

1992-2012

CELEBRATING TODAY

building tomorrow



2



join us at the...

FLORIDA STERLING CONFERENCE

May 29 - June 1, 2012 @ JW Marriott Orlando Grande Lakes



Dear Friends:

As the nation continues its recovery from the recession, now is the time to prepare to lead your organization into the future. The Florida Sterling Council – celebrating its 20th anniversary in 2012 – is here to guide and support you as you continually assess and enhance performance in every aspect of your business. Over the years, hundreds of Florida organizations of all types have taken advantage of the Council's tools and trainings. Our goal is to make you more competitive and position your business for future growth so that you can create the jobs of tomorrow.

I invite you to join us for our premier annual event, the 2012 Florida Sterling Conference, May 29-June 1 at the JW Marriott Orlando Grande Lakes. For newcomers, the Conference is a powerful introduction to the concepts of performance excellence. For seasoned attendees, it is an opportunity to refresh skills and network with like-minded professionals from Florida and across the country.

The Florida Sterling Conference attracts more than 700 attendees. It boasts dynamic keynote speakers, 50 workshops, a Products & Services Exposition, The Governor's Sterling Award Banquet, and much more.

The heart of the Conference is the stellar lineup of Quality workshops, which are led by prominent presenters and tied to Sterling Criteria tracks. All workshops feature:

- Direct Application – Application to your organization is one of the top three workshop success factors. You will be able to take what you learn back to your organization.
- Best Practices – Workshops are geared to showcase and describe best practices in business, healthcare, education, public, and general cross-sector areas of learning.
- Take-Away Tools – Every workshop provides a "take-away" that is a tangible tool, such as a spreadsheet, matrix, or management rounding tool.
- Variety of Sessions – Varied and balanced sessions geared toward leadership, strategic planning, customer focus, data and measurement, human resources and engagement, and process management.

I guarantee value for your investment in the Florida Sterling Conference. Fully 98% of past participants would recommend this conference to friends and colleagues.

Since 1992, through times of prosperity and adversity, the Council has worked to enhance Florida's competitive edge and quality of life by promoting, developing, assessing, and recognizing performance excellence. I hope to see you in Orlando as we celebrate 20 successful years.

Cordially,

A handwritten signature in blue ink, appearing to read "Javier Hernández-Lichtl".

Javier Hernández-Lichtl
President
Florida Sterling Council

celebrating today **FLORIDA STERLING CONFERENCE** May 29 - June 1, 2012 @ JW Marriott Orlando Grande Lakes www.floridasterling.com 850.922.5316 *building tomorrow*

Attending the Florida Sterling Conference is not only an investment in your future, it is a way to acquire valuable tools that will ensure that you survive today and thrive tomorrow in this uncertain economy. It is important that Florida's businesses work together to create a statewide culture of continuous improvement, innovation and performance excellence. The 20th Annual Florida Sterling Conference, "Celebrating Today – Building Tomorrow" is your best opportunity to help create "Florida. Our State of Excellence."

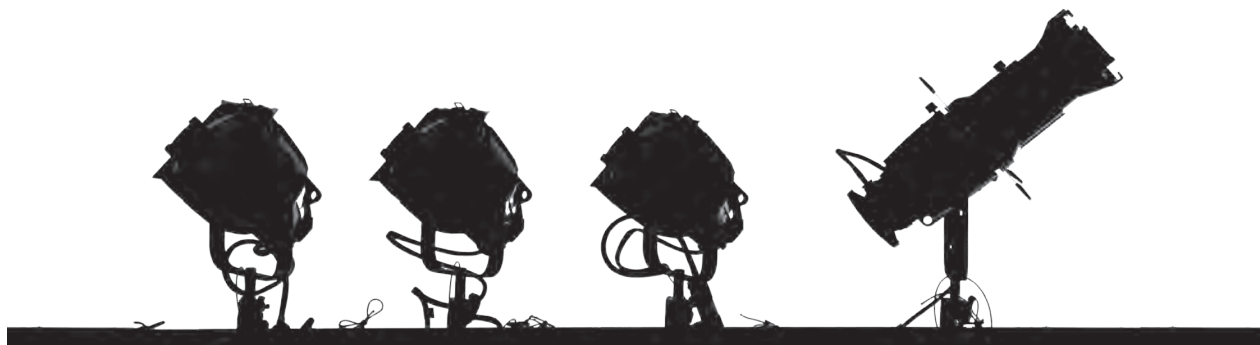
This is a celebration year for the annual Florida Sterling Conference. As always, our 50 plus workshops will focus on topics in key areas organizations need to address to succeed and will provide you with tools and techniques for direct application. All workshops are led by experienced professionals who are noted experts in their fields.

In addition to the many learning sessions, we are also featuring on May 29, 2012:

- The Third Annual Florida's Education Summit, "Building for Student Success" is focused on closing the student achievement gap and developing effective teachers and leaders in our schools. Learn from leaders in national education reform including Charlotte Danielson, Irvin Scott, Education Director Bill Gates Foundation, two Commissioners of Education, six Superintendents, and Association Leaders as to how they are successfully addressing these education challenges.
- The Second Annual Florida's Healthcare Symposium is where you can learn from state and national leaders in healthcare regarding what the future of healthcare means to you and your organization. Learn from healthcare organizations that are successfully implementing Accountable Care Organizations (ACOs), Medical Homes, and Health Information Exchanges (HIEs). Also hear best practices from Baldrige/Sterling role models on how the management system can help you plan, perform, and measure results to position you to achieve value-added outcomes.
- Three pre-conference workshops include: 2013 Sterling Criteria: The Performance Excellence Framework for Sustainability; Accelerated Learning Curriculum Design and Implementation: A Key to Getting Business Impact in Learning; and Value Stream Mapping for Transactional Processing.

Each of these special sessions will provide attendees the opportunity to network, share, and learn from a variety of sectors and organization from throughout Florida.

"Celebrating Today – Building Tomorrow" is the place for you to be whether you are starting your journey with Sterling or continuing your performance excellence training. We look forward to having you join us as we celebrate 20 years of performance excellence in Florida!



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Schedule at a Glance

MONDAY, MAY 28, 2012

3:00 p.m. - 5:00 p.m.

Conference Registration & Information

TUESDAY, MAY 29, 2012

7:00 a.m. - 6:15 p.m.

Conference Registration & Information

8:00 a.m. - 4:00 p.m.

Florida's 3rd Annual Education Summit (see page 10)

9:00 a.m. - 5:00 p.m.

Florida's 2nd Healthcare Symposium (see page 11)

8:00 a.m. - 5:00 p.m.

Full-Day Pre-Conference Workshops (additional payment required-see registration form on page 43)

2013 Sterling Criteria: The Performance Excellence Framework for Sustainability

Accelerated Learning Curriculum Design and Implementation: A Key to Getting Business Impact in Learning

1:00 p.m. - 5:00 p.m.

Half-Day Pre-Conference Workshops (additional payment required-see registration form on page 43)

Value Stream Mapping for Transactional Processes

3:00 p.m. - 4:30 p.m.

Conference Preview Session

7:00 p.m. - 8:30 p.m.

Conference Preview Session

WEDNESDAY, MAY 30, 2012

7:00 a.m. - 5:30 p.m.

Conference Registration & Information

7:00 a.m. - 7:45 a.m.

Continental Breakfast

8:00 a.m. - 9:30 a.m.

Opening Session: Dr. Michael Perich, Consultant for Continuous Improvement, Montgomery County Public Schools

"Strategic Organizational Transformation" (2010 Baldrige National Quality Award Recipient)

9:30 a.m. - 9:50 a.m.

Coffee Break

9:50 a.m. - 11:20 a.m.

Concurrent Workshop Sessions I (Eight Concurrent Sessions)

11:30 a.m. - 12:15 p.m.

Networking Luncheon

12:15 p.m. - 1:30 p.m.

Grand Opening Products & Services Exposition

1:30 p.m. - 3:00 p.m.

Concurrent Workshop Sessions II (Eight Concurrent Sessions)

3:00 p.m. - 3:15 p.m.

Networking Break

3:15 p.m. - 4:30 p.m.

Closing Session: Governor's Sterling Award Winner Leadership Panel

Two 2011 Governor's Sterling Award Recipients & Four Sustained Excellence Recipients

4:30 p.m. - 6:00 p.m.

Networking Reception in Expo Hall

THURSDAY, MAY 31, 2012

7:00 a.m. - 5:00 p.m.

Conference Registration & Information

7:00 a.m. - 7:45 a.m.

Continental Breakfast in the Expo Hall

8:00 a.m. - 9:00 a.m.

Opening Session: Mr. Ken Schiller, President & CEO, K & N Management

"The Love of Excellence" (2010 Baldrige National Quality Award Recipient)

9:00 a.m. - 9:20 a.m.

Coffee Break

9:20 a.m. - 10:50 a.m.

Concurrent Workshop Sessions III (Eight Concurrent Sessions)

10:50 a.m. - 11:15 a.m.

Networking Break

11:15 a.m. - 12:15 p.m.

Networking Forums by Sector - Nonprofit (including government), Education, Health Care, & Business

12:15 a.m. - 1:00 p.m.

Networking Luncheon by Sector

1:00 p.m. - 2:00 p.m.

Closing of Expo Hall with Dessert and Raffle

2:00 p.m. - 3:30 p.m.

Concurrent Workshop Sessions IV (Eight Concurrent Sessions)

3:30 p.m. - 3:45 p.m.

Networking Break

3:45 p.m. - 5:15 p.m.

Closing Session: Team Showcase Competition

FRIDAY, JUNE 1, 2012

7:00 a.m. - 4:00 p.m.

Conference Registration & Information

7:00 a.m. - 7:45 a.m.

Continental Breakfast

8:00 a.m. - 9:30 a.m.

Concurrent Workshop Sessions V (Eight Concurrent Sessions)

9:30 a.m. - 9:45 a.m.

Break

9:45 a.m. - 11:15 a.m.

Concurrent Workshop Sessions VI (Eight Concurrent Sessions)

11:15 a.m. - 11:30 a.m.

Break

11:30 a.m. - 12:30 p.m.

Closing Session: Mr. Kyle O'Neal, Brand Engagement Manager, Southwest Airlines

"Customer Engagement: Southwest Airlines Style"

12:30 p.m. - 2:00 p.m.

Lunch on Your Own

2:00 p.m. - 4:00 p.m.

Bonus Session

5:00 p.m. - 6:30 p.m.

Banquet Will Call

5:30 p.m. - 6:30 p.m.

Governor's Reception

6:30 p.m. - 10:30 p.m.

20th Annual Governor's Sterling Award Banquet

10:30 p.m. - Until.....

