

CAMPAIGN IMPERATIVES

- I. Must move beyond *NURSING*.**
- II. Must deliver short term *RESULTS* in the next 18 months even as you develop long term plans.**
- III. Must have *COURAGE* to place the right *LEADERS* at the helm or remove weak, ineffective leaders.**
- IV. Must have *FUNDING* to sustain this work.**
- V. Must not ignore *DIVERSE* stakeholders critical to our success.**