current Issues and Trends, 84

Predictions and Risk, 86

Critical Thinking Exercise, 87

6 Role Management, 89

Veronica LaPlante Rankin

Definitions, 90

Background, 90

Role Management, 90

Defining the Role, 90

Educating Others, 91

Selecting the Right Personnel, 92

Providing Adequate Support, 92

Mastering Role Development, 93

Evaluating the Role to Ensure

Maintenance, 94

Leadership and Management Implications, 94

Change Agent, 95

Transformational Leadership, 95

Delegation, 95

Ethical Issues, 96

Current Issues and Trends, 97

Critical Thinking Exercise, 99

7 Legal and Ethical Issues, 101

Nelda Godfrey

Definitions, 101

Ethical Terms, 101

Legal Definitions, 102

Background, 103

Ethical Components, 103

Legal Perspectives, 104

State Law and Nursing: Education and Licensure, 105

Administrative Law and State Boards of Nursing, 106

The Legal System and Sources of Law, 106

Licensure, Multistate, and Distance

Practice, 110

Legal Documents and the Nurse, 111

Leadership and Management

Implications, 114

Personal Negligence in Clinical Practice, 114

Liability of Health Care Organizations, 115

Current Issues and Trends, 116

Legal Issues and the Changing Family Dynamic, 116

Staffing, 116

Critical Thinking Exercise, 118

PART 3 Communication Leadership

8 Communication Leadership, 120

Bob Dent

Definitions, 120

Background, 121

Communication Theories and Models, 122

Communication to Facilitate Change: Kotter, 122

Organizational Culture and Climate, 128

Leadership and Management

Implications, 131

Promoting Healthy, Inclusive Work Environments, 132

Team-Based or Group Communication: TeamSTEPPS and SBAR, 135

Current Communication Issues and

Trends, 137

Teaching Communication, 137

Patient Privacy, 137

Communication in Emergencies, 138

Written Communication, 138

Electronic Communication and Social Media, 138

Critical Thinking Exercise: Nursing Leadership in Women's and Infant's Services, 140