After Banquet Celebration

About the Florida Sterling Council

Sterling Staff



Gayle Thompson, Jim Sherlock, Dione Geiger,
John Pieno, Pat Sciarappa, and Perry Dollinger

Founded in 1992, the Florida Sterling Council is a not-for-profit 501c(3) organization whose mission is to ENHANCE Florida's competitive edge and quality of life through promotion, assessment, and recognition of performance excellence, culminating in the Governor's Sterling Award.

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 includes seven categories for evaluation:

- 1 Leadership
- 2 Strategic Planning
- 3 Customer Focus
- 4 Measurement, Analysis, & Knowledge Management
- 5 Workforce Focus
- 6 Operations Focus
- 7 Results

2012 Examiner Corp

Thank You, Examiners!



GOVERNOR'S STERLING AWARD

Highest Level

The Governor's Sterling Award level is a self-assessment for mature organizations with refined management processes and positive results. The Sterling Examiners evaluate performance measures and provide a detailed and objective report to help take you to even higher levels of performance.

GOVERNOR'S STERLING SUSTAINED EXCELLENCE AWARD

The Governor's Sterling Sustained Excellence Award is an annual award to recognize Florida organizations that are former recipients of the Governor's Sterling Award (within the past three years) for sustaining performance excellence.

STERLING PERFORMANCE EXCELLENCE CHALLENGE

Intermediate Level

The Challenge helps your organization define and assess who you are, what is important to you, what you do well, and what you need to improve to be more successful. The Criteria questions and standards are more general and less detailed than the Award level. Sterling Examiners provide feedback to help on your path toward the Governor's Sterling Award.

STERLING NAVIGATOR I & II

Beginning Level

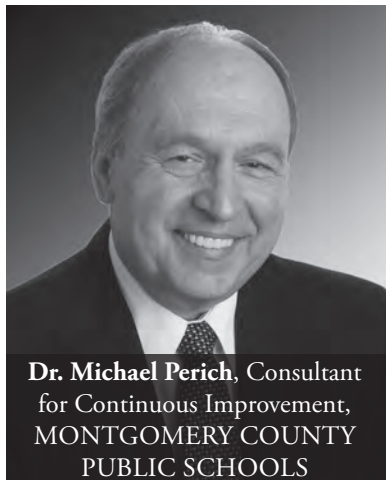
The Navigator is an online self-assessment survey with 42 questions directly related to the seven Criteria categories for your entire organization or department. This is a simple and cost-effective tool that provides a snapshot of your organization's current performance and helps pave the way toward your next improvement move. The Navigator I is for organizations beginning their assessment process while the Navigator II is for higher performing organizations wanting to measure their progress.

STERLING BUSINESS BLUEPRINT

The Sterling Business Blueprint is a tool for growing businesses and not-for-profits that provides information, models, and coaching to help Florida's businesses survive today and thrive tomorrow. As the newest of our assessment tools, the Sterling Business Blueprint is a proven way to increase profit, growth, and sustainability in any company.

Keynote Speakers

WEDNESDAY, MAY 30, 2012 8:00 A.M. – 9:30 A.M.



Strategic Organizational Transformation

(2010 Baldrige National Quality Award Recipient)

Dr. Perich will discuss the vital components in a transformational plan and share some examples of organizations that have strategically transformed themselves to become more efficient and effective. From the boardroom to the classroom, organizational change is constantly occurring whether it is planned or not. Unintentional change may negatively impact an organization and force it to be reactive rather than proactive in meeting the needs of its customers. These changes may be harmful and lead to reactions that are misaligned with the core values, vision, and mission of the organization. Most successful and effective organizations consistently adapt to the changing demands of their customers and stakeholders by focusing on the realignment of current practices and developing new work processes and systems that support the change in direction. Learn how organizations can make these changes and experience dramatic results at the same time.

THURSDAY, MAY 31, 2012 8:00 A.M. – 9:00 A.M.



The Love of Excellence

(2010 Baldrige National Quality Award Recipient)

This presentation will examine the impact the Baldrige Criteria can make on any organization by establishing a passion for excellence. Ken Schiller will discuss the key elements that organizations typically need to outperform their competitors. These elements are created through a strong culture that is not only based on excellence, but calibrated to the organization's mission. This session is perfect for CEOs, senior leaders, mid-level managers, and any individual who has a passion for performance excellence.

FRIDAY, JUNE 1, 2012 11:30 A.M. – 12:30 P.M.



Customer Engagement: Southwest Airline Style

Southwest Airlines is the largest domestic carrier and has long been known as a unique, customer friendly airline. They like to say that they're "a great Customer Service organization that happens to be in the airline business." Part of its success over the years has been driven by nurturing employee engagement and treating customers like family, which certainly isn't easy when considering that Southwest flies up to 400,000 customers per day.

Kyle O'Neal, Manager of Brand Engagement will discuss what elements have led to Southwest consistently being rated the most admired airline. He will discuss the corporate environment at Southwest which leads to unusually good Customer Service in an industry which struggles to please customers.

Sessions at a Glance

*See pages 19-35 for concurrent session descriptions.

WORKSHOP/EVENT	PRESENTER	Leadership	Strategic Planning	Customer Focus	Measurement, Analysis, & Knowledge Management	Workforce Focus	Operations Focus	Results	Sterling Process	Track
Tuesday, May 29, 2012	Preview Sessions									
Conference Preview Session -- 3:00 - 4:30 p.m./7:00 – 8:30 p.m.	Daniel Vicker								✓	G
Tuesday, May 29, 2012 8:00 a.m. – 5:00 p.m.	Pre-Conference Workshops									
2013 Sterling Criteria: The Performance Excellence Framework for Sustainability	Florida Sterling Council								✓	PC
Getting Higher Level Results from Training Through Accelerated Learning Curriculum Design and Implementation	Sunshine Healthcare Network, Department of Veterans Affairs					✓				PC
Tuesday, May 29, 2012 8:00 a.m. – 5:00 p.m.	Pre-Conference Workshops									
Value Stream Mapping for Transactional Processes	Pos-Impact, LLC						✓			PC
Tuesday, May 29, 2012 8:00 a.m. – 5:00 p.m.	Sector Specific Events									
Florida's 2 nd Annual Healthcare Symposium		✓	✓	✓	✓	✓	✓	✓		H
Florida's 3 rd Annual Education Summit		✓	✓	✓	✓	✓	✓	✓		E
Wednesday, May 30, 2012 9:50 a.m. – 11:20 a.m.	Concurrent Sessions I									
Workforce Engagement: Practices that Work	Goodrich Corporation – Engineered Polymer Products					✓				B
Value Added Metrics and Teacher Effectiveness	University of Wisconsin					✓				E
A GREAT Workforce: “Sustainable Engagement Beyond the Honeymoon”	Premier Healthcare Alliance					✓				H
Leadership: Passing the Torch! Tools for Succession Planning	Trainnovations	✓								CI
A Roadmap to Achieving Strategic Goals (Even When Budgets & Resources Are Constrained)	ActiveStrategy		✓							L
Successful Strategic Planning Development and Execution: A Step-By-Step Guide to Maximizing Performance Results	Baldrige Group		✓							PM
Delivering Quality Results to the Citizens	Marion County Sheriff's Office			✓						S
A Short Introduction to the 2013 Sterling Criteria	Florida Sterling Council								✓	G
Wednesday, May 30, 2012 1:30 p.m. – 3:00 p.m.	Concurrent Sessions II									
How to Optimize Your Lean and Six Sigma Program	Lockheed Martin Missiles and Fire Control						✓			B
Making the Most of Teacher Evaluation	The Danielson Group					✓				E
A Culture for Patient-Centered Care	Shands Jacksonville Medical Center			✓						H
Crucial Conversation Skills: Key to Promoting Workplace Psychological Safety and Achieving Results	Sunshine Healthcare Network, Department of Veterans Affairs					✓				CI
Leadership: Building A Culture of Excellence	West Kendall Baptist Hospital	✓								L
Picking the Right Process Improvement Approach	The Depository Trust and Clearing Corporation						✓			PM
Developing Future Leaders	Hillsborough County Tax Collector's Office	✓								S
The Sterling Business Blueprint for Profit and Not-for-Profit Organizations	Six Pillars Financial Advisors								✓	G
Thursday, May 31, 2012 9:20 a.m. – 10:50 a.m.	Concurrent Sessions III									
Lean: The Quest to Eliminate Muda (waste)	NextEra Energy, Inc.						✓			B
Building the Bench: Developing Instructional Leaders for Struggling Schools	Miami-Dade County Schools	✓								E
Creating an Environment of Hospitality in a Large Healthcare Organization	Henry Ford Health System			✓						H
Business Metrics: The Process of Developing a Scorecard	Competitive Solutions				✓					CI
Scanning the SocialSphere – Engaging the Connected Consumer	Moore Consulting Group			✓						L
Process Mapping Made Easy	Johnson Controls						✓			PM
Strategic Planning 101...Who Knew It Could Be So Easy!	Manatee County Tax Collector's Office		✓							S
Engaging Generation Y	K & N Management					✓				G



