

More Than Skills: Developing Professional CNAs

How values, assumptions,
interpretation and behavior
combine to create professional
practice

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Professionalism

- How should a professional behave?
- Often defined by others
- Expectations & standards
- Observable behaviors
- "This is what professionals do."
- Can be taught as rules
- Often focuses on fitting expectations

Doing

Professional Identity

- Who am I as a professional?
- Developed within the person
- Values & beliefs
- Internal sense of self
- "This is the professional I want to be."
- Develops through experience
- Allows individuality

Becoming

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There isn't one way to BE “professional.”

Professionalism is often something we define for other people.
Professional identity asks people to understand who they are within their profession.

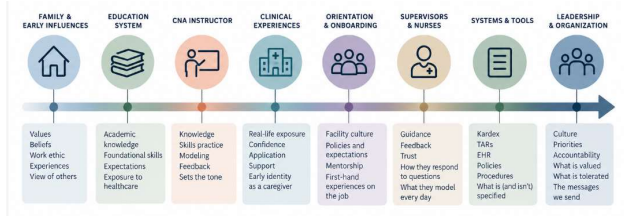
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People Shape Professionals.

- All of us who interact with CNAs have some influence over what this profession becomes
- Developing a professional is complicated
- We all occupy different parts of their timeline
- Maybe instead of professionalism we need to develop professional identity (that is different for each person and not depend on someone else definition)

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Influences on Our Professional Identity



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Where Did You Learn How To Be A “Professional”?

- Who taught you how to handle uncertainty?
- Who taught you what to do after you screwed something up?
- Who taught you whether asking for help made you look competent or incompetent?
- Who taught you what was worth reporting?

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What has changed in the students coming into your programs over the last 5–10 years?

What has changed in the way you have to teach them?



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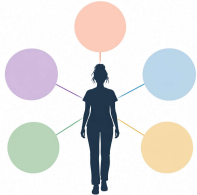


CNA Expectations

- Recognize that something is different.
- Know which changes matter.
- Prioritize competing demands.
- Understand when an instruction doesn't quite fit the situation.
- Speak up when they're concerned.
- Ask questions instead of just completing the task.
- Individualize care rather than simply following the routine.
- Understand the person behind a "behavior."
- Exercise judgment while also knowing the limits of their role.

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Core Values



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The Values I Carry

Accountability	Courage	Growth	Passion
Achievement	Creativity	Honesty	Patience
Advocacy	Curiosity	Humor	Purpose
Belonging	Dependability	Independence	Respect
Caring	Dignity	Individuality	Responsibility
Choice	Efficiency	Integrity	Safety
Collaboration	Empathy	Kindness	Service
Commitment	Excellence	Learning	Teamwork
Compassion	Fairness	Loyalty	Trust
Consistency	Flexibility	Organization	Understanding

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Cagney “83” Martin

It Starts With...

Something **BIG**.

What you choose to spend your time doing matters. It should be Big! Others should see excitement pour out of you and be inspired. Make people stop and say “Whoa!”...that’s **PASSION!**

I’m wired to **FEEL DEEPLY**. I can’t turn it off and sometimes it’s extremely exhausting, overwhelming and problematic. Nevertheless its moving and meaningful to empathize with everyone.

It’s Fueled By...

Irresistible **CREATIVITY** & Deliberate Order.

Dull, ordinary, and boring have no place in what I do. With careful thought, purpose and passion anything can be irresistible. Add color, a pattern, heck even a theme but find a way to make it stick out. Choose to innovate to make what you do stand out.

Spend time planning, **ORGANIZING** and putting things in place. Details are important and in the right order everything can be understandable to anyone. Start small and build, know the steps along the way in order to be successful.



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Our Thinking Framework

Notice

- What gets my attention?
- What actually happened?
- What did I observe?

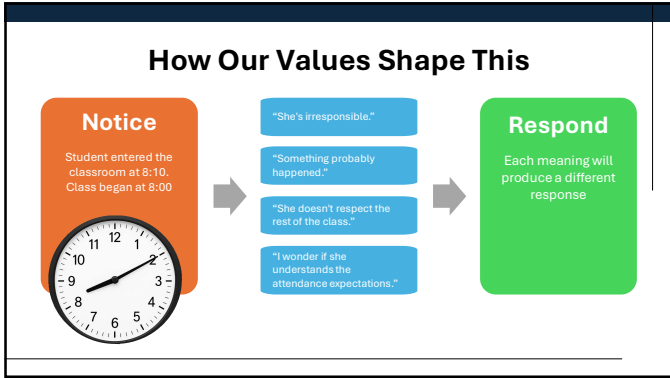
Interpret

- What does this mean?
- Values, Past experiences, Knowledge, Training, Culture, Expectations
- Assumptions, Bias, Context

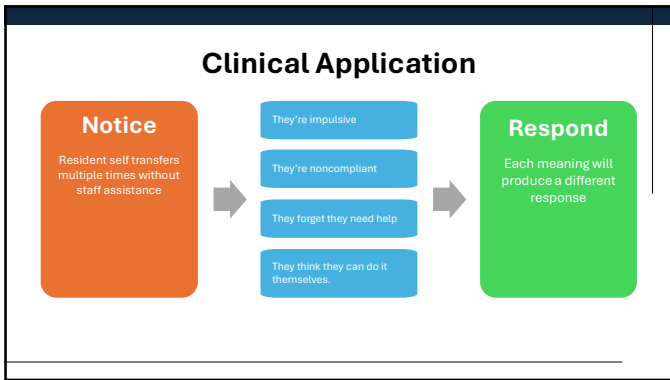
Respond

- We don’t respond to what we notice. We respond to what we believe it means.

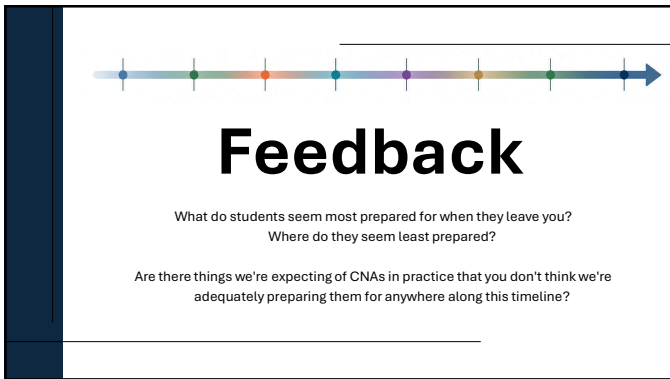
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Feedback

What are you hearing from students after they begin working in facilities?

What do you wish facility leaders understood about how CNAs are being taught today?



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Maybe we're expecting something from CNAs that nobody has actually taken responsibility for developing.

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You Get Them Early

Core values.

Help them figure out what matters to them.

Professional identity.

Ask them: *Who do you want to be when you do this work?*

NIR.

Teach them to separate **what I saw** from **what I think it means**.
Teach them that **'I don't know yet'** isn't failure.
Teach them to ask: **What else could be true?**

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In the End...

I Make Things Better.

I don't just fill a lane. I'd better be winning or falling on my face because I tripped over the hurdle, otherwise why am I even in the race.

I'm not waiting on the escalator for someone else to fix it. Figure out a way , change the system, change what I do, but do something.

The work I do is a **choice, an honor, and a privilege**. Not everyone can do what I do and I can't do what everyone else does. There's a reason for that. Don't' forget your reason, don't forget your roots.

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[Broken Escalator - YouTube](#)



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