

## YOUR PRESENTER

Robin Lawton is IMT's founder and president. His non-linear career began in the MI Dep. of Corrections, later working in computers, entertainment and community health. He is now an internationally acclaimed author, speaker and expert in creating rapid strategic alignment between enterprise objectives and customer priorities. His powerful but easy-to-understand principles are outlined in his best-selling book, *Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed* (5-star rated at Amazon).



Robin Lawton, President

Rob was ranked #1 of 88 speakers in 2007 by an international organization. He uses an inspiring, humorous and highly interactive style to create truly new insights into innovation, excellence and the mind of your customers. His passion for his topics is contagious. His methods are quick to learn and apply.

The Missouri Department of Revenue and Lawrence Livermore National Laboratory are winners of their state Baldrige-based awards (Missouri in 2000, California in 1998) as a direct result of using IMT's unique principles and tools.


**REGISTER ON LINE** and get full course details at <http://www.imtc3.com/events/UpcomingEvents.cfm>

**Discount prices are available at a steal for registrations made by the Early Bird date.**

**CALL: 800-729-1468 or 941-907-0666**

**EMAIL: [Peggy@imtC3.com](mailto:Peggy@imtC3.com)**

**VISIT: [www.imtC3.com](http://www.imtC3.com)**

 refers to Customer-Centered Culture principles and practices. It is a systems approach linking customer priorities to your organization's success. It is used in training and strategic projects enabling you to:

- Excite customers
- Energize employees
- Leverage your leadership position

## REASONS TO ATTEND

- Get the latest leadership thinking from a world-class presenter/author.
- Learn an approach to rapid transformation *specifically applicable to government agencies and knowledge work.*
- Be entertained while you pick up truly new insights you can apply tomorrow.
- Leave with practical methods and memorable application examples.
- Learn why three non-commercial organizations have achieved top Baldrige Award recognition by using the customer-centered culture (C3) methods you'll experience.
- Strengthen the performance of your key team when you bring them with you.

### GOVERNMENT CLIENTS INCLUDE

Calgary City  
Louisville MSD  
Alaska Dept. of Labor  
Pinellas County Utilities  
US Department of Defense  
Minnesota Natural Resources  
General Services Administration  
Missouri Department of Revenue  
Wyoming Information Systems Dept.

### THE C3-BALDRIGE CONNECTION

Mr. Lawton has developed the Customer-Centered Culture (C3) system for performance improvement that is strongly aligned with Baldrige National Award Criteria and Core Values.

Several organizations have won Baldrige Awards and related recognition at either the national or state level as a direct result of applying C3 practices. Others have used C3 to support improvement in, or support of, Baldrige criteria of excellence.

They include the following:

- Lawrence Livermore National Laboratory, California Award
- Missouri Department of Revenue, Missouri Award
- U.S. Coast Guard, Maryland Award
- Motorola, Baldrige Award Winner

*"The Customer-Centered Culture (C3) Model is one of the best sets of concepts and tools I have seen that can help an organization actually implement the tenets of the Baldrige Criteria. This opinion is based on my work with the Baldrige criteria since 1993"*

David Rugg

## **LEADERSHIP, EXCELLENCE & CUSTOMER FOCUS IN GOVERNMENT**

**2 programs**

**ACHIEVING 8 DIMENSIONS  
OF EXCELLENCE IN GOVERNMENT:**  
How to align strategy, service and measures with constituent priorities (8D)

**THE 12 VOICES OF THE CUSTOMER:**  
How to uncover, translate, balance, measure and design what constituents want (12V)

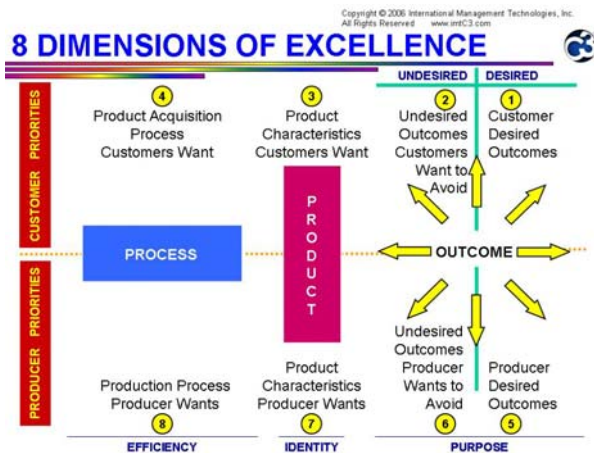
**Presented by  
Robin Lawton**  
Best-selling author  
Ranked #1 of 88 international speakers

# ACHIEVING 8 DIMENSIONS OF EXCELLENCE IN GOVERNMENT:

How to align strategy, service and measures with constituent priorities (8D)

Half-day, 1-5:30 PM

Is your transformation initiative a success when processes are improved, costs are cut but citizens and other customers notice no improvement? Change initiatives often promote customer success as a priority yet put all the attention on improving process. That's fine, but it only improves performance on 1 of the 8 Dimensions of Excellence. Like tuning up one of the eight cylinders on your engine. Learn about how to integrate the other 7 and get stunning, sustainable results.



