

FLORIDA STERLING COUNCIL

Founded in 1992, the Florida Sterling Council is a not-for-profit 501c(3) organization whose mission is to promote Florida's competitive edge and quality of life through promotion, assessment, and recognition of performance excellence culminating in the Governor's Sterling Award. A 40-member Board of Directors, from organizations across all Florida sectors, governs and oversees the Council's activities.

PERFORMANCE 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.

STERLING CRITERIA

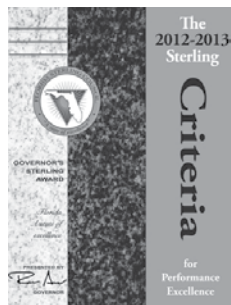
The Sterling Criteria include seven categories of evaluation:

- Leadership
- Strategic Planning
- Customer Focus
- Measurement, Analysis, & Knowledge Management
- Workforce Focus
- Operations Focus
- Results

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 criteria:

- Provide the framework to enhance productivity, profitability or cost effectiveness, and improve the bottom line
- Focus on data and information that drive results
- Remain current with best business practices through revisions every two years

Sterling offers several levels of assessment tools for baseline or higher-level analysis of your management systems to determine current capabilities and future possibilities.



GOVERNOR'S STERLING AWARD

Highest Level

The Governor's Sterling Award level self-assessment is targeted toward mature organizations with refined management processes and positive results. The evaluation measures the strengths and weaknesses of your organization and Sterling Examiners provide detailed and objective feedback about the systems you have in place. Your organization may also be eligible for role model status as a recipient of the Governor's Sterling Award.

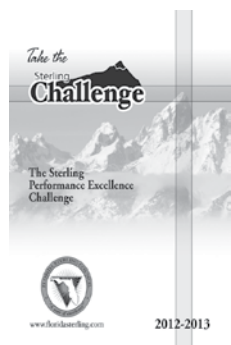
GOVERNOR'S STERLING SUSTAINED EXCELLENCE AWARD

An annual award to recognize Florida organizations that are former recipients of the Governor's Sterling Award who are continuing to pursue systematic improvements and have sustained excellence.

STERLING PERFORMANCE EXCELLENCE CHALLENGE

Intermediate Level

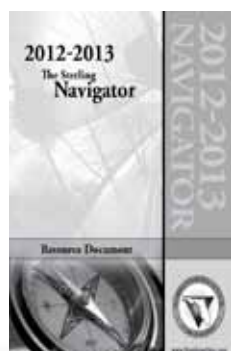
The Challenge allows you to assess your organization at a more general level. The Challenge questions reflect the concepts in the Criteria, but are more general and do not ask for the same level of detail as the Award level. Also included are feedback from Sterling Examiners and recommendations on where to focus improvement efforts.



STERLING NAVIGATOR

Beginning Level-Navigator I, Next Level-Navigator II

The Sterling Navigator is an on-line self-assessment anonymous survey with 42 questions directly related to the seven categories of the Sterling Criteria for Performance Excellence. The Navigator is a simple and cost-effective tool that provides a snapshot of your organization's current performance and is ideal for organizations who want a quick and inexpensive way to measure employees' knowledge and perceptions about the overall organizational management.



FLORIDA STERLING COUNCIL FOUNDATION

The Foundation furthers the mission of the Florida Sterling Council, and its current strategic initiative is to help offset the costs for funding the Sterling Business Blueprint and scholarships for Sterling services. Your gift to the Foundation will help to secure Florida's future as more public and private organizations in Florida embrace the Sterling Management System. The Florida Sterling Council Foundation is qualified by the IRS to receive monetary contributions which are tax deductible.

BUSINESS BLUEPRINT FOR PROFITABILITY & GROWTH

As businesses grow, they need access to best practices they can easily adapt & use for greater profitability & growth. The Sterling Business Blueprint is a tool that provides information, models, & coaching to help Florida's businesses & not-for-profits survive today & thrive tomorrow. This is your proven way to increase profit & growth, as well as to:

- Increase profitability & sales/financial sustainability
- Identify strengths and improvement areas based on business best practices
- Access and use templates and models for business planning, as well as customer and employee surveys to improve relationships

TRAINING & DEVELOPMENT

The Florida Sterling Council is committed to providing organizations with resources and services to assist them in improving their management systems.

- Training and consultation services are available at competitive rates.
- We offer regional public training and customized on-site training and mentoring to meet specific needs of leadership teams.

