



# YOUR COMPETITIVE ADVANTAGE

## *Training Offerings for 2011-2012*

The Florida Sterling Council is committed to providing organizations with resources and services to assist them in achieving and sustaining success. Services include best practice approaches to strengthen leadership, management, and the workforce. We are excited to offer the following workshops for improving organizational excellence:

*The Sterling Criteria, based on the National Malcolm Baldrige Criteria for Performance Excellence, provide a framework and an assessment tool for understanding organizational strengths and opportunities for improvement in your management system. The Sterling Criteria for Performance Excellence are an interrelated set of management best practice requirements aimed at increasing customer value, engaging the workforce in driving organizational effectiveness, and creating a better Return on Investment (ROI). **The Sterling/Baldrige Criteria are evaluated and improved every two years to reflect significant changes in the competitive environment. Whether you are new or reviewing, learn how the Criteria have changed in voice of the customer, customer engagement, work systems, work processes, performance projections and results.***

### **2012-2013 Sterling Criteria I: Managing for Sustainability**

This interactive workshop introduces the Sterling Management System Framework and centers on the seven categories of best practices upon which the system is based: **Leadership; Strategic Planning; Customer Focus; Measurement, Analysis, & Knowledge Management; Workforce Focus; Operations Focus; and Results.** Through lecture, discussion of Sterling Award recipient examples, and table exercises, participants will understand how linking vision, strategies, measures, and processes enables their organizations to improve communication, productivity, and effectiveness. Participants will take away from this training key learnings and an organizational **profile template** and other tools which will enable them to:

- Identify important sustainability factors for their organizations;
- Determine organizational strengths, opportunities, and goals using validated standards of excellence – the Criteria; and
- Engage and unite leaders and the workforce to accomplish goals by establishing a culture of high performance.

Download the “Sterling Criteria: Managing for Sustainability” Informational Flyer for additional information on what is new for 2012, why you should attend Sterling Criteria training if you have gone before, and also what you will learn by attending.

### **Sterling Criteria II: Connections & Integration**

Criteria II provides a more in-depth understanding of the Sterling Management System and its requirements. This training will immerse participants in examining the connections between the Organizational Profile, the six approach categories, and the results category. Through lecture, exercises, discussion, and excerpts from Governor’s Sterling Award and Baldrige Award recipients, participants will:

- Gain a better understanding of the key concepts of Approach (what you do), Deployment (how you communicate and implement your approach), Learning (evaluate and improve), and Integration (how it all strategically ties together);
- See how some role model organizations created the “Golden Thread” from the Organizational Profile and Strategy through Results;
- Learn how to ensure a link between strategies and the design and management of work systems and processes;
- Understand how to target the “right measures” and how they may mature during implementation strategies; and
- Take away a **Criteria Connections Matrix** to use as a problem solving tool which will enable them to target improvement opportunities through the use of the Criteria Connections Matrix.

### **Evaluating Applications** (Prework is required for this training)

This case study-based workshop is required for new examiners, recommended for return examiners, and designed to help participants interested in building internal expertise in their organizations. Participants will examine the Sterling assessment process used to evaluate management practices. As a result of this workshop, participants will learn how to:

- Identify key success factors from the Organizational Profile and how these key factors shape the evaluation process;
- Evaluate and identify strengths and opportunities for improvement in Approach, Deployment, Learning, and Integration for the six Process Categories;
- Evaluate the Results category; and
- Use the Scoring Guidelines to develop actionable feedback.

Participants will take away from this training a **Case Study Key Factors Worksheet, Process Item Worksheets** for two items and a **Results Analysis Worksheet** for one item.

## HOW TO REGISTER

1. Fill out this registration form and mail it with a check made payable to *The Florida Sterling Council* to: Florida Sterling Council \* P.O. Box 13907 \* Tallahassee, FL 32317.
2. Fax this completed registration form to the Florida Sterling Council at 850-488-7579 and then call in your credit card payment to 850-922-5316 (ask for Gayle).
3. Email this completed registration form to [registration@floridasterling.com](mailto:registration@floridasterling.com) and then call in your credit card payment to 850-922-5316 (ask for Gayle).

## CONTACT INFORMATION

\*Prefix \_\_\_\_\_ \*First Name \_\_\_\_\_ \*Last Name \_\_\_\_\_

\*Company Name \_\_\_\_\_

\*Title \_\_\_\_\_

\*Address \_\_\_\_\_

\*City \_\_\_\_\_ \*State \_\_\_\_\_ \*Zip Code \_\_\_\_\_

\*Phone Number \_\_\_\_\_

\*Email \_\_\_\_\_

**CHECK ONE:**    New Examiner    Return Examiner    Not an Examiner this year

**Have you taken Criteria I training in the last 12 months? If so, when and where:**

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Bring a group of 5 or more to Criteria I or Criteria II and get a special group rate. Call Gayle for details. 850-922-5316

## SELECT TRAININGS:

### **2012-2013 Sterling Criteria I: Managing for Sustainability (8:00 am – 5:00 pm)**

- \$295.00 New Examiner Rate    \$100.00 Return Examiner Rate    \$295.00 Non-Examiner Rate  
 August 30-Ft. Lauderdale    August 31-Orlando    August 31-Tallahassee    Sept. 21 - Orlando

### **Sterling Criteria II: Connections & Integration (8:00 am – 5:00 pm)**

- \$250.00 New Examiner Rate    \$100.00 Return Examiner Rate    \$295.00 Non-Examiner Rate  
 Sept. 7-Orlando    Sept. 13-Ft. Lauderdale    Sept. 22 – Orlando    Sept. 27-Tampa    Sept. 27-Tallahassee

**\*\*Special Rate when you take Criteria I and Criteria II together – please select classes above and select rate here:**

- \$445.00 New Examiner Rate    \$150.00 Return Examiner Rate    \$495.00 Non-Examiner Rate

### **Evaluating Applications (8:00 am – 5:00 pm)**

- \$100.00 New Examiner Rate    FREE for Return Examiners    \$295.00 Non-Examiner Rate  
 Sept. 8-Orlando    Sept. 14-Ft. Lauderdale    Sept. 28-Tampa    Sept. 28-Tallahassee

### **Examiner Training**

- \$395.00 New Examiner Rate    \$95.00 Return Examiner Rate    \$995.00 Non-Examiner Rate  
 October 26-28, 2011 – Largo    November 2-4, 2011 – Largo

### **Examiner Leadership Day – by invitation only, for Master, Lead, and Senior Examiners only**

- October 25, 2011 – Largo    November 1, 2011 – Largo

There is a minimum of 10 paid participants per workshop; if this capacity is not filled, the workshop is subject to cancellation. **Cancellation Policy:** We understand that schedules change, so the Florida Sterling Council will accept substitutions at any time. If a substitute is not available, requests for refunds must be made in writing to the Florida Sterling Council at least three weeks prior to the workshop session. An 80% refund will be issued for Criteria I and Criteria II cancellations made prior to the three week deadline. Refunds will be by check and issued after the workshop. **There are no refunds for Evaluating Applications or Examiner Training.**

#### FOR STERLING OFFICE USE ONLY

\_\_\_\_\_ Contact Manager  
\_\_\_\_\_ Registered  
\_\_\_\_\_ Confirmation Sent  
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