

STRIVE FOR PERFORMANCE EXCELLENCE

Join a growing list of healthcare systems, manufacturers, government agencies and businesses that are achieving remarkable success through a commitment to a state of excellence.

Performance Excellence focuses leadership, strategic planning and the workforce on key processes to increase market share and improve financial results and customer satisfaction. The journey isn't about receiving a North Carolina Performance Excellence or a national Baldrige Award, although that's a nice goal. It's about getting expert feedback on where they are and where they need to be.

NC State University's Industrial Extension Service administers the state program that leads to the national award through two avenues: the North Carolina Awards for Excellence program and performance excellence coaching.

NORTH CAROLINA AWARDS FOR EXCELLENCE

The North Carolina Awards for Excellence is the first step to the Malcolm Baldrige Performance Excellence Award, and that first step recognizes organizations in various stages of their performance excellence journey.

The Award milestones are:

Level 1	Collaborative	Assessment of your opportunities for improvement	Any time
Level 2	Commitment	Feedback report and gap matrix based on application review	Any time
Level 3	Progress	Site visit and feedback report based on your application	Quarterly
Level 4	Leadership	Site visit and feedback report based on your application	Quarterly

In addition to recognition, the value of participating in this process is the identification of key strengths and opportunities for improvement included in a Feedback Report at each level. The report follows the seven categories of the Baldrige Criteria for Performance Excellence:



PERFORMANCE EXCELLENCE COACHING

The Performance Excellence Program also offers assessment tools, coaching and mentoring to facilitate your journey to excellence. This may include criteria training; application analysis and review; working with category teams; category leader mentoring; mock site visits; and mapping results to key processes.

Winners of the National Baldrige Award that participated in the North Carolina Awards for Excellence include Iredell-Statesville Schools (2008) and Premier, Inc (2006).

For more information, contact your regional manager or Dr. Deborah R. Manzo, CSSB, NBCT at deb_manzo@ncsu.edu or call 919.513.1892

WHAT IS THE BALDRIGE EXCELLENCE PROGRAM?

Since 1988, the Baldrige Performance Excellence program has recognized organizations that achieve world class status in seven crucial areas: leadership; strategic planning; customer focus; measurement, analysis and knowledge management; workforce focus, operations focus; and results. The organizations are measured in a rigorous assessment process.

HOW DOES THE NATIONAL BALDRIGE PROGRAM FIT INTO THE PROGRAM AT NC STATE UNIVERSITY?

We are the first step for any North Carolina organization wishing to strive for the national award. The Performance Excellence program administered by the Industrial Extension Service at NC State offers four levels to work through in the North Carolina Awards for Excellence program. By the time an organization reaches the highest level, it's ready for the Baldrige. Performance Excellence coaching is offered for those organizations seeking assistance.

HOW LONG DOES IT TAKE TO REACH THE NATIONAL AWARD?

That depends, of course, on where you currently are on your journey to excellence. As most winners of the Baldrige award can tell you, the time from first step to accepting the award in Washington, DC, often takes years and several assessments. It isn't easy, but those who start are often compelled to keep trying. The goal of excellence is constant, with the horizon expanding to the next goal or achievement.

WHAT KINDS OF ORGANIZATIONS PARTICIPATE?

All kinds: hospitals, manufacturers, school systems, for-profit, not-for-profit, you name it. Any organization wishing to measure itself against world class in its field can participate.

WHY SHOULD MY ORGANIZATION PARTICIPATE?

By striving for excellence in the seven areas (see first question), organizations become smarter, richer in every sense, more efficient, progressive, and with happier workplaces. They become world class. The facts speak for themselves:

- Baldrige Award winners create more jobs. Analysis of data from two-time Baldrige Award winners shows that median growth in revenue was 94%, and median growth in jobs was 63%
- Baldrige hospitals save more lives and are stronger financially. These hospitals have lower rates of mortality and complications, higher profit margins, and higher improvement levels than the 100 Top Hospitals (top 3% nationwide) as designated by Thomson Reuters.
- Baldrige small businesses demonstrate increasing sales, profits, and market share. Since 2000, Baldrige award-winning small businesses have demonstrated increasing sales, profits, and market share; increasing customer satisfaction and retention; improving employee measures; reduced defects and non-conformances; on-time delivery; and increasing productivity and return on assets.
- Baldrige manufacturers' revenues improved 48% annually, on average. Since 2000, Baldrige award-winning manufacturers have improved financial results, demonstrated satisfied customers, and improved operations.
- Baldrige education organizations improve reading and mathematics proficiency and graduation rates. Since 2001, these education organizations (k-12) have demonstrated high and rising reading and math proficiency, AP enrollment and exam scores, graduation rates and college attendance, and increased success after graduation.

HOW MUCH IS THIS GOING TO COST?

Again, it depends on how much assistance you want. But the ROI can be significant. Since 2000, Baldrige award-winning manufacturers have improved financial results on average 48 percent annually.

HOW DO WE GET STARTED?

Contact your IES regional manager or Dr. Deborah R. Manzo, CSSB, NBCT at deb_manzo@ncsu.edu or call 919.513.1892