



**33<sup>RD</sup> STERLING  
LEADERSHIP CONFERENCE**

**MAY 27 - 30, 2025 // HYATT REGENCY, ORLANDO**

## **GENERAL CONFERENCE WORKSHOPS**

Nineteen workshops are being offered during eight session times covering a range of high performance leadership topics. Each 90-minute session is presented by experts in their respective areas and includes “applied learning” best practices with a tangible “Takeaway” provided which to help you hardwire the workshop session learning. These experts come from a variety of backgrounds and industries.

***Wednesday, May 28<sup>th</sup> - 10:15 am – 11:45 am***

### **Organizational Excellence – How to Start Your Journey**

Bob Madeiros, Sterling Master Examiner

Chief Executive Officer, Nature Coast Quality Associates, LLC

- Learn a little about the Sterling Leadership Model
- Walk step-by-step through the Organizational Profile questions
- Begin developing your own Organizational Profile

**Takeaway:** Hard copy and electronic copy of the Sterling Organizational Profile tool

***Wednesday, May 28<sup>th</sup> - 10:15 am – 11:45 am***

### **Mastering Difficult Conversations**

Heather Leon, Senior HR Manager: Training & Development

Pinellas County Tax Collector's Office

- Explore the different types of difficult conversations, from giving and receiving feedback to announcing bad news, and learn which difficult conversations are your strength and which are your kryptonite.
- Discover proactive steps to ensure the appropriate approach to every conversation.
- Learn how to mitigate or manage the ambiguity that occurs during times of uncertainty to avoid negative workplace gossip and maintain employee engagement.

**Takeaway:** Participants will receive a guide with conversation templates for various difficult conversations in the workplace.

***Wednesday, May 28<sup>th</sup> - 10:15 am – 11:45 am***

### **How to Develop a Strategy that Really Works**

Mark Thompson, Senior Partner

Decision Processes International

- Learn how strategy really works
- Understand the 5 choices to be made to develop and execute a winning strategy
- Determine the driving force of your future strategy

**Takeaway:** A Framework to Develop and Execute a Winning Strategy

***Wednesday, May 28<sup>th</sup> – 1:30 pm – 3:00 pm***

### **Designing Processes to Meet the Sterling Standards of Excellence**

Bob Seemer, Chief Operation Officer

Electronic Training Solutions, Inc.

- Discuss the ADLI and LeTCI Sterling requirements
- Explain how the Sterling requirements can be operationalized for any process
- Select and assess an important process in your organization

**Takeaway:** A checklist for ensuring processes meet the Sterling standards of excellence for ADLI and LeTCI

***Wednesday, May 28<sup>th</sup> - 1:30 pm – 3:00 pm***

## **Digital Transformation Fatigue: How to Lead and Inspire Change Without Burnout**

Doreen Ayafor, Quality Development Project Lead

NextEra Energy/Florida Power & Light

Objectives:

- Identify Three Root Causes of Digital Transformation Fatigue: Discover what's draining your team's energy
- Apply the 3Rs Framework (Refocus, Reenergize, Realign): Assess and redesign ongoing initiatives for better results
- Create a Personalized Action Plan: Reenergize teams and reduce burnout during change initiatives

**Takeaway: Transformation Fatigue Checklist and 3Rs Action planning Template**

***Wednesday, May 28<sup>th</sup> - 3:15 pm – 4:45 pm***

## **Agility and Resilience – The Keys to Thriving and not just Surviving**

Anthony Napolitano, Sterling Master Examiner

Principle IT Governance and Process Improvement, DTCC

- Understand what Business Agility and Resilience means
- Understand the Importance of Business Agility and Resilience including the similarities and differences
- Understand how to build Business Agility and Resilience into your strategy, workforce, and operations

**Takeaway: Resiliency Assessment Worksheet – a tool for brainstorming resiliency scenarios and their impacts to critical work systems**

***Wednesday, May 28<sup>th</sup> - 3:15 pm – 4:45 pm***

## **The How, When and Why to Lead Kaizen Projects**

Linda Linnus, Quality Project Manager Lead

Florida Power & Light / NextEra Energy

- Learn the Criteria for determining when to Lead a Kaizen Project over other Lean Six Sigma methodologies
- Understand the parallels between Kaizen and DMAIC LSS projects
- Determine which Lean Tools to use that will Lead Team members to successful improvements

**Takeaway: Kaizen Event Project Road Map with Timeline for activities**

***Thursday, May 29<sup>th</sup> – 9:15 am – 10:45 am***

## **Building a Values Driven Culture: Excellence in Hiring and Development**

Christina Musial, HR Director

Mike Richards, SVP/Chief People Officer

USF Federal Credit Union

- Understand the importance of integrating organizational values into the hiring process
- Integrate values into the fiber of the organization's culture & design and implement a Development Excellence program
- Measure success of values integration via development surveys, employee engagement and retention

**Takeaway: Values Model, Value Based Hiring Guide, Development Excellence Framework**

***Thursday, May 29<sup>th</sup> – 9:15 am – 10:45 am***

## **Celebrating the Wins Through Games: Engaging Strategies for Team Success**

Nicole Giordano, Performance Management Manager

City of Coral Springs

- Foster collaboration and recognition
- Transform strategy meetings and celebrations
- Reinforce organizational goals and achievements

**Takeaway: A guide on how games can be utilized**

**Thursday, May 29<sup>th</sup> – 9:15 am – 10:45 am**

## **Choosing Measures that Drive Performance**

Cindy McClung, Chief Performance & Innovation Officer

Lee County Tax Collector

Participants will be able to:

