



Honor Society of Nursing publishes nursing's first book of etiquette—the “missing link” in career advancement

When making introductions, do you first present the vice president of nursing or a staff nurse? What nursing credentials, and in what order, should you place after your name? How can you promote a positive work atmosphere on the nursing unit? How can you demonstrate professionalism in a phone call with a physician?

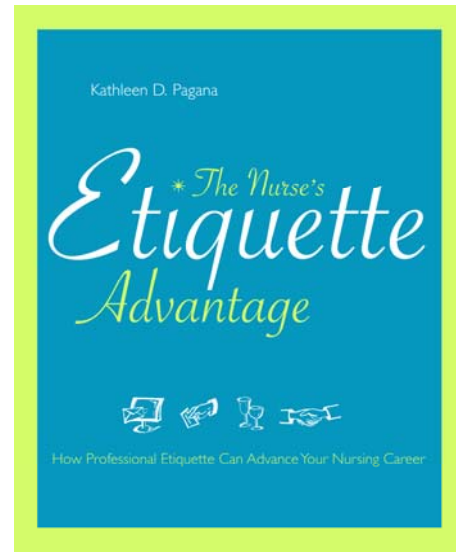
Tips on the proper protocol and decorum for nurses in these situations and many more are offered in *The Nurse's Etiquette Advantage: How Professional Etiquette Can Advance Your Nursing Career*, the newest book from the Honor Society of Nursing, Sigma Theta Tau International. The 224-page paperback by Kathleen Pagana, RN, PhD, is full of helpful hints and lessons on the proper etiquette that will help nurses get a job, keep a job and move ahead in nursing.

“This is the first book to be written by a nurse for nurses on the vital but often overlooked subject of etiquette in professional nursing,” said Carol J. Huston, RN, MSN, DPA, FAAN. “By using the guiding principles of kindness, consideration and common sense, this delightful and easy-to-read book prepares all nurses—new and experienced—to handle awkward and challenging situations that, if not handled appropriately, could diminish their confidence, tarnish their reputation and derail their career aspirations.”

The Nurse's Etiquette Advantage helps nurses successfully navigate:

- Proper decorum at conferences, meetings and parties
- Interviewing for a new job or position
- Proper handshake and business card etiquette
- Dressing to mirror one's professional image
- Writing thank-you notes
- Professional use of e-mail, phone and fax
- Dining with confidence in business or social settings
- Business travel
- Respecting cultural difference in global interactions

“You'll never know how much fun etiquette can be until you read this book,” said honor society Editor-in-Chief Jeff Burnham. “*The Nurse's Etiquette Advantage* fills a need by specifically targeting etiquette in professional nursing, which has been a missing link in nursing education. Nursing education focuses on leadership, management and professional issues, yet etiquette is often the key to success in the workplace.”





About the Author

“Professional etiquette is not optional for personal or professional success—it is a necessity,” said author Pagana (rhymes with *banana*). “Readers will benefit every day in clinical, business and social settings by using *The Nurse’s Etiquette Advantage* to come across as polished, confident and professional.”

Pagana is a professor emeritus at Lycoming College in Williamsport, Pa., and president of Pagana Keynotes & Presentations. A leader in health care for more than 30 years, she holds a BSN from the University of Maryland and an MSN and PhD in nursing from the University of Pennsylvania.

Pagana is the author of more than 60 articles and 20 books. Her business etiquette articles have appeared in national publications. Her most popular books, *Mosby’s Diagnostic and Laboratory Test Reference* and *Mosby’s Manual of Diagnostic and Laboratory Tests*, have sold more than 1 million copies, with translations in five languages. Professional etiquette has helped her handle a number of business challenges in her positions as patient care manager, military officer, faculty chair, academic dean and director on the board of a health-care system. She enjoys helping people feel more comfortable in professional and business situations where they are in the spotlight and need to look and act their best.

PLEASE NOTE: Dr. Pagana is a dynamic speaker. She will be a terrific media interview or conference presenter!