9 Team Building and Working With Effective Groups, 142

Sandra Lynn Swearingen

Definitions, 144

Background, 145

Why Teams Are Formed, 147

Dimensions of a Team, 148

Challenges When Working on Teams, 148

Strategies for Effective Teamwork, 150

Committees, Groups, and Teams, 156

Leadership and Management

Implications, 161

Current Issues and Trends, 162

Creating Healthy Workplaces, 162

TeamSTEPPS, 163

Innovation Centers, 164

Multidisciplinary Quality Improvement Teams, 164

Critical Thinking Exercise, 166

10 Power and Conflict, 168

Anne Schmidt

Power, 168

Definitions, 169

Background, 169

Sources of Power, 169

Social Capital in Nursing, 171

Nursing Theory and Power, 171

Political Power, 172

Authority and Influence, 175

Leadership and Management

Implications, 177

Conflict, 177

Definitions, 179

Background, 179

Conflict Management, 179

Types of Conflict, 180

Conflict Management, 181

Bullying and Disruptive Behavior, 183

Conflict Scales, 184

Conflict Management and Alternative Dispute Resolution, 185

Conflict Resolution, 187

Leadership and Management

Implications, 189

Organizational Conflict, 189

Current Issues and Trends, 190

Participation in High-Level Decision-Making, 190

Building a Personal Power Base, 190

Political Action, 191

Critical Thinking Exercise, 192

11 Workplace Diversity, Belonging, and Inclusion, 194

Katie Boston-Leary and G. Rumay Alexander

Definitions, 194

Background, 196

Creating Diversity and Inclusion in the Workplace, 197

Leadership and Management Implications, 199

Valuing and Leveraging Diversity, 199

Current Issues and Trends, 202

Strategies for Creating and Maintaining Workplace Diversity, 202

Critical Thinking Exercise, 206

PART 4 Knowledge of the Health Care Environment

12 Organizational Structure, 207

Christopher J. Louis

Definitions, 207

Background, 207

Organizational Theory, 207

Key Theories of Organizations as Social Systems, 209

Key Organizational Design Concepts, 211

Organizational Structure, 218

Leadership and Management

Implications, 221

Organizational Assessment, 222

Current Issues and Trends, 223

Critical Thinking Exercise, 225

13 Decentralization and Professional Shared Governance, 226

M. Lindell Joseph

Definitions, 226

Board Governance, 226

Centralization and Decentralization, 227

Structural Empowerment, 227

Subsidiarity and Decentralization, 227

The General Effective Multilevel Theory for Shared Governance, 227

Background, 227

Nurse's Role in Health Care, 227

Board Governance, 228

Centralization Versus Decentralization on 4 East and 5 West, 228

Nursing Shared Governance Effectiveness, 229

Organizational Approaches in Fostering Decentralization and Governance in Health Care, 231

Leadership and Management

Implications, 232

Current Issues and Trends, 233

Shared Governance Versus Professional Nursing Governance, 233

Types of Councils, 234

Whole-System Integration, 234

Engagement, 234

Measures for Professional of Shared Governance, 234

Critical Thinking Exercise, 236

14 Strategic Management, 238

Cole Edmonson

Definitions, 239

Background, 240

Strategic Planning Process, 240

Creating Mission and Vision Statements, 240

Assessing the Environment, 241

Setting Objectives, 242

Developing Implementation Strategies, 243

Planning for Implementation, 243

Planning for Evaluation, 244

Elements of a Strategic Plan, 244

Implementation of the Strategic Plan, 245

Leadership and Management

Implications, 245

Current Issues and Trends, 246

Conclusion, 246

Critical Thinking Exercise, 248

15 Professional Practice Models, 250

Joy Parchment

Definitions, 250

Background, 251

Professional Practice Models, 252

Structures and Processes That Support Care Delivery Models, 254

Care Delivery Models, 256

Evolving Models, 259

Innovative Models, 260

Leadership and Management

Implications, 261

Current Issues and Trends, 262

Critical Thinking Exercise, 266

16 Case and Population Health Management, 268

Colleen Morley-Grabowski

Definitions, 268

Interprofessional, Interdisciplinary, Multidisciplinary Terms and Concepts, 268

Background, 269

Components of the Health Care Management System, 269

Case Management Background, 269

Legislation, 270

Case Management Models, 271

The Case Management Process, 272

Social Work Models, 274

Interdisciplinary Models, 275

Competency-Based Models, 277

Other Case Management Models, 277

Social Determinants of Health and Case Management, 278

Case Management's Recognized Authorities for Professional Accountability, 278

Disease Management, 281

Population Health Management, 284

Leadership and Management

Implications, 290

Partnering With Human Resources, 291

Individual Suitability for Case Management, 292

Current Issues and Trends, 292

Branding and Definition Challenges, 292

Leveraging the Nonclinical Workforce, 293

Legislative and Regulatory Challenges, 294

Measuring and Sharing Case Management Outcomes, 295

Treatment Adherence, 295

Conclusion, 296

Critical Thinking Exercise, 297

17 Nursing Leadership for Evidence-Based Practice, 299

Laura Cullen, Kirsten Hanrahan, Michele Farrington, Olivia Wulf, and Donna Dolezal

Definitions, 299

Background, 300

Evidence-Based Practice Steps, 302

EBP Exemplar, 304

Leadership and Management
Implications, 309
Transformational Leadership, 309
Implementation Leadership, 310
Leadership Roles in Promoting EBP, 310
Organizational Infrastructure, 313

Current Issues and Trends, 315
Adapt to Meet Local Needs, 315
Rapid Knowledge Growth, 316
Artificial Intelligence, 316
EBP Scholarship, 316

Conclusion, 318
Critical Thinking Exercise, 321

18 Quality and Safety, 323

Luc R. Pelletier and Christy L. Beaudin

Definitions, 323
Background, 325
Quality and Safety: A Nursing
Imperative, 325

Leadership and Management
Implications, 327
Leaders Set the Stage, 327
Accreditation and Regulation, 328
Leadership and Management
Considerations, 330
Models of Quality, 332

