

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.
All copy to fit on an 11" x 17" / duo fold brochure.

Format:

11" x 17" duo fold - to yield 4 pages of 8-1/2" x 11".
300 DPI CMYK Full Bleed.

The Baldrige Criteria has been called “the single most influential document in the history of organizational development.”

All organizations face hurdles, some become great, some keep stumbling forward, others just fade away. Great organizations are able to create a culture of excellence. They create a way of doing business that sees past the short term day-to-day struggles to a long term, sustainable vision of excellence.

Excellence can be defined
Excellence can be measured
Excellence can be achieved

Your Internal Pressures

More organizations across Ohio are recognizing that performance excellence in all they do leads to a sustainable competitive advantage.

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

OPE focuses on improving organizational performance. Benefits include increasing productivity, increasing customer and employee satisfaction, and achieving stronger financial performance. The Baldrige assessment is results driven.

The Baldrige assessment process is administered by the Ohio Partnership for Excellence. The Ohio Partnership for Excellence is well positioned to act as a conduit to help Ohio’s businesses, schools, hospitals and governmental entities leverage strengths so they can respond quickly and effectively to the challenges that lie ahead.

Your External Response

The success of the Baldrige assessment process is two-fold. It identifies the key components that create excellence within the organization, but more importantly, it defines how the process of creating excellence can be accomplished with predictable, reliable and repeatable results.

The mission of an organization drives its goals. Set your goals high. Excellence can be achieved.

Research has shown that organizations that embrace the Baldrige model significantly outperformed their peers in many aspects, including financial stewardship, growth, employee and customer satisfaction.

The Baldrige assessment process is the benchmark for improving organizational performance and achieving:

Predictable. Reliable. Repeatable. Results.

The Process drives Results.

“Our benchmark is the percentage of indicators met on the State Report Card. Over the past seven years, we have improved - 167% - moving from 30% to 80% of indicators met. I have seen and experienced many improvement models and none are as inclusive, non-prescriptive, value-added and process-results oriented as the Baldrige Criteria.”

West Carrollton School District

Gold Level Recipient

“The OPE examination process is a tremendous journey of self-exploration that has helped us identify and change weaknesses in our value chain, focus on core values, and successfully strive for higher quality in our services.”

Southern Ohio Medical Center
Platinum Level Recipient

“The OPE assessment process provided a framework for our quality program since 1999. Since then, our processes have become streamlined and our culture has become results oriented.”

ODOT District 12
Platinum Level Recipient

“OPE adds value to any organization by offering a business mode as a guide in creating management systems and improving existing ones. An extremely important part of the OPE journey is the feedback provided from a site visit by volunteer examiners, who come from diverse professional backgrounds. For PRO-TEC Coating Company, the OPE experience is a vital step toward the realization of our vision: ‘To foster human potential, a spirit of cooperation, and technical innovation for the betterment of our industry, associates, and community.’”

PRO-TEC Coating Company
Platinum Level Recipient

An assessment team, comprised of highly trained examiners, reviews your application for the award and provides a feedback report. The ensuing feedback report validates strengths and best practices while also illustrating opportunities for improvement. While there is a fee, many organizations find the price to be well worth the money.

“The application and review process for the award is the best, most cost effective, and comprehensive business health audit you can get.”

Arnold Weimerskirch,

Vice-President of Quality, Honeywell, Inc.

Former chair, Baldrige Award Panel of Judges

OPE’s Board of Examiners perhaps best captures the cooperative nature of this cross-sector effort: business, health care, education, government and not-for-profit. Each year, approximately 150 experts contribute hundreds of hours training, reviewing applications, conducting site visits and generating the feedback report. That’s how assessment integrity is maintained and assessment costs are kept to a minimum.

The assessment team is selected based on their expertise, field of knowledge and ability to generate a complete perspective and depth of knowledge appropriate for the applicant’s goals, metrics and operating structure.

To learn more about the Baldrige assessment process, and how the OPE can accelerate your pursuit of excellence, visit our website.

Ohio Partnership for Excellence

Helping organizations see improved results