



# 31<sup>ST</sup> ANNUAL STERLING CONFERENCE MAY 31 – JUNE 2, 2023

## PLAY YOUR CARDS RIGHT



### Managing for Excellence:

#### *Performance Excellence Drives Business Transformation* Certification and Advanced Certification Tracks

Join a diverse group of leaders on a journey in understanding and applying the Sterling Framework for Performance Excellence. These sessions, designed to clarify the organizational importance and application of the Sterling Criteria, provide best practice examples, and arm the participants with the ability to develop a personalized Leadership System.

The **Managing for Excellence: Performance Excellence Drives Business Transformation** track engages the participants through a series of eight workshops specifically focused on the critical elements of the Sterling Management Framework. Each workshop is designed to provide tools, processes, and collaborative practice in use by innovative and high-performing organizations. The learnings, examples, and takeaways are applicable to all organizations regardless of sector, size, or industry. These workshops will:

- emphasize the value and application of systems thinking.
- enhance personal application of leadership management, and continuous improvement skills.
- consider new approaches to organizational transformation and collaboration.
- expose meaningful tools and techniques that can immediately improve your organization.

You may attend only one, or as many of the workshops you like. However:

- by completing all six Process Category workshops, the Sterling Council will provide you with the **Sterling Managing for Excellence Certification**, or
- by completing all eight Managing for Excellence workshops, the Sterling Council will provide you with the **Sterling Advanced Managing for Excellence Certification**.

### TAKE THE NEXT STEP TOWARDS PERFORMANCE EXCELLENCE!

#### WEDNESDAY, MAY 31 9:45 AM – 11:15 AM

##### **Great Leaders Cultivate a Culture of Sustained Success**

Nichole Solomon, Sterling Master Examiner  
Program Manager, Florida Department of Children & Families

- Define leadership as a system.
- Discover methods for building the Leadership System.
- Discuss how senior leaders build a culture of sustained organizational success.

**Take Away: Navigating Organizational Culture**

#### WEDNESDAY, MAY 31 1:00 PM – 2:30 PM

##### **Culture Drives Behavior – Behavior Drives Culture**

Norma Krech, Sterling Master Examiner  
Chief Advisory Officer, Sterling International

- Understand the role of the Sterling Core Values in a performance excellence culture.
- Discuss the alignment of the Core Values to the Sterling Framework for Performance Excellence.
- Understand the true value of the Performance Excellence journey.

**Take Away: Core Values to Sterling Criteria Matrix**

#### WEDNESDAY, MAY 31 2:45 PM – 4:15 PM

##### **Creating a Meaningful Strategic Plan With, or Without, Buzz Words**

Bob Goehrig, Sterling Master Examiner  
Budget Director, Pasco County Government

- Understand why strategic plans work, and the steps to for a successful planning process.
- Discuss alternatives for assessing your current situation.
- Learn how to put your plan into action.

**Takeaway: The 10 Pitfalls to Avoid to Ensure Your Strategic Plan Stays on the Front Burner**

# Managing for Excellence:

## *Performance Excellence Drives Business Transformation*

**THURSDAY, JUNE 1 9:15 AM – 10:45 AM**

### **Data, Information, Analytics, Reviews, and Organizational Knowledge: The “Full House” of Performance Excellence**

Sampson Gholston, Ph.D., Sterling Master Examiner

Professor and Chair of the Industrial and Systems Engineering and Engineering Management Department

University of Alabama, Huntsville

- Understand the importance of measures and performance reviews.
- Learn how data analytics enable organizational performance, and methods to implement and improve data analytics.
- Learn how high performing organizations apply information and knowledge management to improve performance.

**Takeaway: Guide to Develop and Implement a Data Analytics Process**

**THURSDAY, JUNE 1 11:00 AM – 12:30 PM**

### **Results: Understanding Your Organization’s Performance for Effective Decision Making**

Anthony Napolitano, Sterling Master Examiner

Principal IT Governance and Process Improvement, DTCC

- Understand what to measure for your work systems and processes.
- Learn about trends and comparisons, and how to use them to set goals.
- Understand segmentation, and how to use it to identify areas of high or under performance.

**Takeaway: Baldrige Recipient Responses to the Results Category**

**THURSDAY, JUNE 1 1:45 PM – 3:15 PM**

### **“Acing” Business Operations**

Michelle Weaver, Sterling Master Examiner

General Services Bureau Chief, Southwest Florida Water Management District

- Learn how to focus on design of operations to meet customer and organizational needs.
- Understand how organizational learning leads operational improvements.
- Learn how to consider risk tolerance in the operating environment.

**Takeaway: Process Design Tool**

**FRIDAY, JUNE 2 8:00 AM – 9:30 AM**

### **Customer Engagement Does Not Happen by Accident – Make Customer Service Excellence a Part of Your Strategy**

Debbie Vass, RN, Sterling Master Examiner

Corporate Vice President, Sunstar Paramedics

- Learn how to put the key elements for achieving customer service into action in your organization.
- Learn how customer expectations and requirements are infused into your daily operations.
- Understand how to use customer requirements and complaints to drive innovation.

**Takeaway: Customer Experience Strategy Template**

**FRIDAY, JUNE 2 9:45 AM – 11:15 AM**

### **Workforce Solutions: “Play Your Cards Right” to Get the Maximum Potential**

Dawn Antinori and Cindy Brislin, Sterling Master Examiners

Hillsborough County Tax Collector’s Office

- Learn how to identify and understand workforce requirements.
- Learn how to manage workforce reaction to organizational change.
- Understand the alignment of workforce development and achievement of strategic objectives.

**Takeaway: Golden Thread Worksheet**