PC : Pre-Conference

B : Business

CI : Continuous Improvement & Innovation

E : Education

H : Healthcare

L : Leadership

PM : Process Mapping

S : GSA

G : General

WORKSHOP/EVENT	PRESENTER	Leadership	Strategic Planning	Customer Focus	Measurement, Analysis, & Knowledge Management	Workforce Focus	Operations Focus	Results	Sterling Process	Track
Thursday, May 31, 2012 11:15 a.m. – 12:15 p.m.		Networking Forums by Sector								
Business/Not For Profit	City/County	Education	Healthcare	State/Federal Government						
Thursday, May 31, 2012 2:00 p.m. – 3:30 p.m.		Concurrent Sessions IV								
Lean Six Sigma as an Approach to Performance Improvement	Nipro Diagnostics						✓			B
Process Management and Improvement: The Neglected Component of Organizational Accountability Systems	Montgomery County Public Schools						✓			E
The Code of the West: Ethics the Cowboy Way	VA Cooperative Studies Program Clinical Research Pharmacy Coordinating Center	✓								H
Bring Out the Best in People at their Worst!	Trainnovations					✓				CI
Data to Information to Knowledge to Action: The New Normal	Kentucky Department of Education				✓					L
Process Excellence! Maximizing and Aligning Your Resource Investments	Sarasota Clerk of the Circuit Court and County Comptroller						✓			PM
The Engagement Ring: Bringing Workforce and Customer Engagement Full Circle	St. Johns County Health Dept.					✓				S
Mapping the Customer Experience	Florida Sterling Council			✓						G
Friday, June 1, 2012 8:00 a.m. – 9:30 a.m.		Concurrent Sessions V								
Making Data-Driven Decisions	Pratt & Whitney Rocketdyne				✓					B
21 st Century Professional Development: A Three Ingredient PIE!	ASCD					✓				E
Authentic Leadership: Knowing Yourself as a Leader	West Kendall Baptist Hospital	✓								H
Shaping Culture and Improving Performance with Cross Functional Teams	Monterey Boats					✓				CI
Answering CEO Challenges: Quality as an Answer	Mike Adams & Company LLC	✓								L
Simple Application of Lean Principles	Citigroup & University of Phoenix						✓			PM
PRIDE: Improving the Delivery of Excellence	Miami-Dade Park and Recreation					✓				S
Using Data to Respond to Customer Needs and Expectations	City of Coral Springs				✓					G
Friday, June 1, 2012 9:45 a.m. – 11:15 a.m.		Concurrent Sessions VI								
The Sterling Board of Examiners: Develop Yourself, Develop Leaders	Honeywell International								✓	G
Emotional Intelligence: The Differentiating Competence in Leadership Performance Excellence	Innovative Edge, Inc.					✓				G
What Makes Them Tick: Motivating Individuals, Not Just the Masses	SeaWorld Orlando					✓				G
Changing the Culture of the U.S. Department of Commerce: The Challenges and New Approaches	U. S. Department of Commerce	✓								G
Implementing the Sterling Criteria for Performance: A Step-By-Step Guide for Completing Your Application	Baldrige Group								✓	G
Identifying and Validating Leading Indicators for Learning Outcome “Success Measures” for Students	Florida Virtual School						✓			E
The Foundations of Leadership in Baldrige Winning Organizations	Calhoun Consulting Partners	✓								L
Creating A “Sterling Dashboard” to Determine and Track Your Organization’s Results	Dave Klater Consultants, Inc.				✓					G
Friday, June 1, 2012 2:00 p.m. – 4:00 p.m.		Bonus Session								
Quit Taking it Personally – Prevent Hardening of the Attitudes!	Trainnovations					✓				BS

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You Need to Attend the Florida Sterling Conference: Reasons to Tell Your Boss Why

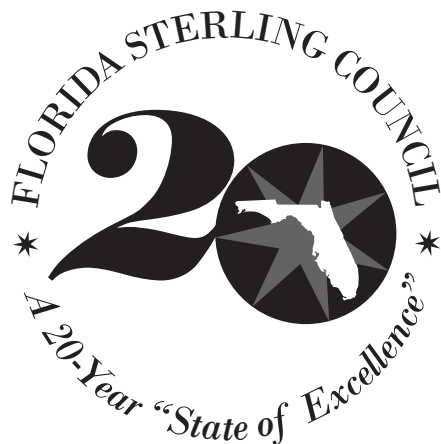
1. You will be able to help solve some of the challenges your company is facing.

2. You will have the tools to identify risks and know how to start solving them.

3. You will help your team accomplish more with fewer people and less money.

4. You will learn how to engage the multiple generations in your workforce and customer base.

5. You will be positioned to help develop current and future leaders in your company.



"The Florida Sterling Conference is an outstanding professional development experience for any member of your leadership team. It's the best managed conference I've attended in the country and also my favorite...you get more 'bang' for your buck at the Annual Sterling Conference!"

*- Teri Ridler, Director of Human Resources,
SeaWorld Orlando*

6. You will understand how to streamline processes.

7. You will bring back solutions.

8. You will bring back tangible tools and techniques from every session you attend.

9. You will network with other professionals to gather best practices, and stay in touch with them to continue to share and learn.

10. Your company will be part of making Florida a state of excellence.

Is Your Organization Facing These Challenges or Risks?

Find solutions and connections at the Florida Sterling Conference for an immediate return on your investment.

2011 CEO CHALLENGES – U.S. <i>Source: The Conference Board</i>		2012 TOP RISKS <i>Source: Corporate Executive Board</i>	
1.	Business Growth	1.	Information Security
2.	Government Regulation	2.	International Operations
3.	Innovation	3.	Excess Cash
4.	Talent	4.	Corporate Culture
5.	Cost Optimization	5.	Compliance
6.	International Expansion	6.	Strategic Change Management
7.	Customer Relationships	7.	Third-party Relationships
8.	Corporate Brand and Reputation	8.	Cost-reduction Pressures
9.	Sustainability	9.	Human Resources
10.	Investor Relations	10.	Social Media

These areas of concern and risk are addressed in the Sterling/Baldrige Criteria for Performance Excellence. The conference offers a Criteria Pre-Con and a short session to introduce you to, or reinforce your knowledge of the best practice requirements and how they need to be integrated in your management system.

In addition, many events and workshops offer solutions to overcoming these challenges and mitigating risks to give you **high return on your conference investment**.

CHALLENGE / RISK	CONFERENCE EVENTS & SOME WORKSHOP TOPICS
Government Regulation/Compliance	<ul style="list-style-type: none"> • Education Summit • Healthcare Symposium
Innovation/Corporate Culture/ Corporate Brand & Reputation	<ul style="list-style-type: none"> • Changing and shaping culture • Creating a culture of excellence & hardwiring it • Culture for patient-centered care • Cowboy ethics • Making data driven decisions & innovation
Talent/HR/Sustainability	<ul style="list-style-type: none"> • Motivating individuals • Succession planning and developing leaders • Emotional intelligence • Sustainable workforce engagement • Teacher effectiveness & professional learning • Level 5 training development • Engaging Generation Y • Authentic leadership
Cost/Optimization/Cost Reduction Pressures	<ul style="list-style-type: none"> • Lean, Six Sigma, & other process improvement methods • Process mapping & process management
Customer Relationships Social Media	<ul style="list-style-type: none"> • Using data to respond to customer needs & expectations • Listening posts and customer service • Mapping the customer experience • Engaging the connected customer
Strategic Change Management	<ul style="list-style-type: none"> • Strategic planning and execution • Business metrics and scorecards • Answering CEO Challenges • Sterling Business Blueprint for profit and non-profit organizations

"Building for Student Success"

FLORIDA'S EDUCATION SUMMIT

May 29, 2012 at the JW Marriott Orlando Grande Lakes

How would you like Florida to have the best educational system in the nation?

The goal of the 3rd Annual Florida's Education Summit and the 20th Annual Sterling Conference is to make this a reality.

Keynote Speaker: Mr. Gerard Robinson

Commissioner, Florida Department of Education

"The Vision for Education in Florida K-12"

Featured Speaker: Mr. Albert M. Carvalho

Superintendent, Miami-Dade County Public Schools

Featured Speaker: Dr. Terry Holliday

Kentucky's Commissioner of Education

"A Model to Encourage & Share Best Practices"

In response to national education initiatives centered on closing the student achievement gap and developing effective teachers, the Florida Sterling Council in collaboration with the Department of Education is hosting Florida's 3rd Annual Education Summit "Building on Student Success." Florida has been leading the way in bringing together superintendents, principals, teachers, association leaders, school board members, and the business community to expand and capitalize on what's working well in education.

On May 29, 2012, join education leaders from across our nation and state as we share highly promising practices and future innovative benchmarks. This event is the premier source for innovative ideas and exciting new processes to implement in your school district as we work together to make Florida the best education system in the country.

"The Florida Education Summit is bringing together experts to take the lead on our nation's key challenges in education. Closing the student achievement gap for low-income and minority students, understanding the importance of school leadership in creating a culture of success, as well as addressing teacher evaluations as a model to drive student success are all critical issues facing education. The Florida Education Summit positions Florida as a leader in education best practices to prepare our students to succeed in college, the workplace, and to help us to compete for jobs in the global economy." – Commissioner Gerard Robinson

Don't Miss Out!

Secure Your Spot Today!

MAY 30 • STERLING CONFERENCE • DAY 1

- Keynote by Dr. Michael Perich, Montgomery County Public Schools
"Strategic Leadership"
- Two education-specific workshop sessions with in-depth learning in critical areas
- Networking luncheon for continued discussion and sharing
- 2011 Governor's Sterling Award Role Model Panel

FULL CONFERENCE BENEFITS • MAY 30-JUNE 1

- Five workshop sessions with a specific education focus
- Three keynote speakers
- Exposition of vendors & two networking luncheons
- Education sector-specific networking forum (Thursday)
- Governor's Sterling Award Reception & Banquet (Friday)

EDUCATION SUMMIT ONLY

May 29 • \$199 per person

SUMMIT + DAY 1 CONFERENCE

May 29 & 30 • \$399 per person

SUMMIT + FULL CONFERENCE

(Discounted Education Group Rate)

May 29 & May 30-June 1 • \$99 per person +

Prevailing Conference Rate (Includes 1 Banquet Ticket)

FBMC Florida
virtualSchool
BENEFITS MANAGEMENT



Florida Department
of Education



2nd Annual FLORIDA'S HEALTHCARE SYMPOSIUM

TUESDAY, MAY 29, 2012 AT THE JW MARRIOTT ORLANDO GRANDE LAKES

REGISTER TODAY!

HEALTHCARE SYMPOSIUM ONLY

May 29 9:00 am- 5:00 p.m.

\$249 per person

SYMPOSIUM + DAY 1 CONFERENCE

May 29 & 30

\$449 per person

SYMPOSIUM + FULL CONFERENCE

May 29 & May 30 – June 1

\$99 per person + prevailing conference rate

The Florida Sterling Council is hosting its 2nd Annual Florida Healthcare Symposium on May 29, 2012. This event is bringing together many leading healthcare and business organizations including: The State Surgeon General, Harris Corporation, the Studer Group, and Premier Healthcare Alliance, and Health Quality Advisors.

Join close to 200 leaders from healthcare and business organizations throughout Florida and the nation as we share cutting edge best practices in healthcare processes, such as quality of service and clinical outcomes, and how this directly connects to the changes brought about by healthcare reform. Learn from healthcare organizations that are successfully implementing Accountable Care Organizations (ACOs), Medical Homes, and Health Information Exchanges (HIEs). Also hear best practices from Sterling/Baldrige role models on how the management system can help you plan, perform, and measure results to position your organization to achieve value-added outcomes. You will also have the unique opportunity to network with leaders from various industries including healthcare providers, insurers, public health professionals, businesses, and government as we share knowledge and issues that will affect the future of our healthcare system.

HEALTHCARE EXPERTS, DYNAMIC KEYNOTERS, AND SUCCESSFUL COMPANIES

- Dr. Frank Farmer, Surgeon General, State of Florida
- Mr. Michael Millenson, President, Health Quality Advisors
- Mr. Andrew Reeve, Harris Corporation
- Malcolm Baldrige Recipients: Premier Healthcare Alliance and the Studer Group

SYMPOSIUM HIGHLIGHTS

- Learn from state and national healthcare and business experts on what healthcare reform means to you and your organization.
- Hear from experts on ACOs, Medical Homes, HIEs, and other key issues that are at the cutting edge of healthcare reform.
- Understand how the Baldrige/Sterling Criteria can help you to strategically plan, perform, and measure results, positioning your organization to survive and thrive in today's uncertain environment.
- Network with leaders from across businesses and industries who are all affected by healthcare reform.

