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BRIGHT IDEAS — The Baldrige Challenge

The Baldrige Criteria for Performance Excellence are about winning in your marketplace every day with a high-performing, high integrity, ethical organization.

The Criteria help organizations respond to the current challenges and complexities of delivering results today while preparing effectively for the future. When coupled with a holistic approach to performance improvement such as [IDEA](#), the Criteria can help you to improve communication, productivity and effectiveness, and achieve your strategic goals.

The Criteria are built on the following set of interrelated Core Values and Concepts. You'll find these embedded in the beliefs and behaviors found in high-performing organizations:

- visionary leadership
- customer-driven excellence
- organizational and personal learning
- valuing employees and partners
- agility
- focus on the future
- managing for innovation
- management by fact
- social responsibility
- focus on results and creating value
- systems perspective

To learn more about our approach to architecting exceptional workplaces by simultaneously enhancing the efficiency of work and the effectiveness of workers, [click here](#).

Memorable Quote:

"The dictionary is the only place where success comes before work. Hard work is the price we must pay for success. You can accomplish anything if you're willing to pay the price."

*Vince Lombardi
1913-1970
Hall of Fame
Football Coach*



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