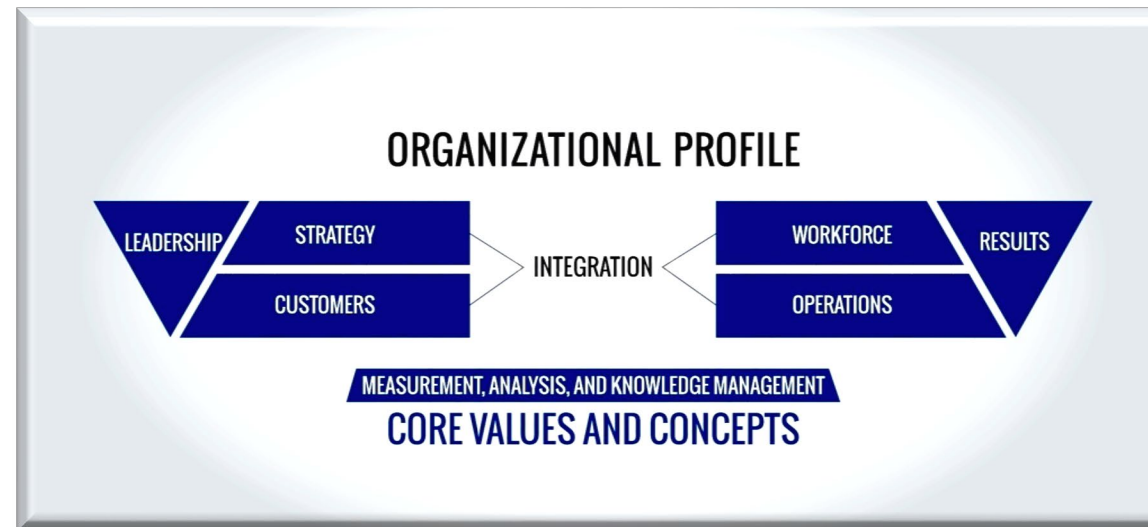


## PUTTING IT ALL TOGETHER

# Core Values – The Beliefs and Behaviors that Form the Foundation in High Performing Organizations

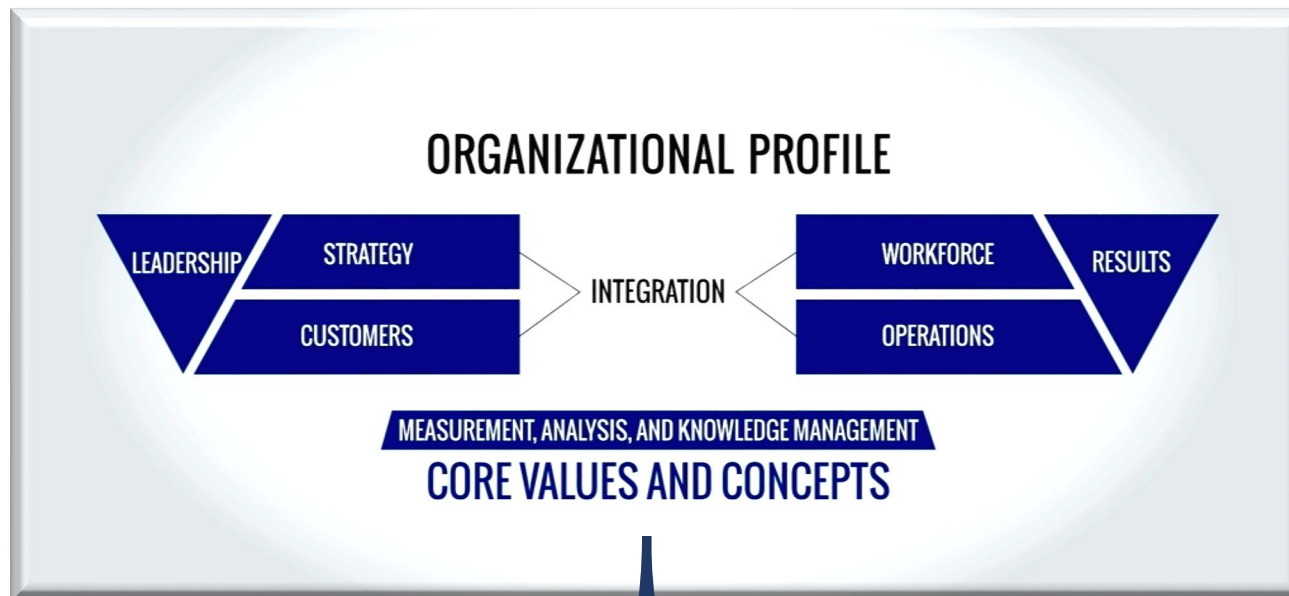
## Sterling Management Framework



Dr. Laura Jekabsons McNeil,  
SVP, Citigroup – Global Consumer



The Sterling Council directs the Baldrige-based Framework that defines the high performing organizational leadership system in the states of Florida and Georgia.



