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## BRIGHT IDEAS – Visionary Leadership

Baldrige Criteria for Performance Excellence are about winning. By Criteria definition, an organization's leaders should set direction, customer focus, values and expectations, which should take into consideration the needs of *all* stakeholders.

Leaders should ensure the creation of strategies, systems, and methods for achieving performance excellence, stimulating innovation, building knowledge and capabilities, and ensuring organizational sustainability.

Two key areas to consider are:

1. How do your leaders lead? Do they guide and sustain your organization? Do they communicate and encourage high performance?
2. How do your leaders govern and address your organization's social responsibilities? Is there an organizational governance system in place? Does your organization address its responsibilities to the public, ensure ethical behavior, and practice good citizenship.

Is your organization on a winning track? Test drive our [Capability Snapshot](#) to learn where you may need to focus your efforts this year.

For a full 360° Snapshot of your organization, [contact us](#) today. Brought to you by the experts in workflow solutions that work.

### Memorable Quote:

*"If you believe in unlimited quality and act in all business dealings with total integrity, the rest will take care of itself."*

Frank Perdue  
Founder of Perdue  
Chicken



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