

KIM BAKER BIO

Kim Baker helps leaders and teams turn “WTF?” feedback moments into “WOW” performance wins by making hard conversations easier, braver, and far more productive.

As the Founder of Vivid Performance Group and creator of WTF—What the Feedback™, Kim has created a hands-on learning lab where participants build the skill, will, and confidence to give and receive feedback without defensiveness, confusion, or drama.

Through practical tools, real-play scenarios, and a clear, actionable process—Activate, Elevate, Accelerate, Perpetuate— Kim equips organizations to replace avoidance and emotional derailers with productive dialogue, shared language, and stronger working relationships.

The impact is immediate and measurable: people say what needs to be said, decisions move faster, and teams communicate, collaborate, and perform at a higher level. Employees are more engaged and organizational culture soars.

Organizations bring Kim in when they know that “more training” alone will not shift their culture. They seek lasting behavior change, psychologically safe practice environments, and a partner who can train and coach in real time.

WTF—What the Feedback™ extends beyond the classroom through a companion app and the WOW Forum community, providing ongoing tools, coaching, and support to help learners sustain new habits in real-world situations.

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