

# EDUCATIONAL BOOKLET ON THE IMPORTANCE OF PROFESSIONAL POSITIONING IN A NURSE'S CAREER.

Beatriz Sofrá Monaro<sup>1</sup>

Carolina Naomi Mune Dos Santos<sup>2</sup>

Julia Amani Diniz<sup>3</sup>

Marcio Antonio de Assis<sup>4</sup>

**Abstract:** Introduction: It is noted that many nurses experience difficulties related to their self-positioning and the development of their self-image, which negatively impacts the quality of their care and the assistance provided. Entering the job market demands technical, emotional, and communicative skills from nurses, as well as leadership and decision-making abilities in complex situations and positioning within the team. However, insecurity and vulnerabilities during the workday can hinder career development. This study addresses the importance of professional positioning in a nurse's career, highlighting its influence on leadership, autonomy, communication, and decision-making in the workplace. OBJECTIVE: To develop an educational booklet on the importance of professional positioning in a nurse's career. METHODOLOGY: This is a methodological study, of an applied nature, with a descriptive approach and technological production. The research was developed in two stages: a bibliographic review in the SciELO database, with articles published between 2018 and 2025, and the creation of an educational booklet using accessible language and illustrative resources. RESULTS AND DISCUSSION: The findings showed that professional insecurity, leadership difficulties, and weaknesses in the work environment directly interfere with the professional positioning of nurses. According to the literature review, it was identified that identity construction occurs gradually,

- 
- 1      Graduanda de enfermagem da universidade de Mogi das Cruzes
  - 2      Graduanda de enfermagem da universidade de Mogi das Cruzes
  - 3      Graduanda de enfermagem da universidade de Mogi das Cruzes
  - 4      Orientador docente de enfermagem da universidade de Mogi das Cruzes



being influenced by academic training and career experiences. Based on this, an educational booklet was developed to guide nurses on the importance of positioning themselves, using simple and objective language, with visual resources to facilitate comprehension of the content. FINAL CONSIDERATIONS: The development of the educational booklet made it possible to transform the scientific knowledge found in the literature into an accessible and easily understandable educational technology.

**Keywords:** professional positioning; leadership; educational booklet; nursing.

## INTRODUCTION

The 21st century job market requires professionals adapted to the work environment in the face of constant changes and demands. However, such changes demand a great positioning of the professional, who must act competently, collaborating for the evolution of the company (FORCIONE et al., 2021).

Currently, competitiveness between professionals is increasingly frequent within companies, so the search for differentials within the work career is necessary. A good professional position is recognized when the leader is able to control his emotions, use the language of non-violent and respectful communication, and express his opinions in an assertive way (SANTOS et al., 2022)

By identifying conditions that need greater positioning, it is favorable for the professional to communicate clearly, in order to have a good relationship with other employees, avoiding critical situations (SANTOS et al., 2022)

Within the hospital environment, the nurse's professional autonomy is essential, taking into account the difficulties of positioning, hospital demands and ethics when talking to the multiprofessional team and patients. However, nurses are characterized as team representatives, taking into account professional experience, leadership and decision-making power.



In the positioning of nursing professionals, their ethical, moral and fair knowledge is taken into account, through attitudes that acquire cordiality in the personal and collective sphere (SANTOS et al., 2017).

Ethical impediments are interconnected with implications present in the care of health professionals. Such problems manifest themselves when institution norms and standardized actions do not correspond to the expectations of the multiprofessional team and patients, as well as conflicts of personal and professional values (MOREIRA et al., 2020).

According to MELO (2017), the nurse's action as a public figure entails the possibility of positioning their knowledge and attributions, strengthening the bond with their team and their professional growth. From this perspective, it is known that nurses who are not professionally prepared in conflict situations give preference to actions that are thought out more quickly, resulting in ethics and appropriate professional positioning.

As a result, they form a disunited and insubordinate team. Living with complex situations becomes a challenge for nurses, as it demands authority, professional security, and skills for better decision-making and moral sensitivity to everyone (MOREIRA et al., 2020).

The construction of a professional position happens gradually, starting during academic training and being established in professional practice. Some factors can directly interfere with their positioning and identity, such as working conditions, social recognition, ethics, and religiosity (SANTOS et al., 2019).

Nurses can perform their work in the face of their knowledge, skills and attitudes. In this way, the professional's posture in the routine of his work can impact the quality of care, automatically significantly affecting the patient. Therefore, it is extremely important to understand their professional identity in all situations, performing qualified care and competent management (ASSIS et al., 2018).

