



**CENTER for American Nurses™**  
Serving the Needs of Nurses Today & Tomorrow

January 22, 2009  
FOR IMMEDIATE RELEASE

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### **Coaching Program Launched by the Center for American Nurses**

*Dealing with difficult people and managing work/life balance identified as top professional challenges for nurses.*

**Silver Spring, MD** – Dealing with difficult people and managing work / life balance ranked at the top of a list of professional challenges for registered nurses according to a 2009 survey conducted by Innergized!, Inc. These challenging issues can be addressed through a process known as coaching. Career coaching can lead to increased productivity, financial gains, and help nurses achieve a sense of personal and professional achievement. The Center for American Nurses has launched a coaching program designed to connect registered nurses with professional coaches who can assist them in addressing their unique professional and career issues.

“The Center is conducting a series of free informational tele-forums in February to help nurses become acquainted with our coaching programs,” says Wylecia Wiggs Harris, the Center’s Executive Director. “Participating in a tele-forum will allow nurses to understand the benefits of coaching. Particularly, coaches work with nurses to strategize, problem-solve and provide straightforward feedback around professional or personal challenges in a confidential setting.”

The Center's free informational career coaching tele-forums will be held on the following dates:

- February 12, 2009 - 1:30 - 2:15 PM Eastern
- February 18, 2009 - 8:00 - 8:45 AM Eastern
- February 24, 2009 - 7:00 - 7:45 PM Eastern

Nurses interested in participating in these informational sessions should register at [www.CenterforAmericanNurses.org](http://www.CenterforAmericanNurses.org).

“A professional coach can provide an unbiased and non-judgmental environment to help individuals examine how their own choices and behaviors impact job satisfaction and can also help identify strategies to improve satisfaction and fulfillment,” says Pam Williams of Innergized!, Inc. “We are pleased to partner with the Center for American Nurses in this effort.”

Fees for individual coaching sessions can range from \$200 - \$500 per session, but Center members can work with a coach for an introductory price of only \$69. Non-members can take advantage of an introductory rate of \$85. Individual coaching sessions will also be conducted at the Center's annual educational conference, LEAD Summit 2009, being held June 11-13 in Orlando, Florida. More information can be found at [www.CenterforAmericanNurses.com](http://www.CenterforAmericanNurses.com).

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### **About the Center for American Nurses**

The Center for American Nurses is a national professional nursing organization that educates, equips, and empowers nurses to advocate for themselves, their profession, and their patients. The Center offers evidence-based solutions and powerful tools to navigate workplace challenges, optimize patient outcomes, and maximize career benefits. Established in 2003, the Center partners with organizational and individual registered nurse members nationwide to develop resources, strategies, and tools to help nurses manage evolving workforce issues, and succeed in their careers. Additional information about the Center can be found at [www.centerforamericannurses.org](http://www.centerforamericannurses.org)