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Empowering the nurse entrepreneur for success in business and work/life balance

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This presentation will discuss results of an exploratory study that aimed to better understand the experiences and challenges of nurse entrepreneurs. Nurse entrepreneurs (n = 44) reported on their transitions from employment to entrepreneurship, key motivators in the decision to start a business, and the challenges they face as entrepreneurs in the healthcare field. Additionally, participants completed the 33-item Mindful Self-Care Scale – Short (Cook-Cottone & Guyker, 2016), which measured their self-care activities and behaviors in 6 domains: Physical Care, Supportive Relationships, Mindful Awareness, Self-Compassion and Purpose, Mindful Relaxation, and Supportive Structure. Nurse entrepreneurs reported higher rates of self-care practices than a normed community sample, and age was positively correlated with higher rates of self-care practices. Nurse entrepreneurs reported that factors related to psychological empowerment, such as meaning/

purpose, having an impact, need for growth, and getting to make decisions, were more critical motivators in the decision to start a business than factors associated with structural empowerment, such as financial gain and job or organizational constraints. Some work/life balance challenges, such as juggling multiple roles in a business, balancing one's own needs with those of others, time management, and addressing both family and business needs were associated with fewer self-care behaviors. The biggest challenges to success identified, such as implementing a marketing strategy, networking, and accessing mentorship, were all related to relying on connections with others. Implications of this study for practice will be discussed, including benefits to nurse entrepreneurs, potential nurse entrepreneurs, and others in the healthcare delivery system.

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