- Identify Key Work Processes
- Identify Key Performance Indicators
- Draft SMART goals with meaningful targets

**Takeaway: Measures planning worksheet**

**Thursday, May 29<sup>th</sup> – 11:00 am – 12:30 pm**

## **Transforming Organizational Communication: A Case Study in Intranet Excellence**

Garvin Hanna, Records & Knowledge Manager

Brandon Thompson, Director, PMO & Business Intelligence

USF Federal Credit Union

- Identify Organizational Needs: Attendees will learn effective methods for identifying and understanding the specific needs of their organization.
- Develop and Implement Best Practices: Attendees will gain insights into best practices for planning and implementing an intranet project, including Vendor selection, stakeholder registries and budgeting.
- Enhance Employee Satisfaction: Attendees will understand how to measure and improve employee satisfaction through the successful deployment of an intranet.

**Takeaway: Project Toolkit, Techniques, and Applications**

**Thursday, May 29<sup>th</sup> – 11:00 am – 12:30 pm**

## **Where [the heck] is Sterling headed with the Performance Excellence Framework and Criteria?**

*Norma Krech, Sterling Master Examiner*

*Bob Goehrig, Sterling Master Examiner*

- Understand why the Sterling Council renovated the Sterling Framework for Performance Excellence and the Sterling Award Criteria
- Gain insights to the Sterling Framework for Performance Excellence and how it applies to your organization
- Discuss what this means to your organization as you implement improvements, achieve higher results, and consider the new Sterling assessment offerings

**Takeaway: Sterling Framework Integration Models**

**Thursday, May 29<sup>th</sup> – 1:45 pm – 3:15 pm**

## **Integration of Artificial Intelligence (AI) & Human Intelligence in the Workplace**

Monique Akanbi, Sterling Master Examiner

System Director Performance Excellence, SHRM

- Understand the role of AI in Human Resources
- Appreciate the value of Human Intelligence (HI)
- Identify key use cases and best practices
- Develop a strategic framework for AI-HI integration
- Address challenges and ethical considerations

**Takeaway: AI in the Workplace Playbook**

**Thursday, May 29<sup>th</sup> – 1:45 pm – 3:15 pm**

## **Sustainability in the Organization: Conceptualization and Implementation**

Dr. Andrea Lemaitre, Sustainability Manager

City of Coral Springs

- Conceptualizing “Sustainability”
- Implementing a plan
- Measuring outcomes

**Takeaway: Systems-perspective guide for integrating sustainability into an organization at multiple scales**

**Friday, May 30<sup>th</sup> – 8:00 am – 9:30 am**

## **Cultural Intelligence and Its Role in Leadership**

Dr. Hoda M. AboAlsamh, Director of IAU Center for Leadership & Professor of Strategic Management & International HRM  
Imam Abdulrahman Bin Faisal University (IAU)

- Explore how leaders can enhance their cultural intelligence.
- Bridge gaps between diverse members/teams through application of strategies and behaviors embracing cultural intelligence (CQ).
- Empower leaders to improve cross-cultural communication & create inclusive environments.

**Takeaway: A self-Assessment Tool and Guide (Printed maps and techniques to assess and track levels of CQ across key areas) + a souvenir (Cold Drink Cup)**

**Friday, May 30<sup>th</sup> – 8:00 am – 9:30 am**

## **The CORE: Creating an Exceptional Experience for All**

Lara Burnside, Co-Founder/Chief Experience Officer  
CSE Leadership, LLC

- Identify and Analyze the diverse needs and expectations of customers and other stakeholders
- Explore methods to actively engage customers, fostering a collaborative and supportive environment.
- Foster a culture within the organization that prioritizes customer needs and values their feedback

**Takeaway: CORE (Care, Ownership, Recognition, Excellence) Tip Sheet and Actions.**

**Friday, May 30<sup>th</sup> – 9:45 am – 11:15 am**

## **Engagement & Retention: Inspiring Your Best People to Stay (and Stay Engaged)**

Heather Leon, Senior HR Manager: Training & Development  
Pinellas County Tax Collector's Office

- Explore the five factors of engagement
- Determine the existing factors in your organization that promote or detract from your engagement and retention goals
- Create a plan to increase engagement and retention for your best employees

**Takeaway: Participants will receive an assessment tool for determining the factors for and against retention in their organization, and will create an action plan for improving engagement and retention upon returning to office after the conference.**

**Friday, May 30<sup>th</sup> – 9:45 am – 11:15 am**

## **Control Charts: Do You Understand the Voice of Your Process?**

Chris Norton  
Norton Insights

- Define and explain key concepts of control charts
- Identify and interpret control chart signals
- Select the appropriate control chart for a given process

**Takeaway: Control Chart Selection Guide, Control Chart Interpretation Rules Quick Reference, Process Control Strategy Checklist, Key Process Input & Output Variable Identification Worksheet, Statistical Process Control Recommendations List, Recommended Learning Resources List**

**Friday, May 30<sup>th</sup> – 9:45 am – 11:15 am**

## **Using SIPOC to Build Your Organizational Profile and Improvement Objectives**

Gordon Klein, Chief Executive Officer  
Ellen Blair, Senior Consulting Manager  
Reflect Excellence, LLC  
Objectives:

- Learn to accurately and fully inventory your organization from a process and relationship perspective
- Identify existing organizational gaps and prioritize filling them
- Identify desired organization and objectives to manifest it

**Takeaway: SIPOC plus inventory tool**