STERLING CONFERENCE HIGHLIGHTS: MAY 30-JUNE 1

- Five workshop sessions specifically for those in the healthcare industry
- Two healthcare experts keynoting the Governor's Sterling Award Panel
- Expo Hall featuring many vendors from the healthcare sector
- Healthcare sector networking forum (Thursday)
- Governor's Sterling Award Reception and Banquet (Friday)

THANK YOU, SPONSORS!



Become a Sponsor Today!



Pre-Conference Workshops

Tuesday, May 29, 2012

Full-day and half-day workshops are available. Workshops that begin at 8:00 a.m. include continental breakfast. Full-day workshops also include lunch. All pre-conference workshops are an additional fee - see the registration form on page 43 for details.

2013 Sterling Criteria:

The Performance Excellence Framework for Sustainability



Pat Sciarappa, Director of
Organizational Development,
FLORIDA STERLING COUNCIL

FULL-DAY WORKSHOP: 8:00 A.M. - 5:00 P.M.

Learn and/or reinforce your knowledge of how the Sterling/Baldrige Criteria provides a framework and roadmap to lead your organization to higher levels of performance through proven management practices in Leadership; Strategic Planning; Customer Focus; Measurement, Analysis, & Knowledge Management; Workforce Focus; Operations Focus; and Results. The Criteria help organizations in a diversity of large and small businesses, not-for-profit organizations, healthcare organizations, and K-12 and higher education across the United States and many other countries, to pinpoint their strengths and opportunities for improvement—and allow the organizations to choose the tools best suited to help implement those improvements.

Through lecture, examples from Governor's Sterling Award and Baldrige Award recipients, and exercises, learn how you can better focus your organization, link strategies with the work you do, and achieve the results you want in: better employee relations, higher productivity, greater customer loyalty, increased market share, student achievement or healthcare outcomes, and improved profitability and sustainability.

Upon completion of this pre-conference session, you will be able to:

- Understand the Sterling Management Framework and where your organization does well
- Recognize some opportunities for improvement for your organization or your specific department and maximize the use of resources as you take action on them
- Implement tools to get started or continue your journey to excellence

Upon completion of this workshop, you will take-away:

- A checklist to get started
- Organizational Profile Template
- Core Competencies Template
- Your Criteria Exercise Worksheet, assessment, and activity templates
- SMART Goal Planning Sheet
- "Are We Making Progress?" (Baseline assessment tool) to use with your organization

Getting Higher Level Results from Training Through Accelerated Learning Curriculum Design and Implementation



Victoria Clark, Designated Learning Officer, SUNSHINE HEALTHCARE NETWORK, DVA

FULL-DAY WORKSHOP: 8:00 A.M. - 5:00 P.M.

Target Audience: Educators/Trainers, Curriculum Designers, HR Development Staff

This is an interactive workshop with hands-on experience in designing and/or re-designing curricula to include accelerated learning techniques to achieve higher level results (business impact). The workshop includes designing curricula with application (level 3) and business results (level 4) as the ends in mind. The facilitator will walk participants through developing key business results in training that are aligned to their organization's strategic plan and subsequently designing the training curricula to achieve the business results. The workshop will also include a "try-it-out and receive feedback" session where participants will actually practice facilitating/teaching a segment of the curricula to test the effectiveness of the accelerated learning strategies used.

Content includes:

1. Overview of Category 5 (Workforce Focus) as it relates to the other 6 Baldrige categories
2. Beginning with the End in Mind: Levels of Results and Evaluation
3. Designing Curriculum to achieve Business Results
4. Accelerated Learning Principles
5. Accelerated Learning Techniques and Strategies
6. Learning Styles and Accelerated Learning
7. Choosing appropriate Accelerated Learning Strategies for the curriculum
8. Practice and Feedback Session

This workshop will be by pre-registration only, no on-site registration. The attendees will be contacted by the instructor in advance and given pre-work that will enable them to receive the most value from this class. You will be requested to bring a curriculum that you have developed or are developing to this class to use as part of the learning.

Value Stream Mapping for Transactional Processes



Phil Centonze, Co-Founder, POS-IMACT, LLC

HALF-DAY WORKSHOP: 1:00 P.M. - 5:00 P.M.

The Transactional Value Stream is the series of process steps that occur to provide a service or experience meeting customer expectations. Too often opportunities for improvement in the Value Stream are unidentified and unprioritized. The Value Stream Map (VSM) is an assessment tool used to diagram the flows of information and materials within the Stream, so that opportunities for identifying non-value added activities are revealed. This hands-on workshop leads teams through the application and use of the VSM in a simulated process. The output from the mapping event includes a visual representation of the process, and a prioritized plan for improvement reflecting areas of opportunity and the order in which each will be addressed.

Participants in this interactive session will:

- Learn the fundamentals of building and using the Value Stream Map in a service environment
- Learn how to use the Value Stream Map to identify process waste and opportunities for improvement
- Learn how to use the Value Stream Map to prioritize and plan improvement events

Tangible take-aways:

- Value Stream Map procedure
- Value Stream Mapping Mandate/Charter

Hotel Reservations

JW Marriott Orlando Grande Lakes • 4040 Central Florida Parkway • Orlando, FL 32837

HOTEL RATE: \$139/night + tax

Government rate is available for qualified guests, on a first-come, first-served basis. Please contact the Sterling Office at (850) 922-5316 for more information.

RESERVATIONS: 1(800) 266-9432 or

www.floridasterling.com/annual-conference-hotel.php

PARKING: Overnight self-parking fees are complimentary for attendees staying at the hotel; otherwise, parking is \$15/day for off-site guests.

MEMORIAL DAY WEEKEND

Extend your stay at the same great rate! Bring your family, friends, or just enjoy some peaceful alone time at the JW Marriott Orlando Grande Lakes.



The Florida Sterling Council is now extending its discounted hotel group rate from Saturday, May 26 through Sunday, June 3. Take advantage of this great low rate and enjoy an exciting weekend of entertainment provided by the JW Marriott hotel. Bonfires, a pie eating contest, movies on the lawn, and a pig roast finale (just to name a few) make this weekend unforgettable. And you won't want to miss a front row seat at the Sunday, May 27th fireworks display over the gorgeous lake.

Conference Preview Sessions

How to Navigate & Get the Most from Your Conference Experience



Tuesday, May 29, 2012 • 3:00 p.m. / 7:00 p.m.

Daniel Vicker, Senior Management Trainer at Florida State University, will help you get to know the Sterling community and learn what to expect for the week. Attend this year's Conference Preview Session whether you are a seasoned veteran or a new attendee. Meet new people and learn how to best take advantage of this year's Sterling Conference.

- Plan your personal conference strategy.
- Build a conference network.
- Understand the Florida Sterling Council.
- Get help with navigating your way around the Conference.
- Gain insight into the eight workshop tracks: Business, Continuous Improvement & Innovation, Education, General, Governor's Sterling Award, Healthcare, Leadership, and Process Mapping.
- Learn about this year's conference enhancements, as well as new, exciting events held throughout the week.

GSA Leadership Panel

Newly Designed Governor's Sterling Award Leadership Panel

Wednesday, May 30, 2012
3:15 p.m. - 4:30 p.m.

The Governor's Sterling Award Leadership Panel has been re-engineered to maximize your learning opportunities. This year, the two Governor's Sterling Award recipients and the four Governor's Sterling Sustained Recipients will be featured together to share their leadership insights into driving performance excellence. Each leader will briefly highlight what he or she did as a leader or leadership team to enable the organization to achieve or sustain excellence culminating in the Award. This will be followed by a 45 minute Q&A from the audience so that you can directly ask these leaders key questions so you can take back ideas for your leadership teams. Don't miss this opportunity to hear from these impressive leaders that have driven a culture of performance excellence.



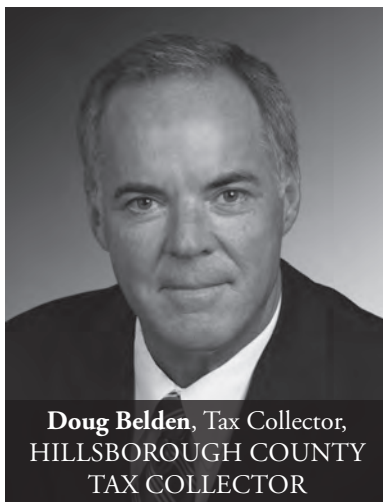
Ken Burton, Tax Collector,
MANATEE COUNTY TAX
COLLECTOR



Eric Miller, Managing Director,
THE DEPOSITORY TRUST
AND CLEARING CORP.

2011 GOVERNOR'S STERLING AWARD RECIPIENTS

2011 GOVERNOR'S SUSTAINED EXCELLENCE AWARD RECIPIENTS



Doug Belden, Tax Collector,
HILLSBOROUGH COUNTY
TAX COLLECTOR



Dr. Dawn Allicock, Director,
ST. JOHNS COUNTY
HEALTH DEPARTMENT



Sheriff Ed Dean,
MARION COUNTY
SHERIFF'S OFFICE



Jim Burkhart, President,
SHANDS JACKSONVILLE
MEDICAL CENTER

Products & Services Exposition



Reserve Your Booth Today!

Standard Single \$1,800
Premier Single \$1,950
Standard Double \$3,200
Premier Double \$3,400

*Exhibitors receive two
conference registrations with booth.*

When you enter the Products & Services Exposition, you enter a neighborhood of industry experts devoted to helping your organization drive profit and productivity through performance excellence. See how today's leading organizations stay on the cutting edge of their processes through hands-on technology, tools, and performance measurement systems and benchmark best practices of past Governor's Sterling Award recipients.

Remember to stop by the Sterling Council booth for more information on how the Sterling assessment processes can help your organization achieve its goal of organizational excellence. While you are there, don't forget to apply to become a Sterling Examiner!

Reserve your booth today by contacting Jim Sherlock at jsherlock@floridasterling.com.

Schedule of Events

WEDNESDAY, MAY 30

Open 12:15 p.m. – 6:00 p.m.

Grand Opening and Dessert

12:15 p.m. – 1:30 p.m.

Networking Reception

4:30 p.m. – 6:00 p.m.

THURSDAY, MAY 31

Open 7:00 a.m. – 2:00 p.m.

Breakfast in the Expo Hall

7:00 a.m. – 7:45 a.m.

Dessert and Raffle

1:00 p.m. – 2:00 p.m.

Storyboard Competition

The Florida Sterling Council's 7th Annual Storyboard Competition will take place inside the Products and Services Exposition Hall on May 30 & 31. The Storyboard Competition provides teams a basic level of Sterling assessment by our panel of judges to showcase a single process within their departments. This is a great opportunity for you and your organization to be recognized and showcased by sharing your most successful practice.

