

What are the Baldrige Criteria?

A structured approach to balancing the needs of the customer and the needs of the organization built around ***cycles of learning***. They are built upon a foundation of core values and concepts that set the context— behaviors and attributes— of organizations on their journey to performance excellence.

The criteria encompasses seven interrelated, common sense— though not common practice— areas that drive organizational excellence.

CRITERIA 1: LEADERSHIP

Sets the future direction, expectations and values. Organizational leaders have the responsibility to develop employees to be the best that they can be. Leadership articulates and communicates why we exist today and how we wish to exist tomorrow. Responsible for the health and well being of the organizations.

CRITERIA 2: STRATEGIC PLANNING

Leadership sets the future direction through ***Strategic Planning***. Provides the roadmap to the future by establishing goals, action plans and mile markers along the way.

CRITERIA 3: CUSTOMER AND MARKET FOCUS

Strategies are based upon ***Customer and Market Focus*** - current customers, future customers and non-customers. Knowledge gained by building long-term relationships provides intelligence on future needs.



CRITERIA 4: MEASUREMENT, ANALYSIS, AND KNOWLEDGE MANAGEMENT

Customer and market knowledge is based upon facts and data that are gathered and analyzed to drive future direction. ***Measurement, Analysis, and Knowledge Management*** allows allocation of resources to meet the organization's strategy.

CRITERIA 5: HUMAN RESOURCE FOCUS

Criteria 5 helps ensure the organization has the right people at the right place at the right time with the right skills to meet their strategies through ***Human Resource Focus***.

CRITERIA 6: PROCESS MANAGEMENT

Through ***Process Management*** of its products, services, business and support from design to delivery, the organization is now ready to run its "business."

CRITERIA 7: BUSINESS RESULTS

The combination of the previous 6 criteria directly impact predictably lead to the organizations ***Results***.



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