In Brazil, in primary care services, nurses have extreme autonomy for decision-making, involving other responsibilities such as coordinating the team and interaction with the community, reinforcing the need to discuss professional positioning so as not to cause unexpected complications



(CARNEIRO et al., 2024).

The lack of professional positioning can have serious consequences on the nurse's career. Among them are limited autonomy, insecurity, difficulty in leading the team and professional devaluation. In environments where it does not impose authority, it presents greater overload, thus generating conflicts among employees, negatively impacting their career (SANTOS et al., 2021).

It is observed that some nurses face difficulties in the development of their careers, especially in their professional positioning, which automatically ends up affecting their autonomy, leadership and security in decision-making. This fragility is a relevant problem in the field of training and in practice, thus bringing consequences throughout its trajectory.

In this context, it is essential to develop educational instruments that contribute to the professional, building an ethical position. They include easily accessible technology, clear and direct language, being able to assist in practice and guide the importance of posture.

## **GENERAL OBJECTIVE**

Develop an educational booklet on nurses' positioning, focusing on the importance of the career, the challenges and difficulties encountered in the face of disability and the ways of developing this professional behavior.

## **METHODOLOGY**

The present research is a methodological study, of an applied nature, through a technological production and descriptive approach, aimed at the development of an educational booklet, aimed at newly nurses, to provide guidance that will help them enter the job market.

According to Antonio Carlos Gil, a research with a methodological format is one directed to the development, proof and evolution of research methods and tools. Its purpose is to expand



knowledge for its application in practice, aimed at problem solving, describing the traces of a process or event without direct intervention.

Pedro Demo describes that technological production refers to the advancement of materials that follow scientific knowledge, such as the primer.

Studies by Silva and Luz (2023) point out that a booklet is a printed pedagogical mechanism, which serves to facilitate the knowledge of professionals in a more simplified and accessible way, helping to train specific topics.

To facilitate the development of the main focus of this research, which is the booklet, the study was divided into two stages, the first focused on the bibliographic review, with the aim of identifying information on the aspects that involve newly graduated nurses to assist in entering the job market, and the second aimed at the elaboration of the educational booklet itself.

## **LITERATURE REVIEW**

For Lakatos and Marconi, the bibliographic review is the moment in which the orderly study of books, articles and scientific documents is carried out, seeking to analyze the concepts, theories and results found, ensuring a scientific basis for the research.

Thus, the study, of an explanatory and descriptive nature, was carried out through a bibliographic review, consulting the SciELO (Scientific Electronic Library Online) database. The selection of articles was carried out by reading the abstracts and titles, so the following inclusion criteria were adopted: articles published in the period from 2018 to 2025, written in Portuguese, available in full, and related to the theme of the study using the following keywords: professional positioning, nursing, leadership. The exclusion criteria were: studies published outside the period that was established, articles that were not related to the proposed theme, not available in full, and foreign language.



## PREPARATION OF THE BOOKLET

Based on the findings found in the literature review, an educational booklet was developed for nursing professionals at the beginning of their careers. The material was produced through the Canva platform, with an attractive layout, accessible language and a focus on practical guidance.

To facilitate the process of developing the booklet, it was elaborated in five stages, taking into account the need to develop an instrument that is easy to access and understand, which demonstrates clarity of information, as well as objectivity and with a language compatible with the public of newly graduated nurses, in addition to using graphic resources that could favor the understanding and retention of information.

Considering that the target audience was composed of nurses, the first stage established the objective of the booklet, using an appropriate, simple, playful and easy-to-understand language.

To obtain an attractive and colorful look, the CANVA application was used. This was chosen because it is freely available and allows images to be obtained from CANVA images; This stage represented the second stage of the process.

In the third stage, images available in Canva itself were selected to compose illustrations and characters that represented the content of the booklet in a simple way, always using the defined application for necessary adaptations.

For the fourth stage, the statements based on the articles read, which contain definitions, functioning and pre-established care/maintenance, were defined; These are placed in the shape of a speech bubble.

The fifth and final part of the process represented an assembly of the booklet in the Canva application, which was defined by the familiarity of the authors.

The first was used for the textual description and the draft to define the speeches; the second consisted of the elaboration of the scenes and the preparation of the booklet.