Registration is on a first-come, first-served basis and will be limited to the first 15 registrations. Participants are limited to one storyboard per organization, and it only costs \$99 to register for the competition. Please note that you must be a full-paid conference attendee to participate.

Even if your organization is not 100% sure what the topic is for your Storyboard, please go ahead and submit a registration form. For further information, please visit the Sterling website or contact Perry Dollinger at pdollinger@floridasterling.com or (850) 922-5316.



Florida Virtual School, "Validating Leading Indicators
(Predictors) for Learning Outcomes Storyboard"
2011 Storyboard Champion

Networking Sector Forums

Thursday, May 31, 2012 • 11:15 a.m. – 12:15 p.m.

WHAT ARE THE FORUMS?

These facilitated networking sessions are divided by sector and will encourage participants to:

- Meet other people from their sector
- Discuss current issues and challenges in their industry
- Share ideas that have worked for their organizations
- Discuss successful practices and innovative approaches

HOW DO I REGISTER?

Mark the appropriate Forum box on your conference registration form. There is no additional charge for these sessions.

FORUM SURVEY

After you have registered, we will ask you to complete a short survey to give us input for your sector forum to maximize your benefits of attending this sector-specific networking session.



Networking Luncheons

Wednesday, May 30, 2012 • 11:30 a.m. – 12:15 p.m.

During lunch on day one, you will have the opportunity to expand your conference experience and interact with conference participants. This is a great time for participants to exchange information on the workshops they have attended at the conference.

Thursday, May 31, 2012 • 12:15 p.m. – 1:00 p.m.

Lunch on day two will allow you to further your networking experience. As a continuation from the prior forum, you will be able to sit with other members from your area of work and share some of your best tips for improvement. Thursday's lunch should prove a successful tool for meeting people throughout the state of Florida.

Team Showcase Competition

Thursday, May 31, 2012 • 3:45 p.m. - 5:15 p.m.



2011 Team Showcase Champion,
Region 5: Tropic Isles Elementary Quality Miners Team

Witness the excitement firsthand as teams from across Florida compete for the title of 2012 Statewide Team Showcase Champion. Thursday afternoon's closing session is dedicated to process improvement teams showcasing how they drive their organizations' exemplary performance and success. This year, we have reengineered the team showcase based on customer feedback to both streamline and better highlight each team's process improvement efforts. Listen and learn as each team tells its story with a 12-minute presentation using dynamic and informative storytelling methods.



Barbara Hinson,
Statewide Team Showcase Coordinator

Governor's Sterling Award Banquet

Friday, June 1, 2012 • 6:30 p.m. - 10:30 p.m.



The Depository Trust and Clearing Corporation
2011 Governor's Sterling Award Recipient

A major facet of the Florida Sterling Council's mission is "recognition of performance excellence." Our Governor's Sterling Award (GSA) recipients and applicants, Examiners, and Team Showcase competitors are all at the top of their class on the performance excellence journey. Join us at the 20th Annual Governor's Sterling Award Banquet & Ceremony as we recognize their efforts and accomplishments.



Manatee County Tax Collector
2011 Governor's Sterling Award Recipient

2012 GOVERNOR'S STERLING AWARD RECIPIENTS

This award is the culmination of an extensive assessment process that assures the organizations have demonstrated a full commitment to continuous improvement across their entire management system, and are role models for the State of Florida.

2012 GOVERNOR'S SUSTAINED EXCELLENCE AWARD

The Governor's Sustained Excellence Award is an annual award to recognize Florida organizations that are former recipients of the Governor's Sterling Award (within the past three years) for sustaining performance excellence.



Hillsborough County Tax Collector (GSA 2008)
2011 Governor's Sustained Excellence Award Recipient



Marion County Sheriff's Office (GSA 2008)
2011 Governor's Sustained Excellence Award Recipient



Shands Jacksonville Medical Center (GSA 2008)
2011 Governor's Sustained Excellence Award Recipient



St. Johns County Health Department (GSA 2009)
2011 Governor's Sustained Excellence Award Recipient

Concurrent Sessions I

Wednesday, May 30, 2012 • 9:50 a.m. - 11:20 a.m.

B : Business

Sterling Criteria Category:
5 Workforce Focus

Workforce

Engagement:

Practices that Work

Bret Smith | Vice President

GOODRICH CORPORATION – ENGINEERED POLYMER PRODUCTS

2011 Manufacturer of the Year Recipient - MAF

Upon completion of this workshop, you will be able to:

- Learn about several approaches to, and practices in, workforce engagement
- See examples of the use of these approaches in a manufacturing environment
- Understand lessons learned in deployment of approaches in workforce engagement

Upon completion of this workshop, you will take-away:

- Self Assessment Outline

E : Education

Sterling Criteria Category:
5 Workforce Focus

***Value Added Metrics and
Teacher Effectiveness***

Dr. Robert Meyer | Director, Value-Added Research Center
UNIVERSITY OF WISCONSIN

Upon completion of this workshop, you will be able to:

- Understand the definition of value-added metrics
- Learn how student growth is measured in a value-added classroom
- Understand how the use of value-added metrics drives teacher effectiveness

Upon completion of this workshop, you will take-away:

- TBD

H : Healthcare

Sterling Criteria Category:
5 Workforce Focus

***A Great Workforce:
“Sustainable Engagement
Beyond the Honeymoon”***

Jan Englert | Director, Member Engagement, QUEST
PREMIER HEALTHCARE ALLIANCE

2006 Malcolm Baldrige National Quality Award Recipient

Upon completion of this workshop, you will be able to:

- Develop an understanding of the value of completing an organizational self-assessment using the performance excellence Criteria
- Develop an understanding of how to hardwire infrastructure for performance excellence
- Develop an understanding of how to maintain year-round focus on performance excellence

Upon completion of this workshop, you will take-away:

- Team Purpose form (used by PVHS to determine purpose, charter, leadership, membership, and key performance indicators)

**CI : Continuous
Improvement & Innovation**

Sterling Criteria Category:
1 Leadership

***Leadership:
Passing the Torch!
Tools for Succession
Planning***

Trina Pulliam | Chief Trainnovator
TRAINNOVATIONS

Upon completion of this workshop, you will be able to:

- Learn the “Power of 4 Theory”
- Understand why succession planning is important
- Explore how to be a “Passionate Champion”
- Discover best practices for succession planning

Upon completion of this workshop, you will take-away:

- Leadership Skill Assessment
- Passionate Champion Worksheet
- Suggested Reading List

L : Leadership

Sterling Criteria Category:
2 Strategic Planning

***A Roadmap to
Achieving Strategic
Goals (Even When
Budgets & Resources
Are Constrained)***

Jack Steele | Chief Executive Officer
ACTIVESTRATEGY

Upon completion of this workshop, you will be able to:

- Learn how to set and achieve both effectiveness and efficiency goals, taking into account resource constraints
- Learn how to align lower level contributing goals to the top level organizational goals
- Understand how to ensure accountability by employees for goal achievement at all levels

Upon completion of this workshop, you will take-away:

- Pre-work template to assist in aligning lower level business processes to higher level goals

PM : Process Mapping

Sterling Criteria Category:
2 Strategic Planning

***Successful Strategic
Planning Development
And Execution:
A Step-By-Step Guide to
Maximizing Performance
Results***

David Harrawood | President
BALDRIGE GROUP

Upon Completion of this workshop, you will be able to:

- Learn best practices from Sterling and Baldrige award-winning organizations and how they develop and implement their strategic plans.
- Learn how to easily identify your organization’s most critical strategic goals enabling you to focus on the vital few areas that will have the greatest impact
- Understand how to identify and align key performance measures, targets and action plans for each strategic goal
- Understand the primary reasons strategy executions fail and what you can do to avoid them

Upon completion of this workshop, you will take-away:

- Strategic and business planning templates
- Best practices examples from Sterling and Baldrige award-winning organizations

Wednesday, May 30, 2012 • 9:50 a.m. - 11:20 a.m.

S : GSA

Sterling Criteria Category:
3 Customer Focus

Jeff Owens | Performance Imperatives Manager
MARION COUNTY SHERIFF'S OFFICE
2008 Governor's Sterling Award Recipient
2011 Governor's Sterling Sustained Excellence Award Recipient

***Delivering Quality
Results to the Citizens***

Upon completion of this workshop, you will be able to:

- Determine if your organization is getting better at customer service
- Formulate a listening-post system
- Discuss tactics to augment customer concerns
- Identify who to benchmark for premier results

Upon completion of this workshop, you will take-away:

- Sample histograms of performance efforts
- Peer identification templates

G : General

Sterling Criteria Category:
Sterling Process

John A. Pieno, Jr. | Chairman
FLORIDA STERLING COUNCIL

***A Short Introduction
to the 2013 Sterling
Criteria***

Upon completion of this workshop, you will be able to:

- Explain some key elements of each of the 7 Sterling/Baldrige Criteria categories and how these questions can guide your organization's management and operations
- Understand how the adoption and implementation of the Criteria can make your organization better and a better place to work
- Identify the assessment tool for your organization

Upon completion of this workshop, you will take-away:

- An Organizational Profile template and ways to use the completed profile
- Checklist for getting started
- The "Are We Making Progress?" assessment

Concurrent Sessions II

Wednesday, May 30, 2012 • 1:30 p.m. - 3:00 p.m.

