



# 30th Anniversary Sterling Conference May 31-June 3, 2022



## Managing for Excellence: Leading Organizations in the “New Normal”

### Certification and Advanced Certification Tracks

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 the Sterling Criteria, provide best practice examples, and arm the participants with the ability to develop a personalized Leadership System.

The Managing for Excellence: Leading in the “New Normal” track engages the participants through a series of eight workshops specifically focused on the Sterling Management Framework’s critical elements. Each workshop is designed to provide tools, processes, and collaborative practice in use by innovative and high-performing organizations. The learnings, examples, and takeaways are applicable to all organizations regardless of sector, size, or industry. 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.

You may attend only one, or as many of the workshops you like. However, by completing all six Process Category workshops, the Sterling Council will provide you with the **Sterling Managing for Excellence Certification**. And, new this year, if you complete all eight Managing for Excellence workshops, the Sterling Council will provide you with the **Sterling Advanced Managing for Excellence Certification**.

### TAKE THE NEXT STEP TOWARDS PERFORMANCE EXCELLENCE!

#### WEDNESDAY, JUNE 1<sup>ST</sup> 9:45 AM – 11:15 AM

##### **The Leadership System in Action – Building a Culture for Sustained Organizational Success**

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

- Define the Leadership System through organizational behaviors and actions
- Discuss how the Leadership System delivers on value and results
- Discover how the Leadership System cultivates your organization’s culture

**Take Away: The Leadership System Reflection Guide**

#### WEDNESDAY, JUNE 1<sup>ST</sup> 1:00 PM – 2:30 PM

##### **From Compliance to Excellence – Setting the Stage for a Performance Excellence Journey**

Paul Grizzell, Baldrige Master Examiner and Training Facilitator  
Core Values Partners, Sterling International

- Understand the role of the Core Values and Concepts as descriptors of organizational culture
- Discuss tactics that engage leaders in the performance excellence journey
- Recognize the alignment of the Core Values and Concepts to the Baldrige/Sterling Criteria
- Understand the value of the Sterling “management document” beyond an assessment/award application

**Take Away: Core Values and Concepts to Baldrige/Sterling Criteria Alignment Matrix**

#### WEDNESDAY, JUNE 1<sup>ST</sup> 2:45 PM – 4:15 PM

##### **How Strategic Plans Create Organizational Transformation and Focus**

Bob Goehrig, Sterling Master Examiner  
Pasco County Government

- Understand why Strategic Planning is important to your organization
- Learn how to get started with Strategic Planning, and understand the key components of a Strategic Plan
- Understand how to develop a successful Action Plan
- Learn how to move from a plan into action

**Take Away: Strategy to Tactics to Action Worksheet**

# Managing for Excellence: Leading Organizations in the “New Normal”

## THURSDAY, JUNE 2<sup>ND</sup> 8:00 AM – 9:30 AM

### Turning Data into Information to Drive Organizational Performance

Dr. Sampson Gholston, Sterling Master Examiner

University of Alabama, 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

**Take Away: Performance Management Tool**

## THURSDAY, JUNE 2<sup>ND</sup> 9:50 AM – 11:20 AM

### Results: Understanding Your Organization’s Performance for Effective Decision Making

Anthony Napolitano, Sterling Master Examiner

DTCC

- Understand what to measure for your work systems and processes
- Learn about trends and comparisons, and how to use them to set goals
- Understand segmentation and how to use it to identify areas of high or under performance

**Take Away: 2018 Baldrige Recipient Responses to the Results Category**

## THURSDAY, JUNE 2<sup>ND</sup> 1:50 PM – 3:20 PM

### Deliver Customer Value and Ongoing Organizational Success Through Operations Management

Norma Krech, Sterling Master Examiner

R Ledbetter and Associates, Sterling International

- Understand how operations provides effective and efficient methods to deliver products and services
- Learn about components of operations that are often overlooked by organizations
- Learn how to manage and improve work processes

**Take Away: Process Control Template**

## FRIDAY, JUNE 3<sup>RD</sup> 8:00 AM – 9:30 AM

### Turn Their Frown Upside Down – Understand the Essentials to Create a Focus on Customer Service Excellence

Debbie Vass, Sterling Master Examiner

Sunstar Paramedics

- Learn the value of using various methods to listen to your customer groups to gain actionable information
- Learn how customer expectations and requirements are infused into your daily operations
- Understand how digging into root causes of customer dissatisfaction and complaints can be rewarding

**Take Away: Customer Template, and a Customer Template Example**

## FRIDAY, JUNE 3<sup>RD</sup> 9:45 AM – 1:15 AM

### Engaging, Managing, and Developing Your Workforce

Dawn Antinori and Cindy Brislin, Sterling Master Examiners

Hillsborough County Tax Collector’s Office

- Learn how to identify and understand workforce requirements
- Understand how to manage workforce reactions to organizational change
- Understand the alignment of workforce development and the achievement of Strategic Objectives

**Take Away: Individual Development Plan Participant Guide**

