



invites you to

# AQN 21<sup>st</sup> Annual January Breakfast Seminar Thursday, January 27, 2011 Embassy Suites Hotel

**Registration: 6:45 a.m. • Program: 7:20-9:00 a.m.**

AQN Members: \$30 or \$280 for table of ten

Non-Members: \$40 or \$380 for table of ten

**For reservations, fax registration form to (505) 856-0104  
Deadline for reservation is NOON Monday, January 24, 2011**

## Authentic Apologies: Regaining Your Customer's Trust

*Presented by Barbara Balik, R.N. M.S., Ed.D., Common Fire Healthcare Consulting*

### PRESENTATION

***"One of the most profound human interactions is the offering and accepting of apologies."***

**A. Lazare.** No matter how hard we work to achieve zero defects, stuff happens. But today, a broad spectrum of industries, including healthcare, manufacturing and finance are facing moral backlash from customers whose lives and livelihoods have been threatened by the apparent demise of accountability for failures. How and when do we apologize in a meaningful way? What are customers really seeking when they have been wronged? What can we learn from the encounter that will help strengthen our organizations? Using examples from healthcare and other industries, we will explore the experiences of leaders in developing a culture of customer intimacy that includes an authentic apology when things go wrong.

### SPEAKER

**Barbara Balik** is a leader and nationally recognized expert in safety and quality systems. She is an innovative, collaborative and action-oriented executive with results in large organizations and community-wide collaborations. She currently heads Common Fire Healthcare Consulting, is a Senior Faculty member at the Institute for Healthcare Improvement, a Board of Governors member of the National Patient Safety Foundation, and is on the Board of the American Society of Health System Pharmacists Research and Education Foundation.

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### Individual Reservation:

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Table Reservation Names:

1. \_\_\_\_\_ 6. \_\_\_\_\_

2. \_\_\_\_\_ 7. \_\_\_\_\_

3. \_\_\_\_\_ 8. \_\_\_\_\_

4. \_\_\_\_\_ 9. \_\_\_\_\_

5. \_\_\_\_\_ 10. \_\_\_\_\_

### Payment:

**To pay by check** – enclose registration form and mail check to:

Albuquerque Quality Network, PO Box 16165, Albuquerque, NM 87191-6165

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Questions?

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