

Bright IDEAS: Focus on Results



The final category of Baldrige Criteria for Performance Excellence is **Results**. This category provides a focus that encompasses yours and your customers' objective evaluation of your overall performance.

Through this focus, the Criteria's purposes —1) superior value of offerings as viewed by your customers and the marketplace, 2) superior organizational performance as reflected in operational, workforce, legal, ethical, and financial indicators, and 3) organizational and personal learning — are maintained. So ask yourself:

- Are we delivering product and service quality and value that lead to customer satisfaction, customer loyalty, and positive referrals?
- Are we demonstrating how well our organization has been satisfying customers and develop loyalty, repeat business, and positive referrals?
- Do we understand our financial sustainability and our marketplace challenges and opportunities?
- How well does our organization create and maintain a productive, engaging, and caring work environment for our entire workforce?
- Do we develop and include unique and innovative measures to track key processes and operational improvement?
- Does our work system performance demonstrate improved cost savings or higher productivity?
- Do we maintain a fiscally sound, ethical organization that is a good citizen in its communities?

To find out how we can help you achieve superior results, [contact us](#) today!

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Memorable Quote:

"Action makes more fortune than caution."

*Luc De Clapiers
1715-1747, Essayist*

REMEMBER!

QUEST FOR SUCCESS

September 19 - 20
Baldrige Regional Conference and
pre-Conference workshops in
Cleveland, Ohio