1. Visionary Leadership
2. Customer-Focused Excellence
3. Valuing People
4. Delivering Value and Results
5. Focus on Success and Innovation
6. Agility and Resilience
7. Management by Fact
8. Ethics and Transparency
9. Societal Contributions
10. Organizational Learning
11. Systems Perspective



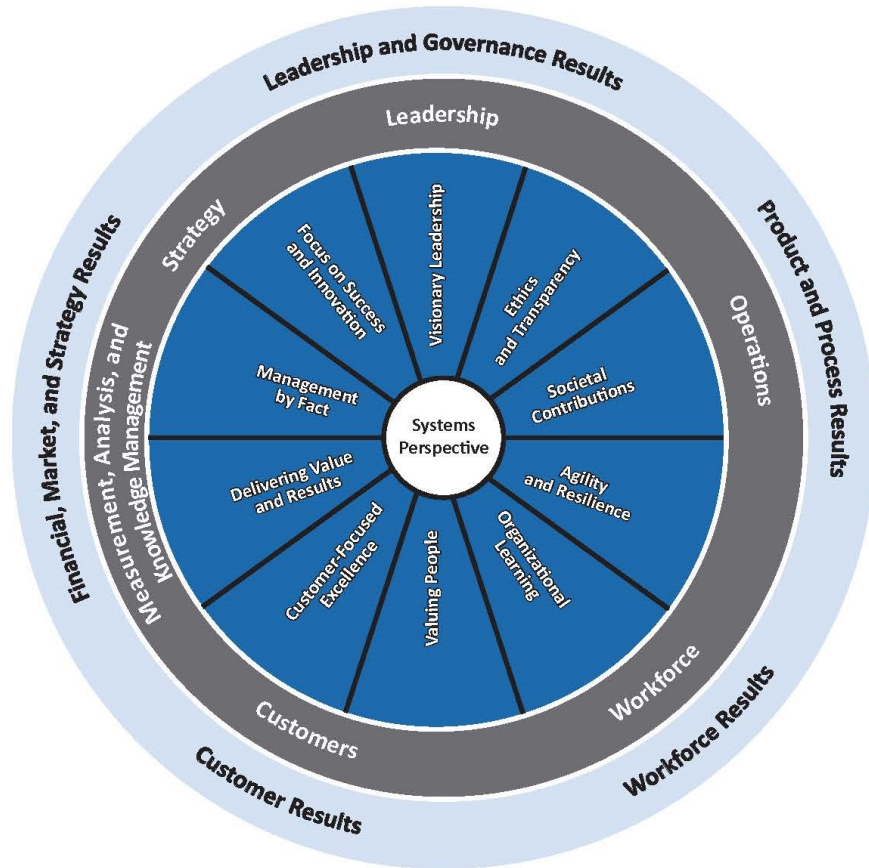
### The Sterling Management Model Conveys:

- a “golden thread” mentality;
- Leadership Triad and Results Triad alignment;
- strategic alignment based on customer needs;
- ease of understanding organizational results alignment to Mission, Vision, and strategic priorities;
- ease of engaging customers, workforce, and community in mission-driven opportunities; and
- a source for continuous improvement.

CORE VALUES

PUTTING IT ALL TOGETHER

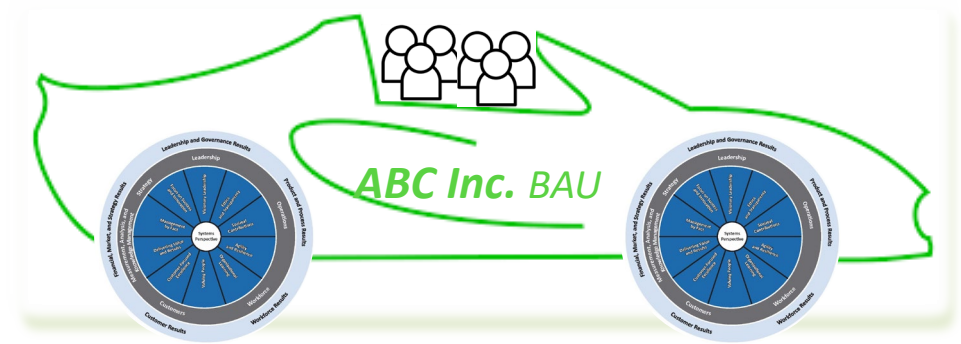
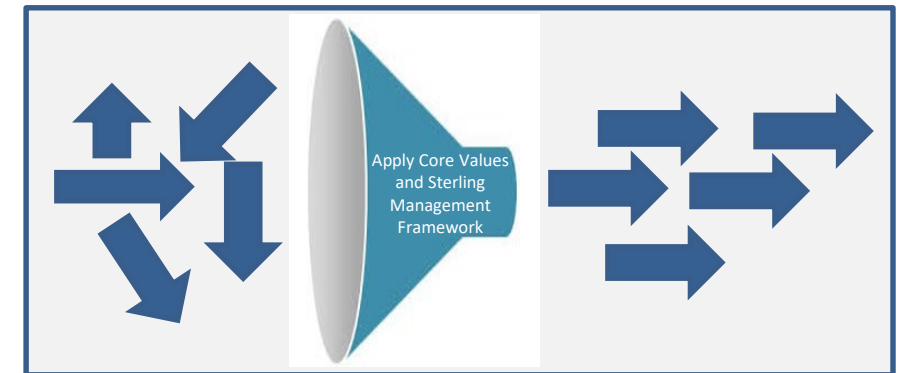
Core Values are the invisible behavioral guardrails that drive daily decision making and outcomes for *individuals* and *organizations*.



