

A Strong Culture

Building a Strong Culture

"Culture is not any one thing, any one person, any one phrase or any one tenet that you live by. It's a thousand and one things that make up a firm's culture. It evolves and continues to grow and become more cemented over time in how you communicate, how you treat people, how you support others you work with, and then most importantly how you deal with clients."

Mike Schroeder,
President – Private
Wealth Management



Why One of Our Senior Leaders Returned to Baird

Terry Maxwell joined Baird twice – first in 1986, with our corporate finance department (now known as Global Investment Banking). He left Baird in 2006 to pursue other opportunities but returned in 2014 because of our culture:

"What is it about the people at Baird? It's that you trust them, they're talented and they're committed to teamwork. Those things are real at Baird. You can have some of those elements at some other firms, but you generally don't get all three of them together, in this industry in particular. This is a ferociously competitive industry that hires really smart, really aggressive people and it throws them into a room and that can be a toxic mix at times. Baird has been able to do that but keep the teamwork element as central to the culture and that's what has made it work. That's why you have such remarkable stability with the senior people in the firm. That's why I came back."

