

What's next



Healthcare

At the end of the day...you will never regret being kind

When we care for and are kind to people, we feel more connected and generous with each other and our time. But our first instinct, when facing a tough situation, can be to act out of anger. Given the choice between being angry and being kind, however, I'm making an effort to choose kind.

Brenda Hodge

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I was traveling recently and had a frustrating experience at the hotel. My first inclination—like so many of us, I'm sure—was to head straight to the front desk and make my complaint known.

But I paused, took a breath, and reminded myself of a simple axiom: I will never regret being kind.

Instead of angrily approaching the desk, I stayed calm and, honestly, had a much better outcome with the hotel than I think I would have if I'd acted on that first instinct.

Kindness is not a word you often hear in business or marketing, but the truth is that, just as it did in the hotel and in every other aspect of my life, kindness creates a more positive outcome for everyone involved. . When we care for and are kind to people, we feel [more connected](#), [more generous](#) with each other and our time. Practicing kindness is contagious and it is [good for business](#). Did you know that people who are happy at work are [12% more productive](#)?

I'm not talking about grand gestures here. Simple acts of kindness pay huge dividends. Remembering to say thank you, making the next pot of coffee, greeting people, checking on people to make sure they are doing well... all of these are simple, everyday things everyone can do to show kindness and have a positive impact on the people and world around us.

Because at the end of the day, when given the choice between being disengaged, frustrated, angry or being kind, you'll never regret choosing kind.

At The End of the Day is an expression meaning an assessment of essential facts and truths. It s a summation of the pros and cons of any situation and a straightforward statement of what really matters. It s also the title of this blog series by Brenda Hodge, Nuance Healthcare s Chief Marketing Officer, with insights about leadership, empathetic customer relationships, and marketing techniques.

Tags: [kindness](#), [mindfulness](#)



About Brenda Hodge

Brenda leads all aspects of Nuance's marketing function working to develop the go-to-market approach, building the Nuance brand to drive growth, and expanding client relationships to increase loyalty. She joined Nuance from Optum where she most recently served as Chief Marketing Officer for the Provider Market segment. Brenda's career spans multinational sales and marketing leadership roles at companies such as GloStream, Allscripts/Misys Healthcare Systems, and SAS Institute.

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