B : Business

Sterling Criteria Category:
6 Operations Focus

***How to Optimize
Your Lean &
Six Sigma Program***

Steve Sessions | Quality and Mission Success
LOCKHEED MARTIN MISSILES AND FIRE CONTROL

Upon completion of this workshop, you will be able to:

- Obtain a top level overview of Lean and Six Sigma and how they can be integrated into one continuous improvement process
- Understand how to select the right continuous improvement tool to get to the "right" sigma level
- Understand how to leverage your Lean activities and your Six Sigma projects to get the most out of your continuous improvement program

Upon completion of this workshop, you will take away:

- CD with an overview of an integrated Lean/Six Sigma process with tips on how to get the most from your Continuous Improvement journey

E : Education

Sterling Criteria Category:
5 Workforce Focus

***Making the Most of
Teacher Evaluation***

Charlotte Danielson | President
THE DANIELSON GROUP

Upon completion of this workshop, you will be able to:

- Understand the essential characteristics of a defensible system of teacher evaluation
- Recognize the steps you must take to develop a good system of teacher evaluation
- Appreciate how the dual demands of quality assurance and professional learning may be combined in a single session

Upon completion of this workshop, you will take-away:

- A guide to standards of practice and procedures that promote learning to enable you to design systems of teacher evaluation that advance student achievement

H : Healthcare

Sterling Criteria Category:
3 Customer Focus

***A Culture for
Patient-Centered Care***

James Burkhart | President and Chief Executive Officer
SHANDS JACKSONVILLE MEDICAL CENTER
2008 Governor's Sterling Award Recipient
2011 Governor's Sterling Sustained Excellence Award

Upon completion of this workshop, you will be able to:

- Understand how effective communication with patients/customers drive the overall patient experience
- Review a proven two-pronged organizational approach to increase patient/customer satisfaction
- Translate healthcare approaches that increase patient satisfaction to other industries
- Identify ways to harness the energy and commitment of your frontline staff

Upon completion of this workshop, you will take-away:

- *I Promise* Customer Service Materials

**CI : Continuous
Improvement & Innovation**

Sterling Criteria Category:
5 Workforce Focus

***Crucial Conversation
Skills: Key to
Promoting Workplace
Psychological Safety
and Achieving Results***

Victoria Clark | Designated Learning Officer
SUNSHINE HEALTHCARE NETWORK, DEPARTMENT OF VETERANS AFFAIRS

Upon completion of this workshop, you will be able to:

- Describe the model for holding meaningful crucial conversations
- Describe the 7 principles of Crucial Conversations
- Describe at least two Crucial Conversations Skills for promoting psychological safety in the workplace

Upon completion of this workshop, you will take-away:

- Crucial Conversation Skills Job Aid

L : Leadership

Sterling Criteria Category:
1 Leadership

Leadership: Building a Culture Of Excellence

Javier Hernandez-Lichtl | President
WEST KENDALL BAPTIST HOSPITAL
2010 Governor's Sterling Award Recipient as President of South Miami Hospital

Upon completion of this workshop, you will be able to:

- Understand what it takes to create a culture of excellence to sustain your organization
- Learn how leaders "hardwire" processes and systems to drive accountability and results
- Understand the role that senior leaders must play in creating a focus on the people, customers, and planning to leverage and sustain high performance
- Understand what it takes to be an effective senior leader in this challenging economic environment

Upon completion of this workshop, you will take-away:

- A leadership framework matrix that includes drivers, systems, and results components

PM : Process Mapping

Sterling Criteria Category:
6 Operations Focus

Picking the Right Process Improvement Approach

Jason Gerros | Director of Business Re-Engineering and Quality
THE DEPOSITORY TRUST AND CLEARING CORPORATION
2011 Governor's Sterling Award Recipient

Upon completion of this workshop, you will be able to:

- Understand the benefits and limitations of the major process improvement methodologies: Six Sigma, DMAIC, PDCA, Kaizen, SCORE, and TRIZ
- Understand how to select the appropriate methodology for improving a process in services, transactions, delivery, and manufacturing
- Understand the key steps to successfully implement each process improvement methodology

Upon completion of this workshop, you will take-away:

- Charter documents outlining how to complete a Six Sigma, DMAIC, PDCA, Kaizen, SCORE, and TRIZ process improvement methodology
- Best Practices for measuring success of improvements
- How to identify which metrics within your organization can support improvements

S : GSA

Sterling Criteria Category:
1 Leadership

Developing Future Leaders

Kathy Meloy | Human Resource Director
Michael Goodman | Accounting Clerk
HILLSBOROUGH COUNTY TAX COLLECTOR'S OFFICE
2008 Governor's Sterling Award Recipient
2011 Governor's Sterling Sustained Excellence Award Recipient

Upon completion of this workshop, you will be able to:

- Develop future organizational leaders to ensure sustainability and success
- Involve senior leadership in succession planning and the development of future leaders
- Create a balanced program that includes mentoring, participation in leadership courses, and projects that enhance the performance of the organization

Upon completion of this workshop, you will take-away:

- CD containing Hillsborough County Tax Collector's Office leadership development documents

Wednesday, May 30, 2012 • 1:30 p.m. - 3:00 p.m.

G : General

Sterling Criteria Category:
Sterling Process

***The Sterling Business
Blueprint For Profit and
Not-For-Profit
Organizations***

John Medina | President
SIX PILLARS FINANCIAL ADVISORS

Upon completion of this workshop, you will be able to:

- Identify strengths and opportunity areas based on business best practices
- Better understand your industry and your competition
- Implement easy tools to help you survive this economy and thrive in the future
- Start developing a plan for growth and profitability/sustainability

Upon completion of this workshop, you will take-away:

- Easy to use tools: Customer and Employee Surveys, Baseline Management Assessment, and a Business Improvement Template

Concurrent Sessions III

Thursday, May 31, 2012 • 9:20 a.m. - 10:50 a.m.

B : Business

Sterling Criteria Category:
6 Operations Focus

***Lean: The Quest to
Eliminate Muda (Waste)***

Christian Norton | Senior Manager Corporate Operational Excellence
Anuj Chokshi | Senior Manager Corporate Operational Excellence
NEXTERA ENERGY, INC.

Upon completion of this workshop, you will be able to:

- Identify the 7 components of waste
- Understand 5S
- Understand the 5 basic steps of Lean Principles

Upon completion of this workshop, you will take-away:

- 11 x17 Process map
- 5S and 7 Waste checklist and tools

E : Education

Sterling Criteria Category:
1 Leadership

***Building The Bench:
Developing Instructional
Leaders for Struggling
Schools***

Nikolai Vitti | Assistant Superintendent, Education Transformation
MIAMI-DADE COUNTY SCHOOLS

Upon completion of this workshop, you will be able to:

- Learn how M-DCPS is developing future instructional leaders to sustain improvement in the urban core
- Discuss challenges your district is facing to develop instructional leaders for difficult schools
- Problem-solve to identify strategies at your district to overcome obstacles with developing new leaders for struggling schools

Upon completion of this workshop, you will take-away:

- Checklist for a strong leadership development program for struggling schools

H : Healthcare

Sterling Criteria Category:
3 Customer Focus

***Creating an Environment
of Hospitality in a Large
Healthcare Organization***

Sven Gierling | Executive Director
HENRY FORD HEALTH SYSTEM
2011 Malcolm Baldrige National Quality Award Recipient

Upon completion of this workshop, you will be able to:

- Set up an infrastructure for service along the Baldrige framework
- Explore and deploy internal and external best practices
The creation of Henry Ford West Bloomfield Hospital and lessons learned from UCLA
- Drive culture change through vision, leadership, accountability, expectations, and employee engagement

Upon completion of this workshop, you will take-away:

- Henry Ford Health System Service Culture framework

**CI : Continuous
Improvement & Innovation**

Sterling Criteria Category:
**4 Measurement, Analysis,
and Knowledge Management**

***Business Metrics:
The Process of
Developing a Scorecard***

John Pyecha | Principal
COMPETITIVE SOLUTIONS

Upon completion of this workshop, you will be able to:

- Learn to drive business objectives down from the top-level management to the hourly employee
- Learn to establish expectations and auditing procedures to drive measurable results throughout the organization
- Learn to execute an action plan that directly impacts each echelon of the organization by holding people accountable for results within their realm of responsibility

Upon completion of this workshop, you will take-away:

- Action Register

L : Leadership

Sterling Criteria Category:
3 Customer Focus

***Scanning the
SocialSphere – Engaging
the Connected Consumer***

James Hunt | Vice President
MOORE CONSULTING GROUP

Upon completion of this workshop, you will be able to:

- Employ proven strategies and tactics to engage your target audiences through social media
- Analyze and gain better insight to the data and activity from your organization's social media
- Leverage lessons learned from the SocialSphere to maximize and improve your organization's marketing efforts

Upon completion of this workshop, you will take-away:

- A social media resource guide to allow you to take back and successfully implement best practices immediately within your organization

PM : Process Mapping

Sterling Criteria Category:
6 Operations Focus

***Process Mapping
Made Easy***

Susan Easton | Senior Delivery Standards Manager
JOHNSON CONTROLS – GLOBAL WORKPLACE SOLUTIONS

Upon completion of this workshop, you will be able to:

- Understand the basics to develop a process map using swim lanes (horizontal format) to quickly and easily make significant process improvements
- Learn how to identify and document key stakeholders critical to your key processes
- Identify how to easily determine your key performance measures, including in-process measures to control and improve your key work processes

Upon completion of this workshop, you will take-away:

- Process Mapping Punch List

S : GSA

Sterling Criteria Category:
2 Strategic Planning

***Strategic Planning 101...
Who Knew It Could Be
So Easy!***

Michele L. Schulz | Director of Field Services and Collections Department
MANATEE COUNTY TAX COLLECTOR'S OFFICE
2011 Governor's Sterling Award Recipient

Upon completion of this workshop, you will be able to:

- Learn why your organization needs a Strategic Plan
- Identify your organization's Strategic Priorities
- Develop your organization's Strategic Plan

Upon completion of this workshop, you will take-away:

- Manatee County Tax Collector's Strategic Planning worksheets

G : General

Sterling Criteria Category:
5 Workforce Focus

Engaging Generation Y

Allyson Young | Human Resource Director
K & N MANAGEMENT
2010 Malcolm Baldrige National Quality Award Recipient

Upon completion of this workshop, you will be able to:

- Use coaching tools daily to focus on one specific task that gives Gen Y employees what they crave, "feedback"
- Learn how to create sustainable habits and help you make big performance improvements
- Learn how to communicate change the right way that will go a long way in getting buy-in on improvements
- Learn how combining both tools and using them together guarantees people aren't doing it the "old way"

Upon completion of this workshop, you will take-away:

- Coaching Tools

Concurrent Sessions IV

Thursday, May 31, 2012 • 2:00 p.m. - 3:30 p.m.

B : Business

Sterling Criteria Category:
6 Operations Focus

Lean Six Sigma as an Approach to Performance Improvement

Patrick Graesch | Executive Director of Manufacturing Operations
NIPRO DIAGNOSTICS

Upon completion of this workshop, you will be able to:

- Learn about cultural foundation change and a team-based Lean Six Sigma approach to performance improvement
- Learn from examples of recent projects using the Lean Six Sigma methodology in a manufacturing environment
- Understand results achieved and lessons learned in deployment of these projects

Upon completion of this workshop, you will take-away:

- Cultural Foundation Change Checklist

E : Education

Sterling Criteria Category:
6 Operations Focus

Process Management and Improvement: The Neglected Component of Organizational Accountability Systems

Dr. Michael Perich | Consultant for Continuous Improvement
MONTGOMERY COUNTY PUBLIC SCHOOLS
2010 Malcolm Baldrige National Quality Award Recipient

Upon completion of this workshop, you will be able to:

- Understand the importance of process management and improvement in any organization
- Discover how to use process management and improvement tools
- Determine the organizational interdependency and interrelatedness of at least one key process of your organization

Upon completion of this workshop, you will take-away:

- Multiple process management tools that can be used with any organization to improve their processes

H : Healthcare

Sterling Criteria Category:
1 Leadership

The Code of the West: Ethics the Cowboy Way

Dr. Michael Sather | Director
VA COOPERATIVE STUDIES PROGRAM
CLINICAL RESEARCH PHARMACY COORDINATING CENTER
2009 Malcolm Baldrige National Quality Award

Upon completion of this workshop, you will be able to:

- Define ethical behavior
- Identify 10 Timeless Cowboy Principles
- Demonstrate how cowboy principles can be used as the focus for an organization's ethical code: ethical expectations

Upon completion of this workshop, you will take-away:

- 10 Timeless Cowboy Principles
- Ethical Expectations of Managers and Staff

**CI : Continuous
Improvement & Innovation**

Sterling Criteria Category:
5 Workforce Focus

Trina Pulliam | Chief Trainnovator
TRAINNOVATIONS

Judy Garmaise | Key Trainnovator
JUDY GARMAISE, INC.

