

Staying Power Building A Culture of Nurse Retention in the New World of Work For Experienced and Emerging Nurse Leaders

New Workshop for 2026
Offered Onsite at Your Organization or Virtually



More than half of all nurses now leave their organizations within their first two years of employment. Nurse Executives now cite nurse retention as one of their most significant challenges moving into 2026. An essential driver of this change is that Generation Z nurses (a growing percentage of the nursing workforce) have different ideas about work and careers. They will quickly leave organizations if their needs are not met.

For many nurse leaders, their current retention strategies are not working, and they are now seeking different tools and tactics in this new world of work. To be successful today, you must build a culture with staying power. In this session, we will discuss forward-thinking recruitment and retention strategies.

Key Topics Covered

- ✓ Nursing Workforce Trends and Challenges
- ✓ Generational Differences Impacting Recruitment and Retention
- ✓ Recruiting for Retention Best Practices
- ✓ The Business Case for Career Coaching
- ✓ Effective Unit Onboarding
- ✓ Conducting STAY Interviews
- ✓ Promoting Nurse Well-Being
- ✓ Building Team Cultures of Retention

Program Faculty

Rose O. Sherman, EdD, RN, NEA-BC, FAAN, is nationally known for helping current and future nursing leaders develop leadership and coaching skills. Rose is an emeritus professor at the Christine E. Lynn College of Nursing at Florida Atlantic University and currently serves as a faculty member in the Marian K Shaughnessy Nursing Leadership Academy at Case Western Reserve University. Before becoming a faculty member, she served as a nurse leader at the Department of Veterans Affairs for 25 years across five medical centers. Rose edits a popular leadership blog, www.emergingrnleader.com, read by thousands of nurse leaders each week, and is the author of four best-selling leadership books. She is also a Gallup-Certified Strengths Coach.



For more information or to schedule a program for your leaders,
contact roseosherman@outlook.com

Staying Power: Building A Culture of Retention in the New World of Work

More than half of all nurses now leave their organizations within their first two years of employment. Nurse Executives now cite nurse retention as one of their most significant challenges moving into 2026. An essential driver of this change is that Generation Z nurses (a growing percentage of the nursing workforce) have different ideas about work and careers. They will quickly leave organizations if their needs are not met.

Replacement costs for a single nurse can easily exceed \$61,000. Press Ganey estimates that the annual cost of RN turnover for an average hospital in the United States now ranges between 5.2 million and 9 million dollars. Turnover disrupts teams and compromises the quality and safety of nursing care. For many nurse leaders, their current retention strategies are not working, and they are now seeking different tools and tactics in this new world of work. To be successful today, you must build a culture with staying power. In this session, we will discuss forward-thinking recruitment and retention strategies that executive nurse leaders can use to promote well-being, engagement, career advancement, and a sense of belonging among the current and next generations of the nursing workforce.

Workshop Objectives

- Identify key factors influencing nurse retention and turnover in the current environment.
- Describe different generational expectations of leaders that impact nurse recruitment and retention.
- Provide an overview of how to use career development and coaching to promote retention.
- Explore evidence-based strategies to enhance nurse satisfaction and retention.
- Develop actionable plans tailored to your environment to reduce turnover

Agenda EST

AM – 10:30 AM

An Environment Scan of the Nurse Retention Landscape

- The Context of the Healthcare Environment
- Nursing Workforce Trends and Challenges
- Key Drivers of Nurse Turnover
- Generational Differences Impacting Recruitment and Retention

10:30 AM – 11:15 AM

Frontline Leaders as Retention Linchpins

- Using a Relational Leadership Style
- Building Trust and Psychological Safety
- Adopting a Coaching Mindset
- The Business Case for Supporting Career Development
- Creating a Healthy Workplace Culture

11:15 AM – 11:30 AM

Break

11:30 AM – 12:30 PM

Best Practices in Recruitment and Retention

- Recruiting for Retention
- Begin with End in Mind – Effective Unit Onboarding
- Conducting and Using STAY Interviews
- Building Team Cultures of Inclusion
- Key Data to Evaluate Retention Efforts
- Strategic Offboarding
- Breakout Discussion

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