Thus, the method used made it possible for the developed instrument to encompass current



scientific information and in a language accessible to the target audience. The set of steps described also provided the elaboration of an educational material consistent with the objectives of the study and with the demands of the nursing professional.

## **RESULTS AND DISCUSSION**

The present study was divided into two stages, the first part directed to a bibliographic review, with the objective of identifying information about the factors that involve nurses, to assist in the labor market, and the second part focused on the elaboration of the educational booklet, with the intention of supporting professionals.

### **LITERATURE REVIEW**

The literature review was carried out in the Scielo database, including studies published between 2018 and 2025. After applying the exclusion and inclusion criteria, scientific articles were selected, which built the final sample of this study.

The findings of this research allowed the organization of the results into three themes: Main impacts of the lack of professional positioning, Challenges and difficulties in the development of positioning, and Forms of development of professional positioning.

### **MAIN IMPACTS ON LACK OF POSITIONING**

In addition to the practical and theoretical domain, the professional activity requires competencies, qualities, skills and posture that are linked to their professional positioning.

Within the hospital environment, proactivity is constantly evaluated. However, a competent



professional not only has knowledge and skills, but also needs to be able to do them well (FERREIRA et al., 2020).

The absence of professional credibility in nursing is linked to identity insecurity. It can have consequences for the recognition and excellence of care (SANTOS et al., 2020).

The lack of a placement within a work environment can have impacts that will harm the professional's career in the future, in addition to demotivating their team. Professionals who do not establish a good posture within the work environment usually face difficulties in making decisions, insecurity in the execution of their work and have less prominence within their multiprofessional team. Fragility in identity results in passive attitudes, submission to other professionals, and restriction of their daily work (OLIVEIRA et al., 2023).

In addition, research shows that instability in professional positioning is linked to the difficulty in performing the nurse's function within the hospital environment, which affects their visibility and their role in the sector's decisions (SILVA et al., 2022).

In the context of care, unprofessional practices have a direct effect on the quality of care, since the lack of professional projection and insecurity make it difficult for them to lead and communicate effectively with their team. However, nurses may have a less productive role in their work, which reduces their capacity for action and decision-making (CARNEIRO et al., 2024).

## **DIFFICULTIES AND CHALLENGES IN DEVELOPMENT**

The development of positioning is related to the construction of professional identity during your academic training. Studies indicate that it is formed from the experiences lived in the learning process, in the relationship with colleagues, professors and in the activities carried out during graduation. These experiences contribute to the formation of professional values and autonomy, as this process occurs in a fractional way, it ends up generating insecurity and difficulties in professional positioning at the beginning of the career (SILVA et al., 2019).





Another determinant cited in the literature is the way society perceives the role of nurses. The social image of nursing influences the way professionals behave during the work environment, historically nursing has been labeled, limiting the understanding of the activities performed by nurses, thus negatively impacting the autonomy and recognition of the profession (PIERROTTI; GUIRARDELLO; TOLEDO, 2020).

In addition, the career profile is also associated with the conditions of the work environment, factors such as overload, reduced number of professionals and a lot of demand automatically hinder leadership development and decision-making, not being able to focus on all activities and performing carelessly, which can cause negligence in delicate situations. These situations compromise performance and generate a lot of physical and emotional exhaustion, impairing how nurses position themselves in front of the multidisciplinary team (CARVALHO et al., 2018).

Another significant challenge in development is leadership, the nurse assumes responsibilities related to team management, requiring organization with care. Many professionals find it difficult to perform this leadership role, due to the lack of preparation in academic training, and limitations in the structures present in the institutions, which can impact the recognition of autonomy and the position of how nurses will behave in front of their team (BALSANELLI; CUNHA, 2018).

Therefore, we observe that the development of the professional profile depends on a set of factors, including the quality of the training of professionals, development of skills, professional valorization and the conditions of the work environment. In other words, investing in the qualification of the individual and the strengthening of their identity is essential for the construction of autonomy and for the recognition of nurses within health teams (MOURA et al., 2020).

## **FORMS OF DEVELOPMENT IN POSITIONING**

The development of a nurse's professional reputation is completely linked to the construction of their identity throughout their career, including academic training and care practices. Studies show



that the influence of lived experiences and interpersonal relationships contribute to a conception in constant evolution, so academic training plays a fundamental role in this process, guiding students to be more critical, leading them to understand their role within institutions (LIMA et al., 2020).