***Bring Out the Best in
People at their Worst!***

Upon completion of this workshop, you will be able to:

- Get to know the people you can't stand – the 10 most unwanted behaviors in people at their worst
- Understand how to get from conflict to cooperation
- Learn to endure through skillful communication

Upon completion of this workshop, you will take-away:

- Bring out the Best Matrix – What to do when people display the worst behavior
- Tips for email communication to those people with the worst behavior

L : Leadership

Sterling Criteria Category:
**4 Measurement, Analysis, &
Knowledge Management**

Dr. Terry Holliday | Commissioner
Denise Holliday | Education Consultant
KENTUCKY DEPARTMENT OF EDUCATION
*2008 Malcolm Baldrige National Quality Award Recipient as
Superintendent of Iredell-Statesville Schools, NC*

***Data to Information
to Knowledge
to Action:
The New Normal***

Upon completion of this workshop, you will be able to:

- Learn from examples of transforming data into action at the classroom/school level
- Understand examples of transforming data into action at the state and national level
- Understand information on dispelling myths around teacher evaluation and data
- Understand the process of transforming data into action to save significant dollars in operation costs

Upon completion of this workshop, you will take-away:

- Statewide productivity and efficiency tool to identify possible best practices to utilize in your organization

PM : Process Mapping

Sterling Criteria Category:
6 Operations Focus

Janet Cantees | Chief Operations Officer
SARASOTA CLERK OF THE CIRCUIT COURT AND COUNTY COMPTROLLER

***Process Excellence!
Maximizing and
Aligning Your Resource
Investments***

Upon completion of this workshop, you will be able to:

- Identify your organization's most critical strategic goals and objectives
- Know how to identify and align your processes and resources to achieve your strategic goals
- Understand how to use best practices to manage, track, and measure the effectiveness of your key resources and their impact on what matters most to your organization
- Know how to establish a proven resource and project management system

Upon completion of this workshop, you will take-away:

- Examples of Strategic Planning Process best practices
- Project Management Methodology templates
- Scorecard examples to measure your process and resource effectiveness

S : GSA

Sterling Criteria Category:
5 Workforce Focus

***The Engagement Ring:
Bringing Workforce
and Customer
Engagement Full Circle***

Eliud Torres | Director, Office of Public Health Practice
ST. JOHNS COUNTY HEALTH DEPARTMENT
2009 Governor's Sterling Award Recipient
2011 Governor's Sterling Sustained Excellence Award

Upon completion of this workshop, you will be able to:

- Understand what is meant by engagement and what our organization does to ensure everyone knows what it means and how to achieve it
- Use category three to create customer engagement while driving to engage the workforce by aligning the workforce and customer processes with leadership and strategic plans
- Understand the result is a truly engaged atmosphere that creates a holistic approach to customer service and staff member

Upon completion of this workshop, you will take-away:

- Every Person – Every Time customer engagement tool kit

G : General

Sterling Criteria Category:
3 Customer Focus

***Mapping the Customer
Experience***

Patricia Sciarappa | Organizational Development Director
FLORIDA STERLING COUNCIL

Upon completion of this workshop, you will be able to:

- Understand the basic components of a customer experience map and how to develop one
- Identify how to determine key related performance measures and identify gaps in customer related processes
- Hardwire customer maps as part of your organization's Customer Focus framework rather than silo projects

Upon completion of this workshop, you will take-away:

- Sample customer experience maps
- A draft of your customer experience map
- A Customer Experience Map checklist



Concurrent Sessions V

Friday, June 1, 2012 • 8:00 a.m. - 9:30 a.m.

B : Business

Sterling Criteria Category:
4 Measurement , Analysis, &
Knowledge Management

Making Data-Driven Decisions

Daksha Chokshi | P&W Technical Fellow, Statistical Methods & Quality Technologies
PRATT & WHITNEY ROCKETDYNE

Upon completion of this workshop, you will be able to:

- Understand the concept of relevant data and analyze it using the three fundamental principles of statistical thinking
- Understand how Data-Driven Decisions (D3) is integrated with problem solving and continuous improvement models
- See real-world examples of statistical thinking and innovative techniques to make data-driven decisions

Upon completion of this workshop, you will take-away:

- Statistical Thinking and Tools Roadmap
- Real-world examples of statistical thinking and innovative techniques to make data-driven decisions

E : Education

Sterling Criteria Category:
5 Workforce Focus

21st Century Professional Development: A Three Ingredient Pie!

Ann Cunningham-Morris | Director of Professional Development
Debra Hall | Southeast Regional Program Manager
ASCD

Upon completion of this workshop, you will be able to:

- Examine best practices in professional development for building sustainable, local capacity and compare to practices used in your schools/district
- Demonstrate use of a PD planning implementation and evaluation template tool to develop or refine 21st century PD practices that can be integrated into your plans for the coming school year
- Practice using selected web-based tools that can be integrated into district/school capacity building professional development

Upon completion of this workshop, you will take-away:

- ASCD Educational Leadership Publication “Coaching: The New Leadership Skill” (links, articles and templates of 21st century PD practices)
- A unique ASCD gift (USB drive or similar)

H : Healthcare

Sterling Criteria Category:
1 Leadership

Authentic Leadership: Knowing Yourself as a Leader

Grisele Palacios | Leadership Development Manager
WEST KENDALL BAPTIST HOSPITAL, BAPTIST HEALTH SOUTH

Upon completion of this workshop, you will be able to:

- Identify key differences between managing and leading
- Develop a values-centered leadership style
- Increase your level of emotional intelligence
- Utilize techniques to become an authentic leader

Upon completion of this workshop, you will take-away:

- Self-assessment Tool for Leadership

**CI : Continuous
Improvement & Innovation**

Sterling Criteria Category:
5 Workforce Focus

***Shaping Culture and
Improving Performance
with Cross Functional
Teams***

Tim Reid | Process Engineering Manager
MONTEREY BOATS

Upon completion of this workshop, you will be able to:

- Develop all elements of an effective team charter in alignment with company and customer needs
- Raise team member awareness about waste, gaps, constraints, and imbalance in all processes
- Identify specific opportunities in any process with basic process mapping techniques
- Generate solutions, consensus and an action plan with team brainstorming and problem solving tools

Upon completion of this workshop, you will take-away:

- A packet of simple but effective forms and guidelines

L: Leadership

Sterling Criteria Category:
1 Leadership

***Answering CEO
Challenges:
Quality as an Answer***

Mike Adams | President/Owner
MIKE ADAMS & COMPANY, LLC

Upon completion of this workshop, you will be able to:

- Learn the current CEO challenges (Global & US)
- Bridge quality practices to the CEO Challenges
- Develop a “no-quality-lingo” approach in delivering organizational value

Upon completion of this workshop, you will take-away:

- A guiding matrix to bridge the current (or your) CEO Challenges to quality practices and their role in delivering predictable results through the planning process

PM: Process Mapping

Sterling Criteria Category:
6 Operations Focus

***Simple Application of
Lean Principles***

Dr. Laura McNeil | Vice President, Information Technology
CITIGROUP and Professor, University of Phoenix

Upon completion of this workshop, you will be able to:

- Understand Lean concepts and the benefits of adopting them
- Learn which tools and measurements work well with each DMAIC step
- Learn about business best practice situations in which these methods were used and dramatically improved performance, while at the same time, have fun executing them

Upon completion of this workshop, you will take-away:

- DMAIC tool kit to assist you in selecting the right tools and measures



Friday, June 1, 2012 • 8:00 a.m. - 9:30 a.m.

S: GSA

Sterling Criteria Category:
5 Workforce Focus

***Pride: Improving the
Delivery Of Excellence***

Juan Armas | Manager, Training and Strategic Planning
MIAMI-DADE COUNTY PARK AND RECREATION
2009 Governor's Sterling Award Recipient

Upon completion of this workshop, you will be able to:

- Recognize the value of maintaining a culture of continuous improvement and continuous learning as a means for delivering excellent service
- Identify at least two methods for developing leadership within an organization
- Learn at least three methods for recognizing employees who deliver excellent service

Upon completion of this workshop, you will take-away:

- SLP Learning Action Plan

G: General

Sterling Criteria Category:
**4 Measurement, Analysis, &
Knowledge Management**

***Using Data to Respond
to Customer Needs and
Expectations***

Robert Goehrig | Director, Budget, Strategy, and Communication
CITY OF CORAL SPRINGS
2007 Malcolm Baldrige National Quality Award Recipient
2003 and 1997 Governor's Sterling Award Recipient

Upon completion of this workshop, you will be able to:

- Link relevant data to your Strategic Plan
- Use multiple sources of data to support decision making
- Drill down to locate the root cause rather than the symptom

Upon completion of this workshop, you will take-away:

- Example of a Pocket Strategic Plan that every employee can carry that links strategy with performance measures

Concurrent Sessions VI

Friday, June 1, 2012 • 9:45 a.m. - 11:15 a.m.

G : General

Sterling Criteria Category:
1 Leadership
Sterling Process

***The Sterling Board of
Examiners: Develop
Yourself, Develop
Leaders***

Bob Madeiros | Quality and Manufacturing Assurance Specialist & Six Sigma Black Belt
HONEYWELL INTERNATIONAL and Sterling Master Examiner

Michael Carroll, Master Examiner; **Terry Field**, Lead Examiner;
Lisa Mayrose, Lead Examiner
FLORIDA STERLING COUNCIL

Upon completion of this workshop, you will be able to:

- Understand what it takes to be a Sterling Examiner
- Understand how you develop and hone your business acumen and systems thinking skills and help others in the state of Florida
- Understand how some organizations use the Examiner training and process strategically as a leadership development process for their organizations

Upon completion of this workshop, you will take away:

- A guide to the Sterling Examiner Process for 2012-2013

G : General

Sterling Criteria Category:
5 Workforce Focus

***Emotional Intelligence:
The Differentiating
Competence in
Leadership Performance
Excellence***

April Frank | President
INNOVATIVE EDGE, INC.