Current Issues and Trends, 333
Better Care, 333
Person-Centered Care, 334
Variation and Errors, 334
Waste Reduction, 335
Total Quality, 335
High Reliability, 336
Magnet and Pathway Designations, 336
Safer Care, 337
Quality Standards, 340

Conclusion, 355
Critical Thinking Exercise, 358

19 Measuring and Managing Outcomes, 361

Christina Dempsey and Mary Jo Assi

Outcomes and Value, 361
Definitions, 362
Background, 366
Influences on Outcomes, 366
Measurement of Outcomes, 366
Elements of Outcomes Research, 366

Leadership and Management
Implications, 367

Evidenced-Based Informed
Decisions, 367
High-Reliability Organizations, 368
Big Data Applications, 368
Performance Scorecards and
Dashboards, 369

Current Issues and Trends, 369
Mitigating Cost-Containment Requests, 369
Population Health, 371
Management of Nursing Outcomes, 371
Conclusion, 372
Critical Thinking Exercise, 374

PART 5 Business Skills

20 Workplace Violence and Incivility, 376

Palma D. Iacovitti

Definitions, 376
Background, 376
Risk Factors for Workplace Violence, 377
Impact of Workplace Violence, 379
Workplace Violence Prevention, 380
Legislation, 381
Regulatory Bodies, 381

Leadership and Management
Implications, 383
Leadership Responsibility for Workplace
Violence, 383
Debrief, 385
De-escalation, 385
De-escalation Models, 385
Workplace Incivility, 386
Workplace Bullying, 386
Employment Assistance Programs, 392

Current Issues and Trends, 392
Active Shooter, 392
Legislation, 396
Bullying Prevention, 396

Conclusion, 399
Critical Thinking Exercise, 401

21 Nursing Workforce Staffing and Management, 403

Therese A. Fitzpatrick

Definitions, 405
Background, 408
Framework for Staffing Management, 408
Strategies Influencing Staffing
Management, 410

Leadership and Management
 Implications, 415
The Staffing Management Plan, 415
 Organizational Outcomes, 426

