



The Sterling Management System A Framework for Achieving and Sustaining Performance Excellence

Tuesday, May 27, 2025 8:30 AM – 4:30 PM

Learn and expand your knowledge of how the Sterling Criteria for Performance Excellence provides a framework and roadmap to lead your organization to higher performance levels through proven management practices. For over 35 years, this internationally recognized management model has helped organizations of all sizes and types, including manufacturing and service businesses, not-for-profit organizations, healthcare organizations, and K-12 through higher education across the United States and over 80 countries. The Sterling Performance Excellence Framework pinpoints strengths and opportunities for improvement, allowing organizations to choose the best tools to help implement sustained performance improvement.

This one-day, hands-on learning session will help you discover how you can:

- better focus your organization,
- link strategies with the work you do,
- enhance your levels of employee and customer satisfaction and engagement,
- create the conditions for improved efficiency and productivity,
- improve your financial performance and competitive position, and
- organizational performance sustainability.

NOTE: You will not want to miss this opportunity to be the first to learn about the new streamlined Sterling Award Criteria and what this means to your organization!

Upon completion of this pre-conference session, you will be able to:

- Understand the Sterling Management Framework and internalize how to use it in your organization.
- Learn how to utilize the new streamlined Sterling Award Criteria and how to determine a baseline for your organization's performance.
- Learn about the Framework's system maturity model using Approach, Deployment, Learning, and Integration (ADLI).
- Discuss how your organization can start its Performance Excellence Journey by developing your Organizational Profile.



Takeaways:

- Sterling Management System Resource Manual
- Organizational Profile Template

Meet the Speakers



Robert Goehrig is the Budget Director for Pasco County, Florida Retired. Before joining Pasco County, he was the Director of Budget, Strategy, and Communications for the City of Coral Springs, Florida, a two-time Governor's Sterling Award recipient and a 2007 Malcolm Baldrige National Quality Award recipient. Bob was also a General Business Specialist with the Malcolm Baldrige National Quality Award Program. He is a Master Examiner with the Florida Sterling Council and is currently Chair of the Sterling Council's Examination Committee.



Norma Krech is an independent organizational performance consultant, a performance excellence consultant with R. Ledbetter and Associates, a Chief Advisory Officer for Sterling International, a Master Examiner, and a member of the Executive Committee for the Sterling Council Board of Directors. She develops Examiner training for both the Sterling Council and Sterling International and is the site visit coach for Sterling International assessments globally. She has served as a Baldrige Examiner, assessment team coach for the Army Community of Excellence, and President of Colorado Performance Excellence, now known as Rocky Mountain Performance Excellence.

In 2024, 100% of participants rated this session as **EXTREMELY SATISFIED**.



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