Upon completion of this workshop, you will be able to:

- Understand what Emotional Intelligence is and is not.
- Understand the role of E! competence in managing change
- Examine some of the latest findings on emotions and their impact on perception and brain function and the implications for sustaining leadership effectiveness
- Discuss five core E! competencies and their importance in leadership effectiveness and the difference between emotional intelligence and the behavior of emotional competence

Upon completion of this workshop, you will take-away:

- Reminder tools that support development of the foundational E! competency of self-awareness

G : General

Sterling Criteria Category:
5 Workforce Focus

***What Makes Them Tick:
Motivating Individuals,
Not Just The Masses!***

Terri Ridler | Director, Human Resources
SEAWORLD ORLANDO

Upon completion of this workshop, you will be able to:

- Examine methods used to create a motivational climate for each employee
- Discuss how to “put people back in our products”
- Determine ways to recognize the workforce “climate” and adjust accordingly

Upon completion of this workshop, you will take-away:

- Checklist for ideas on increasing morale in the workplace

G : General

Sterling Criteria Category:
1 Leadership

***Changing the Culture of
the U.S. Department of
Commerce: The
Challenges and New
Approaches***

Chris Heflin-Ewing | Director of Performance Excellence
U.S. DEPARTMENT OF COMMERCE

Upon completion of this workshop, you will be able to:

- Understand the unique challenges of using Sterling/Baldrige in a Federal Department and how the challenges are being addressed
- Understand how the Sterling/Baldrige approach has been applied at the US Department of Commerce
- Learn how to drive a cultural transformation in a large agency

Upon completion of this workshop, you will take-away:

- A chart of essential actions that should be taken when implementing Sterling/Baldrige in government



G: General

Sterling Criteria Category:
Sterling Process

***Implementing the
Sterling Criteria for
Performance: A Step-By-
Step Guide to Completing
Your Application***

David Harrawood | President
BALDRIGE GROUP

Upon Completion of this workshop, you will be able to:

- Learn best approaches when forming teams
- Learn how to create a systematic framework of your application by completing four simple templates
- Learn how to select your key performance measures and obtain comparative data
- Learn how to write your application and prepare for your site visit

Upon completion of this workshop, you will take-away:

- Electronic Sterling Award and Challenge Criteria response templates
- Copies of Baldrige award winning applications

E: Education

Sterling Criteria Category:
6 Operations Focus

***Identifying and
Validating Leading
Indicators for Learning
Outcome “Success
Measures” for Students***

Dr. Brian Marchman | Instructional Leader
Matthew Ohlson | Instructional Leader
FLORIDA VIRTUAL SCHOOL

Upon completion of this workshop, you will be able to:

- Understand the importance of using a process management system
- Learn the Florida Virtual School efforts in identifying and validating leading indicators for student learning outcomes
- Understand the tools to develop and implement your own leading indicators

Upon completion of this workshop, you will take-away:

- Leading Indicator Validation Flowchart

G: General

Sterling Criteria Category:
1 Leadership

***The Foundations of
Leadership in Baldrige
Winning Organizations***

Geoffrey S. Calhoun | President
CALHOUN CONSULTING PARTNERS

Upon completion of this workshop, you will be able to:

- Understand the key leadership actions that drive success
- Gain examples of effective leadership practices
- See the improved results achieved with these methods

Upon completion of this workshop, you will take-away:

- A roadmap for senior leaders to use in guiding an organization to Performance Excellence
- Examples of effective leadership practices from Baldrige-winning organizations
- A roadmap to a culture where change is expected and welcomed

Friday, June 1, 2012 • 9:45 a.m. - 11:15 a.m.

G: General

Sterling Criteria Category:
**4 Measurement, Analysis, &
Knowledge Management**

***Creating a “Sterling
Dashboard” to
Determine and Track
Your Organization’s
Results***

David Klater | President
DAVE KLATER CONSULTANTS, INC.

Upon completion of this workshop, you will be able to:

- Learn how to select relevant measures
- Learn how the Criteria can lead you to create a “Sterling Dashboard”
- Learn how to track results in Category 7

Upon completion of this workshop, you will take-away:

- Sterling Dashboard
- Indicator Matrix
- Self-Assessment Tool

Bonus Session

Friday, June 1, 2012 • 2:00 p.m. - 4:00 p.m.

Bonus Session

Sterling Criteria Category:
5 Workforce Focus

***Quit Taking it Personally
– Prevent Hardening of
the Attitudes!***

Trina Pulliam | Chief Trainnovator
TRAINNOVATIONS

Judy Garmaise | President
JUDY GARMAISE, INC.

Upon completion of this workshop, you will be able to:

- Learn five ways to be less affected by personality, antics, and insults
- Understand the impact on your stress level and how it affects work and life
- Discover methods for healthy balanced responses to others

Upon completion of this workshop, you will take-away:

- Attitude adjustment tip sheet
- “What’s Wrong” worksheet – how to determine what was affecting you!





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**Learning & Networking in Action
at the 2011 Sterling Conference**



Conference Registration Form

Prefix:	Name:	Title:
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Mailing Address:		
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TUESDAY, MAY 29, 2012 REGISTRATION OPTIONS

(NOTE: You may only choose ONE option for Tuesday)

PRE-CONFERENCE WORKSHOP

- | | |
|---|---|
| <input type="checkbox"/> Full-Day Pre-Conference Workshops \$300
(8 a.m.-5 p.m. & includes lunch – select one workshop) | <input type="checkbox"/> 2013 Sterling Criteria: The Performance Excellence Framework for Sustainability |
| <input type="checkbox"/> Half-Day Pre-Conference Workshops \$200
(1 p.m. – 5 p.m.) | <input type="checkbox"/> Accelerated Learning Curriculum Design and Implementation: A Key to Getting Business Impact in Learning (no on-site registration available for this class) |
| | <input type="checkbox"/> Value Stream Mapping for Transactional Processes |

HEALTHCARE SYMPOSIUM

- | | |
|--|---|
| <input type="checkbox"/> Healthcare Symposium Only \$249 | Full-day event on May 29 |
| <input type="checkbox"/> Symposium + Day 1 Conference \$449 | Full-day event on May 29 plus the first day of the conference on May 30 |
| <input type="checkbox"/> Symposium Added To Full Conference Registration \$99 + conference rate* | Full-day event on May 29 plus the full conference on May 30-June 1 |

EDUCATION SUMMIT

- | | |
|---|---|
| <input type="checkbox"/> Education Summit Only \$199 | Full-day event on May 29 |
| <input type="checkbox"/> Summit + Day 1 Conference \$399 | Full-day event on May 29 plus the first day of the conference on May 30 |
| <input type="checkbox"/> Summit Added To A Full Conference Registration \$99 + conference rate* | Full-day event on May 29 plus the full conference on May 30-June 1 |

*conference rate is the prevailing rate at time of payment

WEDNESDAY, May 30 – June 1 REGISTRATION

(NOTE: Examiners & Volunteers Should Not Use This Form)

- | |
|--|
| <input type="checkbox"/> Discount Conference Registration \$895 (April 16 deadline) |
| <input type="checkbox"/> Standard Conference Registration \$995 |
| <input type="checkbox"/> Daily Conference Registration \$350 per day Please Select: <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Friday (includes banquet ticket) |
| <input type="checkbox"/> Group Conference Registration \$795 (5 or more attendees - March 30 deadline) Group Code: _____ |

All fees are per person. Discounts available if registered and PAID IN FULL by the deadline listed.

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- ☐ Word of Mouth ☐ Sterling Training ☐ Postcard/Brochure ☐ Email ☐ Website ☐ Sterling Board Member ☐ Letter ☐ Social Media ☐ Meeting

HAVE YOU ATTENDED A STERLING CONFERENCE BEFORE? ☐ Yes ☐ No If yes, when?

SECTOR FORUM : One hour session held Thursday before lunch. There is no additional charge, but registration is required. Please select only one.

- ☐ City/County ☐ Education ☐ Healthcare ☐ Business/Not-for-Profit ☐ State/Federal Government

GOVERNOR'S STERLING AWARD BANQUET : Formal Dinner held the Evening of Friday, June 1, 2012

Will you be joining us at the Governor's Sterling Award Banquet? ☐ Yes ☐ No
(One ticket is included with each conference registration; there is no cost savings if you do not attend.)

Additional Banquet Tickets @ \$150 ea. _____ Reserved Tables @ \$50 ea. _____ Seats up to 8 people (does not include admission)

PAYMENT TYPE

- ☐ Credit Card (call Gayle at Sterling 850-922-5316 to provide info) ☐ Check # _____ ☐ Invoice for Payment

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By checking here, I acknowledge that I have read, understand, and agree to be bound by this substitution / cancellation policy: ☐

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FLORIDA STERLING COUNCIL

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FL Sterling Council

Educational Opportunities

The Florida Sterling Conference is your one-stop source for education. You will benchmark the best practices of companies from across the state and nation. We offer more than 50 workshops, with sessions organized by sector, track, and the seven Sterling Criteria Categories to optimize and customize your learning experience.

Pre-Conference Sessions

- 2013 Sterling Criteria: The Performance Excellence Framework for Sustainability (Full-Day)
- Accelerated Learning Curriculum Design and Implementation: A Key to Getting Business Impact in Learning (Full-Day)
- Value Stream Mapping for Transactional Processes (Half-Day)

3rd Annual Florida's Education Summit

Join the Commissioners of Education from Florida and Kentucky, superintendents and other education leaders from across Florida and the nation as we share cutting edge best practices and benchmarks. This event "Building for Student Success" is focused on strategies to close the student achievement gap, the importance of school leadership in creating a culture of success, and strategies to implement teacher evaluation systems that drive teacher and student success. The Summit is your best source for capturing innovative ideas and exciting processes to implement in your school or district as we work together to make our education system number one.

2nd Annual Florida's Healthcare Symposium

Network with leaders from healthcare and business organizations from throughout Florida and the nation as we explore specific ways the Baldrige/Sterling management system can help you drive higher performance outcomes in customer service, financials, and stakeholder results that positively impact your bottom line and organizational sustainability. Learn about ACOs, Medical Homes, and other cutting edge approaches from leaders across the country to address healthcare reform. Continue to network with executives from all healthcare disciplines to share and learn about successful strategies to address challenges you face in a constantly changing healthcare environment.

Networking

In addition to the many educational opportunities, the Florida Sterling Conference is an excellent networking opportunity for every attendee. This four-day event is packed with a variety of networking experiences, including the Conference Preview Sessions, Concurrent Workshop Sessions, Products and Services Exposition, Networking Luncheons, and Sector-Specific Sessions.

Visit www.floridasterling.com or call 850.922.5316 to register today!