20TH ANNUAL STERLING CONFERENCE

A one-stop source for education and learning, the annual Sterling Conference draws more than 500 people for an outstanding professional experience. The conference includes:

- More than 50 workshop sessions with take-away tools & techniques geared for all levels of performance
- Best practices in specific sector workshops (including leadership & innovation tracks)
- Networking sessions for each sector
- Products & Services Exposition
- State Team Showcase Competition

MAINTAINING *Strategic Adaptability*

"Using the framework of the Sterling Criteria for more than six years, the leadership, staff and University of Florida physicians at Shands Jacksonville have worked together to position this patient-centered, caring organization to survive and excel within the rapidly changing scenarios of healthcare reform and reimbursement. This work has progressed while sustaining and enhancing our quality of care, which has earned us considerable recognition in our region."

JAMES R. BURKHART, President & CEO, Shands Jacksonville Medical Center

ALIGNMENT, RESULTS, & CUSTOMER SATISFACTION

"The Florida Sterling standards will complement the existing process improvement initiatives and methodologies we use at DTCC, advancing cohesive strategic alignment across the organization while further strengthening our organizational performance and customer satisfaction."

ERIC MILLER, Managing Director, The Depository Trust & Clearing Corporation (DTCC)

STERLING
THE Competitive ADVANTAGE
www.floridasterling.com

PUBLIC *Service Excellence*

"In this economy, government organizations are expected to protect the interests of taxpayers, deliver excellence in customer service, and uphold the highest level of ethics and integrity - all while doing more work with fewer resources. Therefore, public leaders must have a razor-sharp focus on innovation and agility in our processes. This is what the Sterling Management System offers businesses, both public and private. It creates an organizational culture centered on results-oriented decisions and continually seeking better ways of doing business."

DOUG BELDEN, Hillsborough County Tax Collector



2011 GOVERNOR'S STERLING AWARD RECIPIENTS

Manatee County Tax Collector, Bradenton
The Depository Trust & Clearing Corporation, Tampa

2010

Florida Hospital, Orlando
James A. Haley Veterans' Hospital and Clinics, Tampa
South Miami Hospital

2009

Miami-Dade County Park and Recreation Department
St. Johns County Health Department, St. Augustine
Sunstar Paramedics, Pinellas County
Tropic Isles Elementary School, Lee County

2011 GOVERNOR'S STERLING SUSTAINED EXCELLENCE AWARD RECIPIENTS

Hillsborough County Tax Collector, Tampa
Marion County Sheriff's Office, Ocala
Shands Jacksonville Medical Center
St. Johns County Health Department, St. Augustine

www.floridasterling.com

The FLORIDA STERLING COUNCIL offers tools and training that work for all types of organizations. The Sterling Council gives Floridians the opportunity to learn how successful private companies and public organizations thrive, even while facing challenges.

This award is the highest award an organization in Florida can receive for performance excellence. The Governor's Sterling Award process is an efficient and laser-like tool that saves Florida businesses millions of dollars annually.

RICK SCOTT
Governor, State of Florida

REAL ORGANIZATIONS. *Real results.*

- Enjoy a wait time that's 35% lower than the average tax collector's office
- Receive a 91% overall customer satisfaction rating by the American Customer Service Index, this rating exceeds similar financial service companies measured
- Achieve national Project Public Health Ready Certification, one of only 83 departments in the country to have this certification
- Outperform the best Florida peers with regards to crime rate decreasing
- Sustain a 96-98% customer satisfaction rating over a five-year period
- Earn State "A" School Accountability Grade for the past six years and achieved Adequate Yearly Progress (AYP) for student subgroups for the past five years
- Three-time recipient of the National Gold Medal for Excellence in Parks & Recreation

Ask our Governor's Sterling Award Recipients!

BECOME A STERLING EXAMINER. *Ramp up your learning.*

"...a wealth of knowledge, cutting edge ideas, and priceless experience."

"...excellent networking opportunities, awesome training and development."

BECOME AN APPLICANT. *Accelerate improvements in your organization.*

"...the most well rounded view of organizational performance an executive can get."

"...the best organizational feedback to drive business results."

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THE *Competitive* ADVANTAGE

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THE NATION'S BENCHMARK
in Baldrige-Based State Level Award Programs

Celebrating 20 years of Performance Excellence



THE STERLING
FOUNDATION