

Assignment:

Write the corporate brochure for the Ohio Partnership for Excellence.

Context:

Everywhere, organizations are looking for ways to effectively and efficiently meet their missions and achieve their visions. Thousands of organizations use the Baldrige Criteria for Performance Excellence to guide their enterprises, improve performance, and achieve sustainable results.

The Baldrige Program oversees the nation's only Presidential award for performance excellence while offering criteria, assessments, tools, training and a community for those dedicated to helping organizations improve.

The Baldrige assessment process is administered locally by the Ohio Partnership for Excellence.

Deliverable:

This written copy introduces the reader to the Baldrige Criteria for performance excellence and communicates the value of the Ohio Partnership for Excellence with an industry-by-industry basis. All copy to fit on an 8-1/2" x 11" two-sided brochure.

Format:

Single page 8-1/2" x 11".
300 DPI CMYK Full Bleed.

To capture performance excellence, Ohio's businesses will have to be more innovative, strategic, flexible, and results driven.

The Baldrige Criteria for Performance Excellence is a framework for continuous improvement aimed at achieving results that are important to your organization. The framework is designed to help organizations use an aligned approach to organizational performance management.

With their international acceptance as the model for performance excellence, the Baldrige Criteria becomes a common language for communication among organizations for sharing best practices.

(Sidebar)

"Ferguson Metals has participated in OPE's assessment program three times and has achieved the Gold Level of recognition. We continually stress to our employees that it is not about winning the award. OPE's assessment programs are excellent tools to check the health of our organization, celebrate our success along the way and most of all, maintain our momentum towards becoming the best organization possible."

Scott Fasse

Director of Marketing, Ferguson Metals, Hamilton, Ohio

OPE Gold Award

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Whether your business is small or large, has one facility or multiple sites across the state, the Baldrige Criteria provides a valuable framework that can help you achieve results.

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Why implement Baldrige?

The answer is simple, to achieve results.

The Business Criteria are designed to help organizations use an integrated approach to organizational performance management that results in:

- Delivery of ever-improving value to customers, employees and stakeholders, contributing to improved organizational sustainability.
- Improvement of overall effectiveness and capabilities.
- Organizational and personal learning.
- The Criteria will also help you align resources, improve communications, and boost productivity and effectiveness.

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We invite you to partner with OPE and participate in a community of professionals who:

- Share a practical concern to share knowledge and solutions.
- Build competency and expertise.
- Improve the ability for healthcare organizations to deliver maximum value to patients and customers.

For more information on OPE and the Baldrige Criteria, visit us on the web or give us a call.

www.partnershipohio.org

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