

# Culture College

## Breakthrough Strategies for Creating and Sustaining a Magnetic Culture

4-Part Series | Presented by Kristin Baird, CEO/President of the Baird Group

The talent you want isn't chasing bigger paychecks.  
They're chasing something better.

Here's 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 actually looks like, let alone build it.

This isn't another theoretical workshop. This is your practical roadmap from aspiration to action.

Over four interactive sessions, you'll assess your current reality, define your desired culture, and create a concrete plan to close the gap. You'll 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. Register together to multiply your impact from day one.

### What you'll 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



### Free for SDAHO members

Scan the QR code to register.  
Registration includes all 4 sessions.  
Deadline to register is July 17 at 5pm CST.

**Session Details**



# Session Details



## Session One: Where You Are & Where You're Going

July 21, 12pm - 1pm CST/11am-12pm MST

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'll 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're building toward

## Session Two: What Your Audit Reveals

August 18, 12pm - 1pm CST/11am-12pm MST

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

### You'll 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

## Session Three: The Essentials of Magnetic Culture

September 24, 12pm - 1pm CST/11am-12pm MST

### You'll 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

## Session Four: Your Action Plan

October 15, 12pm - 1pm CST/11am-12pm MST

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

### You'll build:

- Your Culture and Engagement Team structure, with clear objectives and executive sponsorship
- Success metrics beyond survey scores that prove real impact
- Your customized action plan with commitments for 7, 14, 30, 60, 90, and 120 days
- A support system to maintain momentum
- Strategies for common roadblocks
- Communication and storytelling strategies that keep people engaged