Another form of positioning refers to the use of the nursing process as a work instrument, as it helps in the organization and strengthens the identity of a nurse, allowing autonomy and recognition. In addition, the use of this mechanism can favor the construction of a practice based on scientific knowledge, valuing the role of the professional (ADAMY; ZOCHE; ALMEIDA, 2020).

Leadership also becomes a fundamental element for career strengthening, the literature demonstrates that skills, such as communication, organization and planning, are also important for making decisions and leading teams. Therefore, many individuals have difficulties in this part of the process, which reinforces the need to invest in training and always improving their skills (MONDINI et al., 2020).

Another considerable factor refers to influence and working conditions, professional recognition, opportunities for growth, and adequate working conditions are essential for employee motivation and satisfaction. On the other hand, environments with limited resources and low professional valuation hinder the development of activities, compromising the performance of a nurse. Therefore, it is highlighted that development is a complex process, involving several factors, namely, academic training, professional practice, leadership development and working conditions, these elements are indispensable to promote autonomy and appreciation of the profession (MALLAGOLI et al., 2024).

## **PREPARATION OF THE BOOKLET**

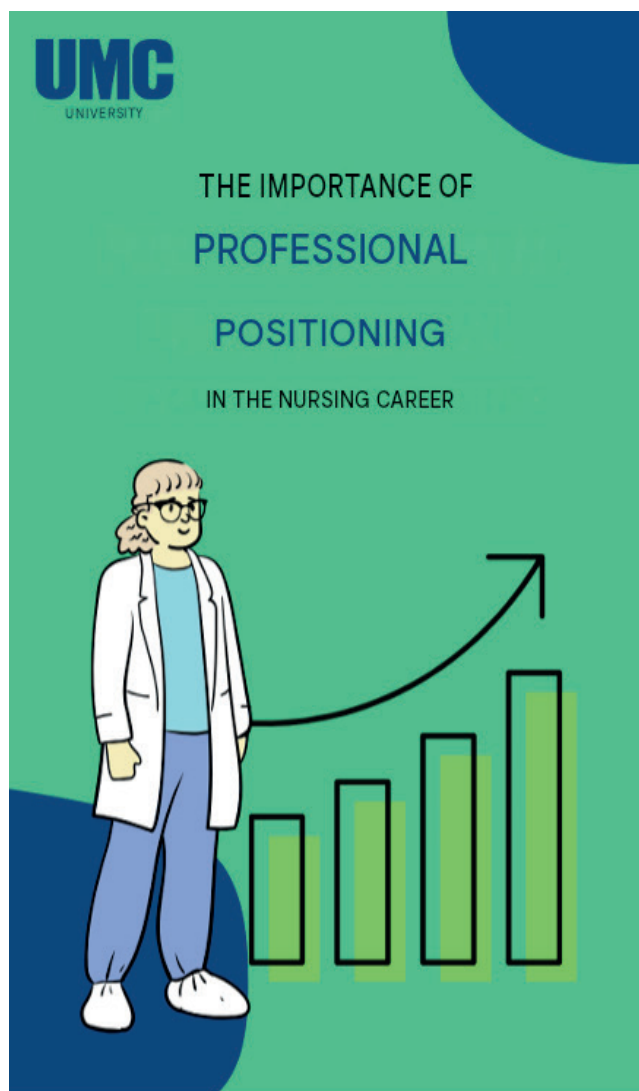
In view of the results obtained in the literature review, the educational booklet (Appendix A) was developed, with the purpose of creating an easily accessible instrument. For its elaboration, the Canva platform was used, which made it possible to create the layout and characters. In order to



facilitate the process of constructing the booklet, the development was organized in five stages.

According to figure 1, the content presented an easy-to-understand and objective language, seeking to understand the situations experienced by many professionals in their careers, thus defining the purpose of the booklet.

Figure 1 – Cover of the educational booklet



Source: Authored by the author (2026)



Studies highlight that the use of clear, accessible and compatible language with the target audience favors the understanding of information and easy understanding of individuals (SOUZA et al., 2022).

For the construction of the material, technological and graphic resources were used capable of making the content more attractive and dynamic. The use of the Canva platform made it possible to create a visually organized layout, with colors, illustrative characters and graphic elements, as shown in Figure 2.

