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Popular Presentation Options

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

It takes more than one training session to build service skills. 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. Are your managers equipped to deal with performance issues? Do they understand how coaching is linked to service improvement? Are they committed to leading the initiative and making it work?

Senior leaders, managers and supervisors will benefit from this interactive half or full-day workshop. Customized to each organization, this workshop is hands-on, and fun. It is designed for anyone who manages or supervises health care staff working in hospitals, clinics and long term care.

Service Recovery: Four Steps to 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? Are they comfortable handling service problems?

Participants will complete an exercise in closing the gap between customer expectations and the actual service encounter. They will receive a staff engagement exercise and an organizational readiness checklist. The workshop familiarizes participants with the four critical steps of service recovery and identifies techniques that staff can use in reversing potentially damaging situations and winning loyal customers for life.

The program is customized for each organization, incorporating comments gleaned from your own satisfaction surveys. Designed as a workshop in order to engage participants, this program fosters critical thinking and includes hands-on activities. Choose between a two-hour seminar and a four-hour workshop.

This program is appropriate for health care CEOs, directors, managers, customer service leaders, marketing departments, physician practice managers and anyone responsible for fostering positive relationships between front-line staff and their customers.

Customer Service in Healthcare: Creating a Culture of Service Excellence

Baird shares steps to creating a service-centered culture in health care settings, based on personal experience. Her audiences leave with a multitude of take-home ideas for implementation. As they journey through the common pitfalls of customer service programs, Baird leaves them with a list of practical tips and inspiration to facilitate change.

Baird's passion for excellence in service stems from over two decades of experience in a variety of healthcare settings, both as a nurse and in senior leadership. A skilled and engaging storyteller, Baird shares real-life examples of everyday service heroes found in hospitals, clinics and nursing homes.

This presentation is appropriate for anyone working in healthcare. It is a popular program for helping employees at all levels of the organization to see their vital role in customer service.

Quality Through the Eyes of the Beholder: The Customer Service Link

Baird takes her audiences out of the traditional definitions of quality and helps them to 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. Her background in nursing, public relations and healthcare administration provide pragmatic yet motivational examples for improving service. Baird encourages her audiences to embrace customer service at all levels of their organizations.

This presentation is appropriate for healthcare managers and senior leadership, but can be tailored to other service industries as well.

Building Leadership Skills That Foster Service Behaviors

Leadership skills are the backbone for any cultural change. Baird will get you planning some practical steps for fostering an environment that will help shape positive attitudes among employees and reap the benefits of greater patient satisfaction. Her fast-paced session will leave you with a multitude of ideas that you can begin to implement today.

Objectives:

- Recognize the link between employee satisfaction and profitability
- Understand the cost of turnover and the financial value of retention
- Identify specific leadership behaviors that build credibility with staff

- Take home tactics to build leadership skills that will enhance service behaviors

Reclaiming the Passion - Celebrating the Essence of Nursing

This motivational presentation developed specifically for nurses will have you laughing, crying and re-affirming your commitment to the nursing profession. Baird uses storytelling about everyday people and the lessons they learned in trenches of the nursing profession. She reminds nurses to cherish their unique contributions and to reflect upon how their work shapes lives - including their own.

As caregivers, many nurses are so overwhelmed with lists of tasks that they fail to appreciate what their unique gifts bring to others. Baird emphasizes how nurses grow in strength and spirit gaining life-lessons through their work.

At a time when the healthcare community is scrambling for nurses, a dose of inspiration may be just the prescription for nurse retention. This presentation is ideal for healthcare organizations that want to salute their nurses and celebrate the profession whether it's through Nurses Day celebrations (May) or on-going recruitment and retention initiatives.