



**33RD STERLING
LEADERSHIP CONFERENCE**

MAY 27 - 30, 2025 // 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 participants through a series of eight workshops focused on the critical elements of the Sterling Management Framework. Each workshop is designed to equip participants with tools, processes, and collaborative practices used by innovative, 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 significance of leadership as an integrated system.**
- **Enhance personal application of leadership competencies and continuous improvement skills.**
- **Consider new approaches to organizational transformation and collaboration.**
- **Introduce tools and techniques that can immediately improve your organization.**

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

- Upon completing the Sterling Process Categories 1-6 workshops, totaling six sessions, the Sterling Council will award you the **Sterling Managing for Excellence Certification** or
- Upon completing all eight Managing for Excellence workshops, the Sterling Council will provide you with the **Sterling Advanced Management for Excellence Certification**.

TAKE THE NEXT STEP TOWARDS PERFORMANCE EXCELLENCE!

WEDNESDAY, MAY 28, 10:15 AM – 11:45 AM

Introduction to the Managing for Excellence Series

Mary Beth Corace, Ph.D., Sterling Judge, and 20-Year 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: Hey, We Wrote a Strategic Plan! Now What?

Bob Goehrig, Sterling Master Examiner

Budget Director, Pasco County Government, Retired

- Understand the importance of a strategic plan
- Learn how to transform your strategic plan into action
- Discuss different strategic management processes

Takeaway: 10 Tips for keeping your strategic plan on track

WEDNESDAY, MAY 28, 1:30 PM – 3:00 PM (Advanced Track Session)

Sterling Core Values: From Vision to Victory: Building Value-Based Processes that Drive Results

Norma Krech, Sterling Master Examiner

Chief Advisory Officer, Sterling International

- Understand why values are crucial in shaping organizational culture and processes
- Learn how to align business processes with organizational values to ensure consistency and accountability
- Discuss common challenges in building value-based processes

Take Away: Core Values to Sterling Criteria Matrix

WEDNESDAY, MAY 28, 3:15 PM – 4:45 PM

Category 1: Sustaining Excellence: How Effective Leaders Foster a Thriving Culture

Nichole Solomon, Sterling Master Examiner

Director of Call Center Services, Florida Department of Children & Families

- Articulate Leadership as a Holistic Framework
- Identify Strategies for Constructing Leadership Systems
- Analyze Senior Leaders' Role in Cultivating Sustainable Success

Take Away: Key Strategies for Senior Leader Communication

THURSDAY, MAY 29, 9:15 AM – 10:45 AM

Category 4: Analyses to Gain Understanding of Organization Performance

Sampson Gholston, Ph.D., Sterling Master Examiner

Professor and Chair of the Industrial, Manufacturing, and Systems Engineering Department

The University of Texas at Arlington

- Identify the analyses needed to understand organizational performance
- Identify key organizational performance measures
- List ways to predict organizational performance

Takeaway: Examples of organizational performance analyses

THURSDAY, MAY 29, 11:00 AM – 12:30 PM (Advanced Track Session)

Results: Use Results to Tell Your Story

Anthony Napolitano, Sterling Master Examiner

Principal IT Governance and Process Improvement, DTCC *2011 Governor's Sterling Award Recipient*

- Describe how to identify relevant results, which are your story
- Discuss using Trends to tell your story
- Explain how Comparisons put your story in perspective
- Understand how Segments show the depth of results

Takeaway: The Results Lead Tip Sheet: what the audience needs to understand your story

THURSDAY, MAY 29, 1:45 PM – 3:15 PM

Category 6: Increasing Operational Efficiency in Your Organization

Jeff Cooper, Sterling Master Examiner

Eryn Worthington, Sterling Lead Examiner

Business Development Manager, Southwest Florida Water Management District

- 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 – Modified SIPOC

FRIDAY, MAY 30, 8:00AM–9:30AM

Category 3: Enhancing Customer Experience: Understanding Needs & Exceeding Expectations Across the Customer Lifecycle

Debbie Vass, RN, Sterling Master Examiner

Corporate Vice President, Sunstar Paramedics *2009 Governor's Sterling Award Recipient*

- Explore methods for understanding customer expectations at different stages of their journey
- Highlight strategies to enhance interactions across the customer lifecycle
- Learn how exceeding expectations fosters long-term relationships and increases retention

Takeaway: Example of a customer lifecycle for healthcare and public sector organization

FRIDAY, MAY 30, 9:45 AM – 11:15 AM

Category 5: Connecting with Purpose: Driving Engagement in the Workplace

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*

- Understand the key components of employee engagement and its impact on productivity and job satisfaction.
- Ability to identify the factors that influence engagement, including leadership style, workplace culture, and individual development opportunities
- Understand the alignment of workforce development with the achievement of strategic objectives

Takeaway: Golden Thread Worksheet and Worksheet on Strategies to Enhance Engagement