Current Issues and Trends, 427

Technology Changes, 427

Nursing Shortage, 428

Flexible Resource Teams, 428

Burnout, 429

Critical Thinking Exercise, 432

22 Budgeting, Productivity, and Costing Out Nursing, 434

Linda B. Talley

Definitions, 435

Background, 435

The Budget Process, 436

Tracking and Monitoring of Budgets, 440

Leadership and Management

Implications, 441

Fiscal Responsibility for Clinical

Practice, 442

Evaluation of Budget Expenditures, 442

Costing Out Nursing Services, 442

Productivity, 444

Current Issues and Trends, 445

Nurse Workforce Participation, 445

Integration of Economics in Clinical

Practice, 446

Critical Thinking Exercise, 447

23 Performance Appraisal, 449

Barbara Seifert

Definitions, 449

Background, 450

Measurement, 451

Development, 451

Relationships, 451

Issues in Performance Management, 452

Developing Employees Through the

Performance Appraisal and

Review, 456

Leadership and Management

Implications, 456

Elements of a Successful Performance

Review, 456

Stress and Burnout, 457

Current Issues And Trends, 457

Continuous Feedback, 458

Agile Performance Management, 458

Deficit Versus Strengths Model, 459

Increased Use of Technology and

Artificial Intelligence in Performance

Management, 459

Developing Nurses into Leaders, 460

Summary, 460

Critical Thinking Exercise, 462

24 Emergency Management and Preparedness, 464

Kimberly K. Hatchel and Jennifer K. Martin

Definitions, 464

Transitioning Theory Into Practice for

All-Hazards Preparedness, 464

Disaster-Related Definitions, 465

Background, 466

Getting Started: First Steps, 466

Crisis Standards of Care, 475

Leadership and Management

Implications, 476

Moving Into the Future With

Confidence, 476

Current Issues and Trends, 477

Critical Thinking Exercise, 481

25 Nursing Informatics for Leaders in Clinical Nursing, 484

Lisa M. Janeway, Michele A. Berg, and Karen Dunn Lopez

Definitions, 484

What Is Nursing Informatics?, 484

Background, 485

The Relationship of Data, Information,

Knowledge, and Wisdom with Automated

Systems, 485

Nursing Informatics Competencies, 487

Regulatory and Policy Issues Related to

Clinical Informatics, 487

EHR-Based Decision Aids for Nurses, 488

Informatics Issues Impacting Care

Quality, 489

Leadership and Management Implications, 491

Mergers and Acquisitions, 491

Governance and Organizational Structure, 491

Managing Implementation of New Health

Information Technologies, 492

Creating Stakeholder Teams, 492

Communications Plans, 492

Education Planning, 492

Current Issues and Trends, 493

Mobile Health, 493

Mobile Devices in Clinical Settings, 493

Bring Your Own Device and Medical Device Management, 493
Nurse Communication Systems, 494
Nursing Terminologies, 494
Emerging Technologies, 494

Conclusion, 495

Critical Thinking Exercise, 497

26 Marketing and Branding in Nursing Health Care, 500

Tom Hayes and Judi Godsey

Definitions, 500

What Is Marketing?, 500

Key Concepts of Marketing, 500

Definitions of Marketing, 501

Background, 502

The Marketing Environment, 503

Political-Legal Environment, 503

Demographic-Economic Environment, 503

Social-Cultural Environment, 504

Technological-Natural Environment, 504

Other Factors Influencing Marketing, 504

The Marketing Mix, 504

Consumer Behavior, 509

Leadership and Management

Implications, 511

Current Issues and Trends, 512

Application of Marketing in Nursing, 512

Marketing Strategy, 517

Critical Thinking Exercise, 521

Index, 524

CASE STUDY—cont'd

supplies, and documentation options were added to the electronic health record.

The following benefits were anticipated:

- Decreased PONV
- Decreased length of stay in Phase I and Phase II recovery
- Empowered frontline nursing staff to use nurse-led evidence-based recommendations
- Expanded perioperative nursing division culture regarding use of evidence in daily practice

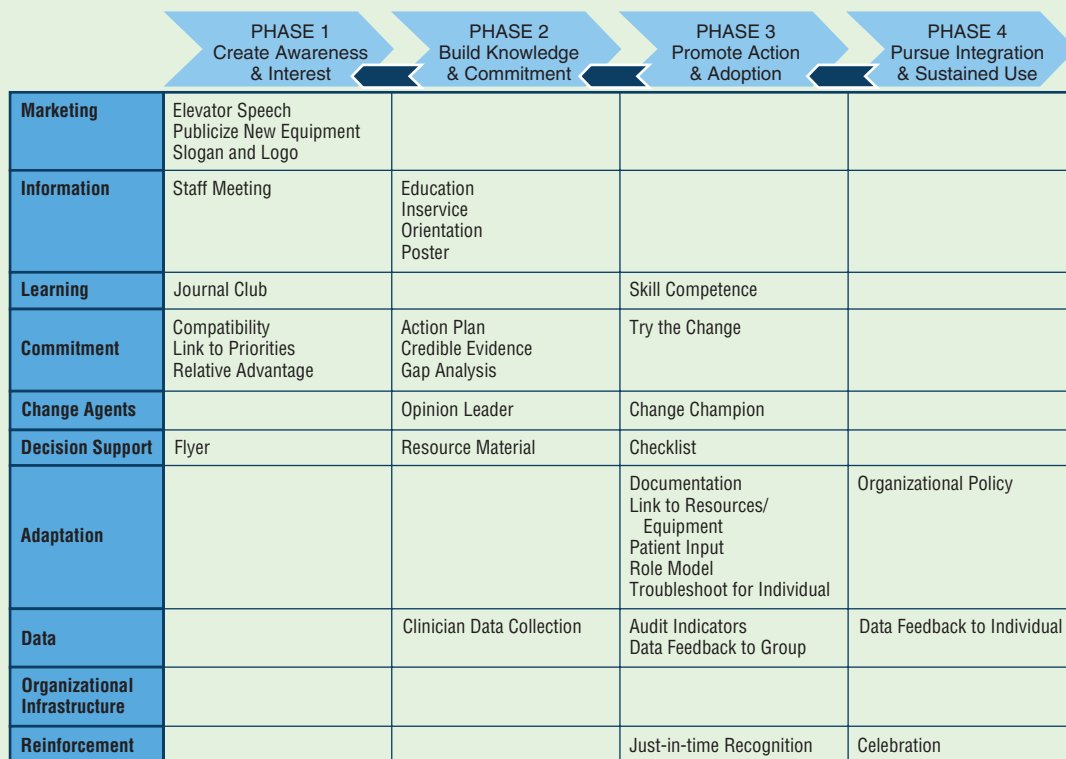
This perioperative nursing-led EBP change required multiple strategies for implementation (Cullen, Hanrahan, et al., 2022). The team used the implementation strategies depicted in Fig. 17.9.

