



## Managing for Excellence: *Performance Excellence Drives Business Transformation*

### Certification and Advanced Certification Tracks

The **Managing for Excellence: Performance Excellence Drives Business Transformation** track is a dynamic series of eight workshops focused on engaging participants in the critical elements of the Sterling Management Framework. Each workshop is developed to equip attendees with the tools, processes, and collaborative practices employed by high-performing and innovative organizations.

Participants can expect to gain invaluable insights, examples, and takeaways that are universally applicable, irrespective of sector, size, or industry. Through these workshops, you will:

- Gain a profound understanding of the value and practical application of systems thinking.
- Elevate your personal application of leadership, management, and continuous improvement skills.
- Explore new approaches to organizational transformation and fostering collaboration.
- Discover meaningful tools and techniques that can be immediately implemented to enhance your organization's performance.

You may attend any individual workshop or as many workshops as you like. However:

- by completing the Sterling Process Categories 1-6 workshops, for a total of six 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 29 10:15 AM – 11:45 AM

#### Introduction to the Managing for Excellence Series

Mary Beth Corace, Ph.D., Sterling Master Examiner

Director Strategic Planning, Pinellas County Schools, Retired

- Understanding it's all about the customer
- Learn how the categories link to one another
- See a visual presentation of the system

**Takeaway: Graphic organizer for linking the Criteria**

#### Category 2: Creating a Meaningful Strategic Plan, With or Without Buzz Words

Bob Goehrig, Sterling Master Examiner

Budget Director, Pasco County Government, Retired

- Understand why strategic plans work, and the steps 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**



### WEDNESDAY, MAY 29 1:30 PM – 3:00 PM (Advanced Track Session)

#### ***Sterling Core Values: 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 29 3:15 PM – 4:45 PM

#### ***Category 1: Great Leaders Cultivate a Culture of Sustained Success***

Nichole Solomon, Sterling Master Examiner

Director of Call Center Services, 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**

### THURSDAY, MAY 30 9:15 AM – 10:45 AM

#### ***Category 4: Managing and Utilizing Data***

Sampson Gholston, Ph.D., Sterling Master Examiner

Professor and Chair of the Industrial and Systems Engineering and Engineering Management Department  
University of Alabama, Huntsville

- Learn how data analytics enable organizational performance
- Learn methods to implement and improve data analytics
- Learn how high-performing organizations apply information and knowledge management

**Takeaway: A guide to implement a data analytics process**

### THURSDAY, MAY 30 11:00 AM – 12:30 PM (Advanced Track Session)

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

Anthony Napolitano, Sterling Master Examiner

Principal IT Governance and Process Improvement, DTCC

- Describe key metrics for your work systems and processes
- Discuss current data trends and comparisons, and how to use them to set realistic and stretch goals
- Explain data segmentation, and how to use it to identify areas of high or under performance for the organization

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

### THURSDAY, MAY 30 1:45 PM – 3:15 PM

#### ***Category 6: Jump-Starting the Effectiveness of your Organization's Operations***

Jeff Cooper, Sterling Lead Examiner

Principal, Health Care Program Advisors

- Learn how the design of operations links to customer and organizational needs
- Understand how organizational learning leads operational improvement
- Learn how having process controls in place reduces the cost of operations

**Takeaway: Process Design Tool**



## FRIDAY, MAY 31 8:00AM–9:30AM

### **Category 3: Customer Engagement Does Not Happen by Accident – Create a Strategy for Customer-Focused Excellence**

Debbie Vass, RN, Sterling Master Examiner  
Corporate Vice President, Sunstar Paramedics

- Describe how to put the key elements for achieving customer service into action in your organization
- Discuss at least 2-3 ways that customer expectations and requirements are infused into your daily operations
- Describe how to use customer requirements and complaints to drive innovation

**Takeaway: Customer Experience Strategy Template**

## FRIDAY, MAY 31 9:45 AM – 11:15 AM

### **Category 5: How to Inspire Your Workforce to be Resilient and Spark Engagement**

Dawn Antinori, Sterling Master Examiner, Director, Quality Management  
Cindy Brislin, Sterling Master Examiner, Manager, Training and Quality Assurance  
Hillsborough County Tax Collector's Office

- Identify and explain workforce requirements
- Discuss a variety of methods to manage workforce reaction to organizational change
- Describe the alignment of workforce development with achievement of strategic objectives

**Takeaway: Golden Thread Worksheet**