

How You Can Lead HR to be a Key Driver of Your Organization's Strategy – Lessons from the Malcolm Baldrige Award Winners

KEY TAKE AWAYS

1. Tackle Tough Challenges and Never Quit: 1) Inspire Accountability; 2) Hardwire Big Hairy Audacious Goals and 3) Apply the 85% Rule.

A. **Organization Structure** – The Pyramid or the Inverted Pyramid?

B. **The Balanced Scorecard** – Our most important long term goals, i.e.:

- Exceed Financials; Grow the Company; Improve Quality and Productivity; Improve Customer Loyalty; Improve Employee Engagement

C. **Use the Passport to align individual goals.**

D. **Improving Processes**

- How many 144 step processes do you have, what is it costing you
- The Silo mentality vs. Integrated Continuous flow

E. **Never Quit**: Churchill; Perot; and Sinatra.

2. Focus on what you Do Have, not on what you don't have: 4) Cultivate Agility.

A. **Engagement**: Employees love what they are doing and are willing to invest discretionary effort for the organization to succeed

B. **43%** of employees report they are engaged. Baldrige companies are 90% +.

C. **One person can** change the culture and direction of a company.

D. **Personal Potential**

- If you're not sure of everything that you do have, ask someone to help you take an inventory.
- Then think about how you can lever everything you do have. I bet it is more than you think!
- Someone Else's Knowledge: *Outliers* by Malcolm Gladwell: the "ten-thousand-hour rule"

3. Change the Stars! 5) Stimulate Customer Loyalty!

A. Customer Loyalty

- How well do you understand your customer's requirements?
- How do you differentiate the service you provide? – Ritz Carlton
- How many customers rate you 5 out of 5? How can you get more 5's?

B. Personal Potential: So how, exactly do you change the Stars?

- One star at a time - Once you evolve a critical of mass, Providence moves!
- One of the best ways to Change the Stars is to help someone to achieve their dream.
- True Freedom is knowing that you can do anything you want to do, and be anything you want to be – There is no better feeling!

4. What is Perpetual Potential? Hidden, forgotten, or latent talents that we can develop if we so choose. Achieving Goals that we always wanted to.

- Why do we self limit ourselves from achieving our goals and potential?

5. Five Key Strategies used by all Baldrige winners to Drive Potential and Results:

- A. Inspire Accountability.
- B. Hardwire Big Hairy Audacious Goals.
- C. Apply the 85% Rule.
- D. Cultivate Agility.
- E. Stimulate Customer Loyalty!

6. Three Life Lessons to Propel your Personal Potential:

- A. Tackle Tough Challenges and Never Quit.
- B. Focus on what you Do Have, not on what you Don't Have.
- C. Change the Stars!

Thank you very much for participating in this Event.

 The next move is yours; I know you'll make the most of it!

Best Wishes,

Bob

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Powerful Potential

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