Process and outcome indicators were included in the evaluation (Cullen, Hanrahan, Farrington, et al., 2023). Data captured included PONV rates; nursing knowledge and confidence in using EBP pre- and post-pilot; and use of acupressure bands, aromatherapy, and chewing gum. Re-infusion

strategies included creating a logo, completing additional chart audits, and developing a visual reminder checklist, which included the logo, for placement in patient folders. Celebration included presenting information at national conferences (Dolezal et al., 2023a, April 19–20, 2023b, April 27–30).

This project filled a gap in identifying evidence-based interventions nurses could be empowered to use to intervene and decrease PONV. A revised process was introduced, and patient care improvements occurred through the EBP changes. The NM facilitated project work and integration of the practice change by serving as the project director to establish the priority, locate resources (Cullen & Titler, 2004), and guide the team to maneuver through the system for adoption and dissemination of the practice change.

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Fig. 17.9 Implementation strategies used to promote adoption of post-operative nausea and vomiting evidence-based practice. (Adapted with permission from the University of Iowa Health Care, Copyright 2023. For permission to use or reproduce these figures, please contact the University of Iowa Health Care at 319-384-9098 or uihcnursingresearchandebp@uiowa.edu.)

Opportunities to Transform Nursing's Brand Image.

Significant gaps have been described between nursing's current and most desired brand image as leaders, compared to the many virtuous qualities perceived by the public. Research findings suggested that nursing could benefit from repositioning strategies that weave a central position of Nurses as Leaders throughout the nursing profession and across the public domain (Godsey & Hayes, 2023). Effective branding will require specific attention be given to consistently communicating the most desirable attributes of contemporary nurse leaders using the marketing principle of consistency of message and action over time. The steps to create a consistent message that could align with the "Nurse as Leader" brand image most desired by nurses were recently outlined in a paper by Godsey and Hayes (2023). These steps include the following:

1. Define the problem, and acknowledge the issue.
2. Use both qualitative and quantitative research.

3. Measure nursing's current versus desired brand image.
4. Translate research findings into micro and macro strategies.
5. Consistently convey the promise, value, and unique contributions of nurses.

Joseph et al. (2023) created a framework for reconstructing the professional identity and brand image of nurses (BIN) from "a caring profession" to "leaders" across all settings (practice, academia, research, industry, technology, regulatory, accreditation, policy arenas) and throughout the public domain. Their framework calls for professional unity and provides a blueprint for transforming the brand image and professional identity of *All Nurses as Leaders* through individual nursing practice (micro level), infusion of the desired brand into systems and curricular redesign (mesosystem level), and communication of *All Nurses as Leaders* throughout all corners of the nursing



Fig. 26.8 Framework for transforming professional identity/brand image: all nurses as leaders. (With permission from Joseph, M. L., Godsey, J. A., Hayes, T., Bagomolny, J., Beaudry, S.-J., Biangone, M., Brewington, J., Anest, P., Godfrey, N., Lose, D., Martin, E., Ollerman, S., Siek, T., Thompson, J., & Valiga, T. (2023). A framework for transforming the professional identity and brand image of all nurses as leaders. *Nursing Outlook*, 71(6), 102051.)