

Leadership Development

Creating and Maintaining a Culture of Service Excellence Requires Solid Leadership Training and Development

An engaging and motivational speaker and trainer, Kristin Baird delivers presentations, seminars, and workshops designed to improve service excellence in healthcare. All presentations are customized for your organization. Baird can be booked for single sessions, half-day, or full-day sessions. Discounts are available when two or more consecutive days are scheduled.

Coaching for Service Excellence: The Link between Management and Performance Improvement

If your service initiative just isn't getting any traction, maybe it's time to look at leadership. Weaving customer-service practices into the fabric of an organization requires on-the-spot coaching between supervisors or managers and their team members.

Service Recovery: Picking Yourself Up When You Fall Short

Whether it's lost information, long wait times, or confusing directions, when something goes awry in a service encounter, your customers are left feeling disappointed and vulnerable. Do your employees understand that they hold the key to winning over a disappointed customer for life?

Quality through the Eye of the Beholder: Turning Moments of Truth into Trust

Baird takes her audiences out of the traditional definitions of quality and helps them see quality through the eyes of their customers. Using storytelling skillfully combined with data, Baird demonstrates the link between service and a healthy bottom line, encouraging the audience to embrace service at all levels.

Engaging and Retaining Healthcare Employees

What does employee engagement have to do with service? Data shows that engaged employees deliver the best service. But with the day-to-day demands of healthcare management, it is often difficult to know what to do to keep employees engaged. Baird Group services offer a solution.

Kristin Baird, RN, BSN, MHA



Kristin Baird is the founder and president of the Baird Group, an international healthcare firm based in Wisconsin devoted to transforming culture and

shaping the patient experience. In this capacity, she's had the privilege of working with hundreds of healthcare leaders since 1991.

Kris began her career as a registered nurse and has worked in the healthcare industry for the past thirty years. She has done nursing for hospitals and public health settings as well as community outreach, call center management, and hospital administration. She is also a published author of five books, a renowned industry speaker, and an award-winning marketer. She currently holds an appointment from the Secretary of Health serving as an advisor to the National Health Service Corps in Washington, DC.

Kris has a passion for enhancing the patient experience through service excellence. She is often described as a woman on a mission. She received her bachelor of science degree in nursing from the University of Wisconsin-Madison and her masters in health administration from Cardinal Stritch University in Milwaukee, WI.

For more information about how to book a developmental engagement, call us toll-free at (866) 686-7672.

