



# 29<sup>th</sup> Annual Florida Sterling Conference | JUNE 1-4, 2021 Virtual Get Your Ducks in a Row



## Managing for Excellence: Leading Through the Unexpected CERTIFICATION TRACK

Join a diverse group of leaders on a journey in understanding and applying the Sterling Leadership System. These sessions are designed to clarify the organizational importance and application of Sterling criteria, provide best practice examples, and arm the attendees with the ability to develop a personalized Leadership System that produces ever-increasing organizational results through continuous improvement and innovation.

Leadership practices are presented through a series of six workshops specifically focused on the Sterling Management Framework's critical elements. Each workshop is designed to provide more profound best practice application levels by presenting tools, processes, and collaborative practice in use by innovative and high-performing organizations.

These workshops will:

- Emphasize the value and application of systems thinking
- Enhance personal application of leadership management, and continuous improvement skills
- Consider new approaches to organizational transformation and collaboration
- Expose meaningful tools and techniques that can immediately improve your organization.

The learnings, examples, and takeaways are applicable to all organizations regardless of sector, size, or industry.

*You may attend one or all of the workshops. If you complete all six workshops, Florida Sterling Council will provide you with the Sterling Managing for Excellence Certification.*

# #We Are Sterling



Elevating organizational performance excellence.



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### Mastering the Leadership System: How Great Leaders Cultivate a Culture for Sustained Organizational Success

Nichole Solomon, *Sterling Master Examiner*  
*Florida Department of Children & Families, SunCoast Region*

- Create a leadership system designed for a focus on action
- Discuss how senior leaders deliver on value and results
- Discover how to cultivate your organization's culture

**Takeaway:** Defining and Redefining your Organizational Culture Worksheet

### How Strategic Plans Create Organizational Transformation and Focus

Robert Goehrig, *Sterling Master Examiner*  
*Pasco County Board of County Commissioners*

- Understand why Strategic Planning is important to your organization
- Understand the difference between strategy and tactics
- Learn how to build resiliency into your Strategic Plan
- Learn why an organization's ability to innovate begins with the Strategic Plan
- Understand how to develop a successful Action Plan

**Takeaway:** Strategy to Tactics to Action Worksheet

### Evolving from a Culture of Satisfactory Customer Transactions to One of Customer Engagement and Loyalty

Debbie Vass, *Sterling Master Examiner*  
*Sunstar Paramedics, Pinellas County*

- Learn the value of using various methods to listen to your customer groups to gain actionable information
- Understand that determining customer engagement is important to build brand loyalty
- Understand the importance of ensuring fair treatment for different customers in your customer experience strategies to avoid inadvertent discrimination
- Learn that digging into root causes of customer dissatisfaction and complaints can be rewarding

**Takeaway:** Customer Engagement Reference Tool



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### Turn Data into Information to Drive Organizational Performance

Sampson Gholston, *Sterling Master Examiner*  
Professor, *The University of Alabama in Huntsville*

- Learn the value of developing effective methods to select and use data and information
- Understand how to manage processes to achieve key organizational results and strategic objectives
- Understand the importance of selecting comparative data
- Learn how to manage data, information, and knowledge

**Takeaway:** Data/Information Management System

### Engaging, Managing, and Developing your In-Office and Remote Workforce to Utilize its Full Potential

Dawn Antinori, *Sterling Master Examiner*  
Cindy Brislin, *Sterling Master Examiner*  
*Hillsborough County Tax Collector's Office*

- Drive out workforce requirements
- Examine workforce resiliency and its importance to organizational success
- Understand workforce reactions to organizational change including equity and inclusion
- Learn how workforce development impacts your business results

**Takeaways:**

- Golden Thread Exercise Template
- Individual Development Plan Template

### How Operational Excellence is Impacted by Work Processes

Michael Gagnon, *Sterling Master Examiner*  
*Nicklaus Children's Hospital, Miami*

- Learn how to determine and design essential work and support processes,
- Understand how the alignment of key work processes and support processes maximize organizational efficiency and effectiveness
- Learn how to leverage in-process measures to drive organizational outcomes

**Takeaway:** Work Process Analysis Tool

**REGISTER NOW**