



EDUCATIONAL WEBINAR



Culture College Series

Breakthrough Strategies for Creating
and Sustaining a Magnetic Culture

July 21, Aug. 18, Sept. 24 and Oct. 15

Noon - 1:00 p.m.

[Click Here to Register](#)

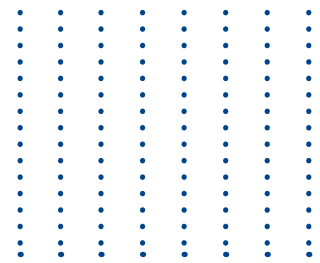
The talent you want is not chasing bigger paychecks. They are chasing something better. Here is what the research tells us: culture drives everything that matters; engagement, retention, patient satisfaction, and your bottom line. Yet most healthcare organizations struggle to define what great culture looks like, let alone build it. This is not another theoretical workshop. This is your practical roadmap from aspiration to action.

Over four interactive sessions, you will assess your current reality, define your desired culture, and create a concrete plan to close the gap. You will leave with assessment tools, a customized roadmap, and strategies that work whether you're transforming an entire health system or energizing a single unit. Bring your team. Culture change requires diverse perspectives and collective commitment.

What You Will Gain:

- Practical tools to understand and intentionally shape your culture
- Assessment frameworks that reveal your current reality and establish your baseline
- A gap analysis that pinpoints your highest-leverage opportunities
- A clear action plan with milestones that actually move the needle
- Strategic insight on who needs to be involved for real change
- Metrics and KPIs that keep your transformation on track

This webinar series is a set of 4 webinars, participation in all four sessions. This webinar series is being presented in cooperation with the South Dakota Association of Healthcare Organizations.



Session One: Where You Are and Where You Are Going

July 21, Noon – 1:00 p.m.

Before you can change culture, you need to see it clearly. This foundation session gives you the diagnostic tools and baseline data to build your transformation strategy.

You will explore:

- Current research linking culture to engagement, turnover, and financial performance
- The five essentials of a magnetic culture
- Diagnostic tools that reveal your culture's true state
- Warning signs your culture is veering off track
- Hidden beliefs and attitudes shaping daily work
- Gaps between your stated values and lived reality
- How to define the culture you are building toward

Between sessions: Complete your culture audit and revisit your mission, vision, and values through fresh eyes.

Session Two: What Your Audit Reveals

August 18, Noon – 1:00 p.m.

Transform raw data into actionable insights. This session helps you interpret what you have discovered and builds the foundation for your gap analysis.

You will identify:

- Gaps between the promises and the reality for patients, providers and employees
- Skills for building accountability
- How behavior-based standards create consistency (and how to implement them)
- How to make training stick

Between sessions: Assess communication channels and engagement.

Session Three: The Essentials of Magnetic Culture

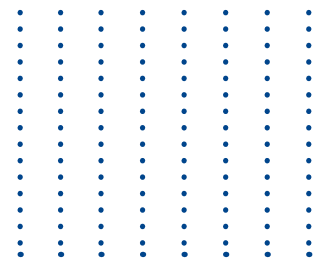
September 24, Noon – 1:00 p.m.

Explore the core elements of building a magnetic culture by focusing on leadership practices that engage and inspire teams and strengthen alignment through meaningful metrics.

You will discover:

- Leadership practices that genuinely engage teams
- Metrics that drive alignment and accountability across your organization
- How to activate grassroots energy and engage key stakeholders
- Communication strategies that shift people from awareness to ownership

Between sessions: Audit your leadership development approach and map your stakeholder landscape.



Session Four: Your Action Plan

October 15, Noon – 1:00 p.m.

Time to bring it all together. You Will leave this session with a concrete, achievable roadmap tailored to your organization.

You will build:

- Your Culture and Engagement Team structure, with clear objectives and executive sponsorship
- Success metrics beyond survey scores that prove real impact
- Strategies for common roadblocks:
 - Budget constraints? We will show you high-impact, low-cost approaches
 - Managing up when leadership needs convincing
 - Converting skeptics into allies
- Your customized action plan with commitments for 7, 14, 30, 60, 90, and 120 days
- A support system to maintain momentum
- Communication and storytelling strategies that keep people engaged

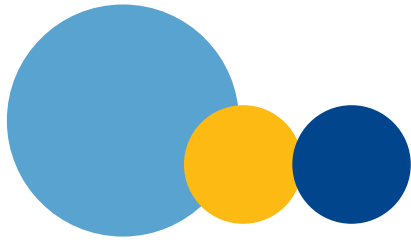
SPEAKER

Kristin Baird, MHA, BSN, RN, president and chief executive officer, Baird Group

Kristin Baird is a nationally recognized speaker and consultant with more than 25 years of experience in patient care, healthcare marketing, business development, and administration. As president of the Baird Group, she is passionate about advancing service excellence and strengthening healthcare culture.

She holds a Bachelors of Science in Nursing from the University of Wisconsin–Madison and an Master of Healthcare Administration from Cardinal Stritch University. Baird is the author of several books on service excellence and leadership, and the creator of the online course *Be the Leader Nobody Wants to Leave*.

Baird has worked with hundreds of healthcare organizations to improve patient, provider, and employee experiences. She also served on the National Advisory Council for the National Health Service Corps, supporting care for underserved populations.



Registration Form

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Deadline

To receive connection instructions,
please register by July 17.



Registration Fees

KHA Members:
\$800 per connection



Two Easy Ways to Register

Online: <https://registration.kha-net.org>

****KHA recommends using
Google Chrome**



**Click Here
to Register**

First Name: _____ Last Name: _____

Title: _____

Organization: _____

Address: _____ City, State, Zip: _____

Telephone No.: _____

Email Address: _____

Questions

Contact KHA Education Department at (785) 233-7436 or mwilley@kha-net.org.

