

PATH TO PURPOSE

the workshop

CAT GOLDEN X KATIE DUKE

MEET YOUR HOSTS

KATIE DUKE, NP

Katie Duke is a Board Certified Nurse Practitioner renowned as an authentic voice and leader in healthcare and digital media. She has a BSN from City University of New York Hunter College and an MSN as a Nurse Practitioner from Columbia University in the City of New York. Over the course of her 20+ nursing career, she has served as preceptor to hundreds of new grad nurses and NP's, spoke at countless motivational and academic speaking engagements, and pioneered the role of the nursing influencer on social media.



She serves on the Healthcare Advisory Board and Healthcare Advocacy Team at FIGS, and her advocacy and creator work has been featured in distinguished publications such as The Washington Post, Forbes, and The New York Times. She is known for her transparency and relatability, which is refreshing in a world of curated personas and timelines. Her strategic collaborations with over 500 national and global brands underscore her influence as a trusted public figure and creator within the nursing community. She is well known to navigate the complexities of nursing and life with honesty and grace, fostering meaningful dialogue and catalyzing change and empowering nursing professionals both on and off social media.

A handwritten signature in black ink, appearing to read 'Katie Duke'.

KATIE DUKE

[@THEKATIEDUKE](https://www.instagram.com/thekateduke)

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MEET YOUR HOSTS

Cat is a pediatric nurse turned entrepreneur. Cat built her first company, Nurses Inspire Nurses, with a personal, boots-on-the-ground approach, hosting free coffee talks and meet-ups for countless nurses across the United States. This grassroots community building technique coupled with Cat's unmatched ability to connect with nurses quickly led to strong organic social media growth, forming the foundation of the large dedicated nurse following that NIN has today. A community of approximately 100,000 nurses!



While scaling Nurses Inspire Nurses Cat realized she was actually a brilliant marketer and that is where her true passion lies. She had the privilege of working with national brand partners to create marketing campaigns and give back to nurses which ultimately set her life on a completely different path.

Nurses Inspire Nurses was acquired in early 2024. Cat remains a minority owner but is no longer involved in the daily operations. She now works as a Brand Engagement Consultant. She also started a social media education company, SOCIAL RBEEL, with her good friend, Shelby Dubin., Cat is a motivational speaker, community leader, brand builder, and most importantly a connector. Her secret sauce lies in being able to humanize a brand and authentically connect brands with their customers.

CAT GOLDEN, BSN RN

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ABOUT PATH TO PURPOSE

The **Path to Purpose Workshop** is a transformative event that gives nurses like you the tools and confidence you need to find a nursing path that feels purposeful and authentic to you.

Objectives:

- Inspire and motivate nurses to connect with their personal and professional purpose.
- Provide a safe place for knowledge sharing, skill development, and networking.



SCHEDULE

5-5:30pm Welcome + Networking

5:30pm Dinner starts + Introductions

5:45 - 6:15pm Cat Speaking

6:15 - 6:45pm Katie Speaking

6:45 - 7:15pm Group Sharing

7:15 - 7:30pm Q+ A + Giveaway Announcement

7:30 - 8pm Photos + Connection

8pm Event Ends

Virtual Event 5:30-7:30pm EST only

CAT GOLDEN

3. After answering questions #1 + #2 what immediate action could I take to get a small win towards my new path?

4. What "failures" do I need to forgive myself for? How can I view them as lessons?

KATIE DUKE

FINDING YOUR WAY

- How do we find our way when we are not sure where we should be going?
- It starts with understanding who we are, what our strengths are, what we have overcome, and how those moments help define our purpose and path

SELF REFLECTION

- What is one significant challenge you've faced in your personal or professional life, and how did it shape your understanding of who you are and what you want your future to look like?

KATIE DUKE

CHARACTER COMES FROM CHALLENGES

Think of an experience where overcoming a major obstacle led you to a deeper realization about your goals or aspirations

LETTING GO OF OTHER PEOPLE'S CAREER DREAMS + TIMELINES

- Our authentic career path starts when we stop pursuing career moves that are what's best for others, and make moves that are best for us

PURPOSE EXERCISE

Start a brain dump of all of your skills

Skills can be professional, personal, or anything that comes to mind!

Can't think of anything? What would your co-workers, manager, best friend, or partner say about you? What are the things you are known for?

PURPOSE EXERCISE

Make a list of things that make you excited

What lights you up?

Nothing coming to mind? When was the last time you felt pure joy or fulfillment? What were you doing? Write about that!

PURPOSE EXERCISE

Bridge the Gap!

Now look back at your answers for number one and number two. Where is there some overlap? Where is there a gap?

What actions can you take today to feel more joy and fulfillment while also using your skills?

Action 1:

Action 2:

Action 3:

THANK YOU!

This event would not have been possible without the generous support of Nurse.com.

Nurse.com hosts events with a goal to provide a safe place for all nurses and nursing students to interact with industry leaders, network with fellow professionals, and celebrate the nursing community.

Please connect with Nurse.com on social media and inside their brand new online community exclusively for nurses!



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Thank you to Figs for providing swag bags for all attendees.

Discount code for FIGS: KatieDFirstFigs

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