Figure 2 – Booklet Layout Demonstration

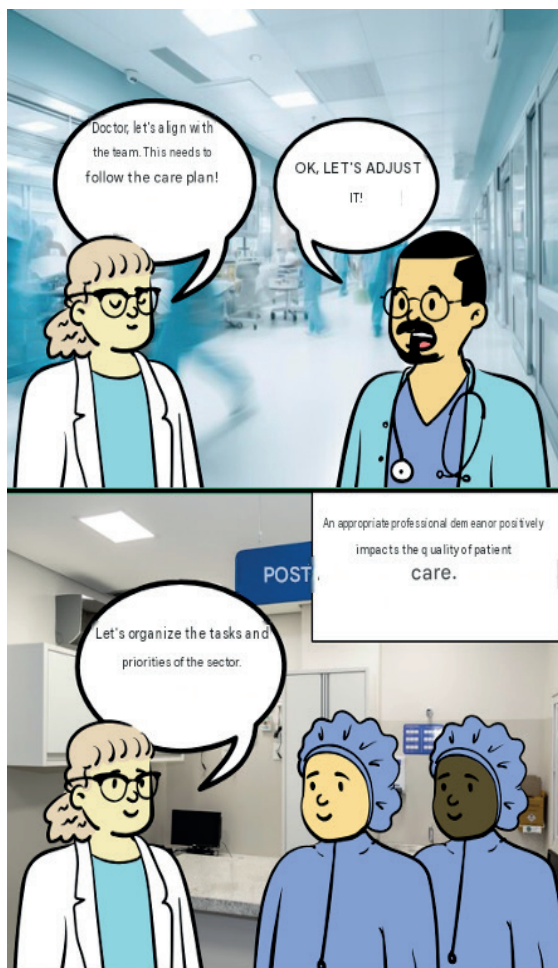


Source: Authored by the author (2026)

According to the literature, visual resources and educational tools favor the interaction of individuals, making the learning process more dynamic and accessible (TEIXEIRA et al., 2021).

The creation of the characters was done through the “character creator” application available within CANVA itself, costumes and looks that fit the scenario were chosen, as well as the facial expressions of the characters (figure 3). The speech bubbles provided by the platform were inserted in the booklet to create dialogue between the characters.

Figure 3 – Demonstration of the characters and their characteristics



Source: Authored by the author (2026)

Educational technologies elaborated with playful, illustrative elements and in the format of comic books, favor communication, arouse greater interest from the public and facilitate the understanding of information (MOURA et al., 2021).

The characters' speeches were based on the selected articles, using simple and easy-to-understand language, with the aim of guiding the target audience about the importance of professional positioning, its advantages for career growth and the disadvantages if not applied on a daily basis (figure 4).



Figure 4 – Demonstration of the characters' dialogues



Source: Authored by the author (2026)

When preparing a booklet, the language must be clear, direct, and easy to understand, facilitating the understanding of the target audience and making the educational content more efficient (OLIVEIRA et al., 2021).

After completing all the stages of preparation, the educational booklet was completed. Thus,





the material was developed as an education strategy aimed at nurses, with the purpose of promoting reflections on the importance of professional positioning.

Educational booklets are an important tool in health education, as they enable the understanding of information in a clear and accessible way, contributing to the promotion of knowledge of the target audience (GOMES et al., 2024).

## **FINAL CONSIDERATIONS**

The present study allowed the understanding of the importance of professional positioning in the nurse's career, highlighting aspects related to leadership and autonomy.

In the literature review, it was possible to observe that many newly graduated professionals have difficulties in development, directly impacting their professional performance.

The elaboration of the educational booklet made it possible to transform the scientific knowledge found in the literature into an accessible and easy-to-understand educational technology. The use of visual resources, simple language and everyday situations sought to bring the content closer to the nurses' reality.

Finally, it is hoped that the educational booklet can help nurses who have difficulty in developing leadership, autonomy and professional security. It is also suggested that new studies be carried out to evaluate the effectiveness of educational material in nursing practice.

## **REFERENCES**

ADAMY, Edlamar Kat; ZOCHE, Denise Antunes de Azambuja; ALMEIDA, Maria de Lourdes Denardin Budó de. Nursing process from the perspective of the nursing team: facilities and challenges for its implementation. *Revista Gaúcha de Enfermagem*, Porto Alegre, 2020.

ASSIS, Jéssica Tavares de; SANTOS, Jovelina Fernandes dos; PINTO, Lais Maria Campos; BRITO, Paloma Karen Holanda; FERREIRA, Mateus Andrade; FERNANDES, Marcelo Costa. Professional





identity of the nurse in the perception of the team of the Family Health Strategy. *Revista Saúde & Ciência*, Cajazeiras, 2018.