The Honor Society of Nursing, Sigma Theta Tau International is a not-for-profit organization whose mission is to improve the health of people worldwide through leadership and scholarship in practice, education and research. Founded in 1922, the Honor Society of Nursing has inducted more than 400,000 members in 114 countries. Members include practicing nurses, instructors, researchers, policymakers, entrepreneurs and others. The honor society’s 463 chapters are located at 571 institutions of higher education throughout Australia, Botswana, Brazil, Canada, Colombia, Ghana, Hong Kong, Japan, Kenya, Malawi, Mexico, The Netherlands, Pakistan, Singapore, South Africa, South Korea, Swaziland, Sweden, Taiwan, Tanzania, the United States and Wales. More information about the honor society can be found online at www.nursingsociety.org.

FOR IMMEDIATE RELEASE

June 13, 2008

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Top 10 Etiquette Tips for Nurses

From *The Nurse's Etiquette Advantage: How Professional Etiquette Can Advance Your Nursing Career* (Honor Society of Nursing, Sigma Theta Tau International, 2008)

1. Nurses are judged by the quality of their handshake. The handshake is part of creating a first impression.
2. Present your business card with the content face up and readable to the recipient.
3. Never approach someone at a nursing conference and say, "Do you remember me?" Instead, put out your hand and state your name.
4. Place your name tag on the right side of your chest, so your name can easily be seen by a new acquaintance while you are shaking hands.
5. The way nurses dress in the clinical setting should support a professional, intelligent and competent image. Clothes are never neutral. They either add or detract from a professional impression.
6. Standing up during a phone interview will make your voice sound more confident and dynamic.
7. Your e-mail messages should include a signature block with your name, address, phone number, fax number and e-mail address. This provides several ways for people to contact you.
8. When networking at a nursing conference, plan two or three sentences for the inevitable question, "What do you do?"
9. If you can remember the expression "left-over bread," you will know that your bread plate is to the left of your entrée plate.
10. Beware of your gestures when traveling internationally. Some gestures can be misunderstood or considered insulting by people from other cultures.

Advance praise for *The Nurse's Etiquette Advantage...*

"The Nurse's Etiquette Advantage is a must-read for nursing students who want to advance their career with finesse and grace. It is a good reminder that 'you never get a second chance to make a first impression!'"

—*Diane J. Mancino, RN, EdD, CAE, Executive Director, National Student Nurses' Association and the Foundation of the NSNA*

"With her background as a nurse, educator, consultant and professional speaker, Kathleen D. Pagana provides practical advice that will take you from your first nursing position to the boardroom. This straightforward, easy-to-read guide is interesting, informative and helpful in both business and social settings.

The Nurse's Etiquette Advantage addresses modern realities such as smoking, technology and body piercings and provides fresh guidelines on etiquette from a nursing perspective. You can feel reassured that you are behaving the correct way when you arm yourself with the wisdom and knowledge found in *The Nurse's Etiquette Advantage*."

—*Peg Gray-Vickrey, RN, DNS, Interim Provost, Vice President of Academic Affairs, and Professor of Nursing, Florida Gulf Coast University*

"This book takes what could be a dull subject and makes it fun! Readers will be amazed at how much they didn't know and how this book, which specifically targets nurses, provides many useful lessons that will be the secret ingredient for future career successes."

—*Karlene Kerfoot, RN, PhD, CNNA, FAAN, Vice President/Chief Clinical Officer, Aurora Health Care, Milwaukee, Wis.*

"The Nurse's Etiquette Advantage is a must-read for all nurses who want to boost their confidence and credibility and avoid embarrassment in their personal and professional life. The advice offered is the perfect complement to clinical education and experience. It will assist any nurse in developing into a well-rounded, socially adept professional."

—*Donna Cardillo, RN, MA, Nursing Career Guru, Dear Donna columnist for Nursing Spectrum/NurseWeek*

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