



32ND STERLING
LEADERSHIP CONFERENCE

MAY 29 - 31, 2024 HYATT REGENCY ORLANDO

Managing for Excellence: *Performance Excellence Drives Business Transformation* Certification and Advanced Certification Tracks

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 any individual workshop or as many of the workshops 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 *2011 Governor's Sterling Award Recipient*

- 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 *2009 Governor's Sterling Award Recipient*

- 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 *2008 Governor's Sterling Award Recipient*

- 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