BALSANELLI, Alexandre Pazetto; CUNHA, Isabel Cristina Kowal Olm. Leadership in the context of nursing and its influence on professional practice. *Brazilian Journal of Nursing*, Brazil, 2018.

CARNEIRO, Nívia Vanessa dos Santos; BRASILEIRO, Denise Lima da Silva; ALMEIDA, Deybson Borba de; MAIA, Maria Talita Cruz Silva Oliveira; SANTOS, Sélton Diniz dos; ALMEIDA, Igor Ferreira Borba de; ARAÚJO, Lucas Souza Almeida de. Practices of nurses in Primary Health Care : repercussions on professional identity. *Bahian Journal of Nursing*, Salvador, 2024.

CARVALHO, Rachel de Sá Barreto Luna Callou Cruz et al. Working conditions and implications in the health of nursing professionals. *Anna Nery School*, Rio de Janeiro, 2018.

FORCIONE, Thaís Lanutti; NEVES, Flávia Silva; SILVER, Danilo Nogueira. Narratives in the dynamics of positioning and identity in professional careers in transition. *Social and Human Journal*, Santa Maria, 2021.

GOMES, Ana Graciele de Freitas et al. The use of primers as an educational technology in health: tendencies in national scientific production. *Nursing Brazil*, 2024.

LIMA, Rogério Silva; SILVA, Marta Angislica Iossi; ANDRADE, Luciane Sá de; GÓES, Fernanda dos Santos Nogueira de; MELLO, Maria Aparecida; GONÇALVES, Marlene Fagundes Carvalho. The construction of professional identity in nursing students: qualitative research from a historical-cultural perspective. *Latin American Journal of Nursing*, Ribeirão Preto, 2020.

MALLAGOLI, Camila et al. Relationship between the environment of professional practice, job satisfaction and safety climate among nurses. *Brazilian Journal of Nursing*, Brazil, 2024.

MONDINI, Cristiane Carla et al. Knowledge and leadership profile of nurses: an integrative literature review. *Brazilian Journal of Nursing*, Brazil, 2020.

MOREIRA, Danielle de Araújo et al. Nurses' professional practice and influences on moral sensitivity. *Revista Gaúcha de Enfermagem*, Porto Alegre, 2020.



MOURA, Djane Fonseca da et al. Comic history as an educational technology for the promotion of health and disease prevention: integrative review. Brazilian Journal of Nursing, Brazil, 2021.

OLIVEIRA, Sabrina Souza de et al. Educational technology in the form of a booklet for the promotion of health: construction and validation. Brazilian Journal of Nursing, Brazil, 2021.

PIERROTTI, Vanessa Weingartner; GUIRARDELLO, Edinês de Brito; TOLEDO, Vanessa Pellegrino. Relationship between the practice environment, job satisfaction and safety climate among nurses. Brazilian Journal of Nursing, Brazil, 2020.

SANTOS, José Luís Guedes dos; GOBATO, Bruno de Campos; MENEGON, Fernando Henrique Antunes; MOURA, Lenize Nunes; CAMPONOGARA, Silviamar; ERDMANN, Alacoque Lorenzini. Nurses' work in the hospital environment: analysis of unfavorable characteristics. Research Journal: Care is Fundamental Online, Rio de Janeiro, 2021.

SANTOS, Shirlene Cerqueira dos; ALMEIDA, Deybson Borba de; SILVA, Gilberto Tadeu Reis da; SANTANA, Glêcia Carvalho; SILVA, Hudson Soares da; SANTANA, Laiane da Silva. Nurse's professional identity: an integrative review. Bahian Journal of Nursing, Salvador, 2019.

SILVA, Thaís Araújo da; FREITAS, Genival Fernandes de; TAKASHI, Magali Hiromi; ALBUQUERQUE, Tatiana de Araújo. Professional identity of nurses: a literature review. Enfermería Global, Murcia, 2019.

SOUZA, Amanda Kelly Machado et al. Construction and validation of educational technology for health promotion. Brazilian Journal of Nursing, Brazil, 2022.

TEIXEIRA, Elizabeth et al. Educational technologies in focus in contemporary nursing: a scoping review. Brazilian Journal of Nursing, Brazil, 2021.