## Learning Objectives

You will learn answers to the following questions:

1. What are the drivers of satisfaction and which of them is most important?
2. How do the 8 Dimensions promote strong alignment between Baldrige Criteria, strategy & customer focus?
3. How can intangible service and knowledge work be defined concretely and measured?
4. How can initiatives like Six Sigma, Lean, ISO and others fully integrate customer focus?
5. What are the four (4) dimensions that most balanced scorecards mistakenly overlook?
6. How can you assure any improvement effort yields at least a 5:1 return on investment?

*"It is funny that, instead of these 8D ideas slowly fading away as often can happen after a course, they are making more and more sense. You have essentially changed the whole way I approach everything I do! And I am enjoying my job more as a result.*

*I have been working with one of our business groups on their balanced scorecard. Someone came in to see me today and said, "I don't know what you have been doing with that group, but they finally seem to be focusing on the right things to improve". Hallelujah!"*

**Manager, Operational Excellence,  
Wolters Kluwer Health, Pharma Solutions**

# PARTICIPANT COMMENTS

"This model is one that can be effectively used by decision makers as well as every individual in the organization. It is the most effective model I have seen in my 15 years in management. It is a powerful change tool."

*David Leary, Director,  
Lawrence Livermore National Laboratory*

"You changed our view of our customers and helped us win both the Maryland Performance Award and the Coast Guard Quality Award in 1996. I was a Board member for the Virginia Quality Award for about 6 years, and have been a member of the Executive Board for Maryland. Your C3 methods offer a level of customer awareness that has not been addressed anywhere else. I will reiterate that message as long as I am involved in promoting quality leadership practices."

*Ronald Marafioti, Executive Board,  
Maryland State Quality Award*

"Excellent program! This is not 'soft' training but challenged me to make a mind shift to apply the customer-centered thinking in my work. The emphasis on creative, divergent thinking may be the key to our success in the next ten years."

*Steve McAlexander, AVP,  
American Honda Motor Co.*

"I want to be sure you heard from me what a critical piece of work we all did during your session last week. We are already beginning to incorporate the thinking in your model into our efforts in the Mental Health Service. Thanks so much for a superlative seminar."

*Rich Goepfert, East Region Chief, Mental Health Services  
Group Health Cooperative, Puget Sound*

"I have attended more than twenty seminars, workshops and post-Masters degree courses related to customer focus. This is the most practical approach I have found."

*Clifford Keys, Operations Division Manager  
Lawrence Livermore National Laboratory*

"During my long career, I was an intern to Dr. Edwards Deming, and was one of the few people in the world to study under Peter Drucker, Joseph Juran, Philip Crosby, Russell Ackoff, Tom Peters and Michael Hammer. This makes me uniquely qualified to recognize talented and unique thinking individuals with ideas and contributions that are relevant for the new millennium. Mr. Lawton's work clearly places him in a position to be today's premier thinker and practitioner of quality as defined by customer satisfaction. It causes revolutionary new managerial thinking and decision making."

*Bruce E. Laviolette, Ph.D., Corporate Director of  
Management Systems, Naval Air Systems Command*

# THE 12 VOICES OF THE CUSTOMER:

How to uncover, translate, balance, measure and design what constituents want (12V)

One-day, 8 AM - 5:00 PM

The notion that we should listen to "the voice of the customer" is well meaning, but an insult to our intelligence. Everyone knows there is no such thing as the customer. Especially in government! This necessarily means there must be more than one voice to listen to. Yet we can make potentially fatal assumptions about (1) who "the customers" really are, (2) what questions to ask, (3) how to prioritize their answers and (4) how to define and measure success.

Consider the top car company executive who heard customers say they wanted more miles per tank of gas. Did this understanding lead to (a) fuel efficient engines, (b) lighter vehicles, or (c) bigger gas tanks? This session shows how easy it is to confuse what you heard with what they said (not to mention what they want but didn't say). The executive's design team rushed to market with bigger gas tanks. No kidding!

Mistaking the literal voice of the customer with the untapped mind of the customer is tragically common. When a for-profit business does this, you know how easy it is to confuse regulators with end-users in government.

Industrial Age approaches have been increasingly used in government. While helpful, NONE work terribly well in government or answer key questions every practitioner must answer. Naturally, this session provides those answers and the key tools you can apply tomorrow.

*"We reduced cycle time by 80%, saved over \$20 million in the first two years and moved from middle of the pack to #1 of 50 agencies of our kind in the country on satisfaction."*

**Governor's Office, Missouri**

## Learning Objectives

Don't even think about conducting a voice of the customer project, commissioning a customer survey or designing new products or services without the innovative framework and tools provided in this session. You'll learn a refreshing new way to uncover and translate the mind of the customer in ways you never thought possible, including revelations such as:

1. Who your customers really are and why it matters
2. How to determine which voices you should be hearing
3. The 4 dimensions of performance any improvement initiative must address
4. Why surveys fail and how to avoid that fate
5. What three questions will always uncover what customers want (despite what they may say)
6. Which of the 12 voices is most important to understand (and rarely uncovered)
7. How all this is related to customer satisfaction, innovation, service and growth