## PUTTING IT ALL TOGETHER

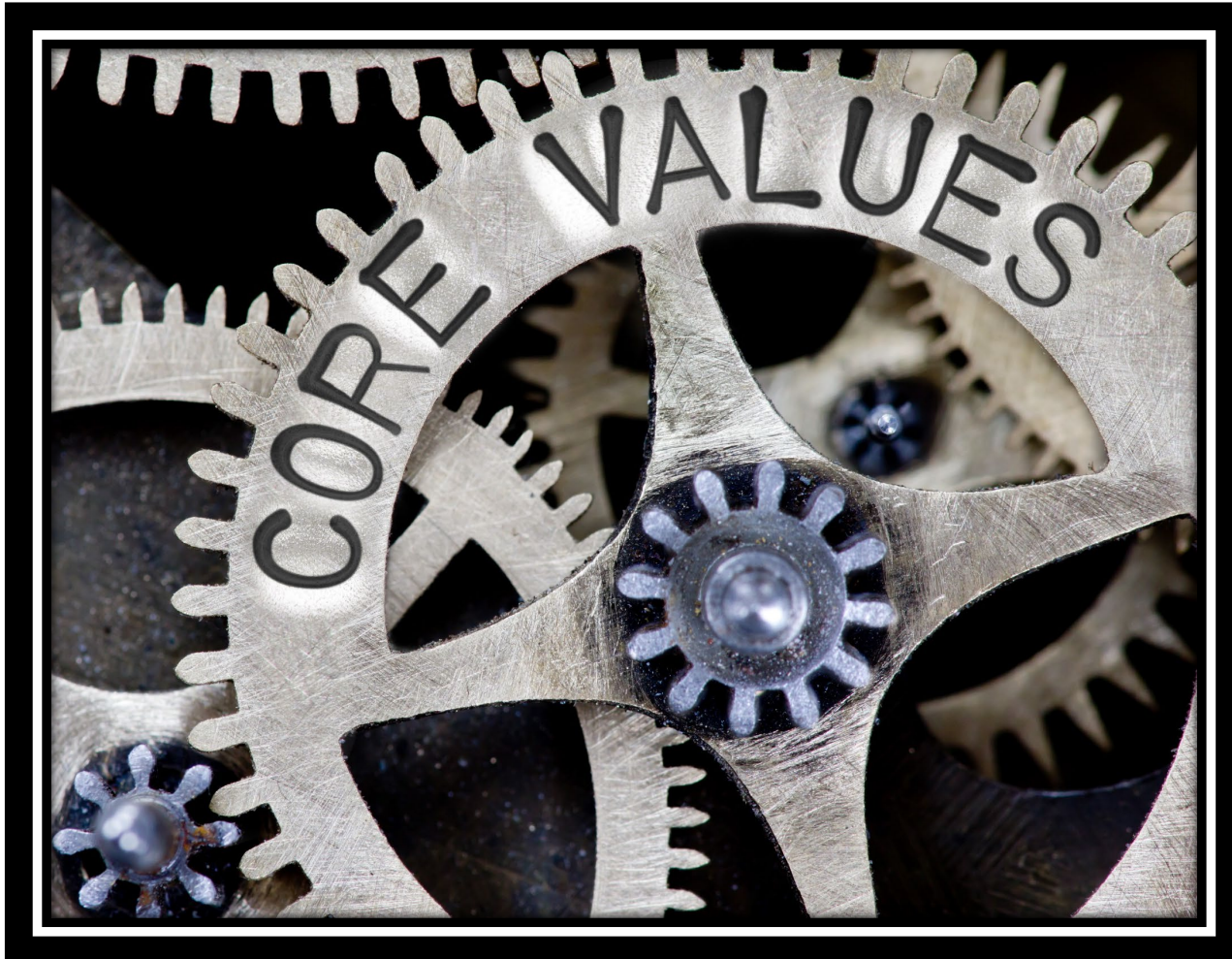
## Organizational Alignment

## Mission, Vision, Core Values, Strategic Priorities



## CORE VALUES

## CONTACT INFORMATION



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