



The 10 Do's and Don'ts for Business Leaders: How to Lead Effectively

Dr. Cortney Baker

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The 10 Do's and Don'ts for Business Leadership is practical advice presented so succinctly that it will improve leadership skills immediately from entry level to top executives.

* * * “I love how Cortney Baker breaks down the boxes many women have found themselves locked in by challenging the thinking and expectations towards women. It is not ok to just dream about a world that women have power and authority in. She shows how the things we do today can make that dream a reality by removing self-limiting thoughts and helping to put a solid action plan in place! Plus, who better to learn from than someone who has blown through the glass ceiling?!” Angie Leigh Monroe

* * * Dr. Cortney Baker is a speech therapist, business owner, entrepreneur, TedX speaker, philanthropist, wife, mother of three, and proud native Texan. She received her doctoral degree at Pepperdine University in Organizational Leadership where she conducted research on women who had overcome challenges in their careers in healthcare but had achieved incredible success.

Cortney has a passion for helping others achieve their greatest potential, specializing in women’s leadership development. She is owner and CEO of KidsCare Therapy, a pediatric home healthcare agency that employs over 300 people and helps assist over 2000 pediatric patients throughout the state of Texas. Most recently Cortney has opened Baker Management Group, a consulting and executive leadership coaching business so she can pursue her dream of helping other women grow and develop to their full leadership capacities.

Cortney is no stranger to struggle, perseverance, and hard work. She became a single mother at the age of 19 and worked diligently to put herself through school while juggling studies, work, and being a mom of a pre-schooler. Cortney desired to beat the statistics, which stated that only 2% of single, teenage moms go on to obtain their college degrees.

As a result of hard work and dedication, Cortney was able to earn her undergraduate degree and master’s degree in Communication Disorders and Sciences at Southern Illinois University, Carbondale.

Upon graduating in August 2001, Cortney moved back to the Dallas area, a place that she still calls home. After working for the school district for one year and then trying pediatric home healthcare at another agency, Cortney started KidsCare Therapy in 2003, shortly after marrying the love of her life.

KidsCare Therapy took off and became a venture that Cortney was able to delegate to other people whom she trusted and had faith in. After deciding to follow her dream of obtaining her doctoral degree, Cortney enrolled in Pepperdine University’s nationally ranked Organizational Leadership program beginning in the summer of 2012. However, on September 18, 2012, Cortney suffered a massive stroke in two places, and she was only 37 years old.

She took the fall 2012 semester off to recover, but in true Cortney Baker fashion, she bounced back and re-enrolled in the same program for the Spring 2013 session.

Cortney graduated from Leadership Texas in 2014, and she was also named one of the top three finalists. Today, Cortney is a much sought-after speaker and executive leadership coach for women attempting to

achieve their full career potential. Cortney brings her humor, wit, experience, and savvy to each situation and is able to help other women, “Just be real.”

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