

ACHIEVING 8 DIMENSIONS OF EXCELLENCE IN GOVERNMENT

How to Align Strategy and Measures with Customer Priorities

Presented by Robin Lawton, President
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Is your transformation initiative a success when processes are improved, costs are cut and performance is measured in ways constituents don't care about? Hardly, but the mirage is tempting. Change initiatives often promote customer success as a priority but put all the attention on improving process. That only improves performance on 1 of the 8 Dimensions. Come with key member of your team and learn about the other seven.

How would you feel to discover your car engine was only running on one or two of its eight cylinders? Whether your "car" is an organization or a key project, you wouldn't knowingly continue to drive it that way. This presentation will enlighten, inspire and equip you to get all 8 cylinders working together like you never thought possible.

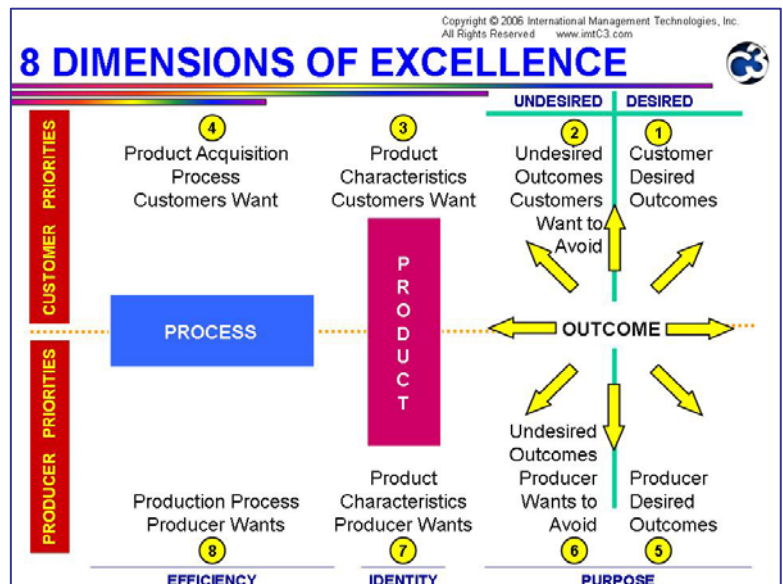
This entertaining, provocative and pragmatic session is for change leaders wanting to go beyond tactical process improvement and focus on strategic outcomes customers (and competitors) will notice. Your top-rated speaker and author, Robin Lawton, presents leading edge concepts which are especially suited for your Knowledge Age work, NOT 20th century industrial practices. He provides you with new tools and outlines an eminently practical way to:

1. Describe customer priorities along four main dimensions
2. Connect them to mission-driven strategy
3. Balance eight (8) areas of performance and related measures.
4. Integrate and leverage existing improvement initiatives

OBJECTIVES:

You will learn how to:

- Fully integrate any change initiative with a strong constituent bias
- Determine which satisfaction drivers are most important but rarely measured
- Unambiguously identify who "the customer" is in every context
- Address the four performance areas most balanced scorecards miss
- Apply new 21st Century tools to connect strategy with customer values
- Move from a culture of compliance to embrace innovative possibilities
- Assure any improvement effort yields at least 5-to-1 return on investment
- Organize your action plan



Your top-rated presenter will lead you through a powerful but elegantly simple framework and process that has consistently produced superb results in even the toughest settings. Examples illustrate what a well-aligned strategic plan, balanced scorecard and customer-centered change

initiative looks like. As an executive or change leader, you will see how to **overcome key obstacles** that can interfere with your organization's customer-centered success such as:

- **Internal focus:** process improvement without knowing customer-desired outcomes
- **Initiative proliferation:** so much to do, we forget what the goal is
- **Measurement imbalance:** big focus on our goals; little focus on customers' priorities
- **Ambiguity:** agreement that "service" is important, but no consensus on what it means
- **Activity-oriented strategic plans:** milestones and tasks are treated as results

THE PRESENTER:

Robin Lawton is president of International Management Technologies, Inc. (IMT), founded in 1985. He is internationally known as an author and consultant to market share leaders and world-class firms. His areas of expertise include customer satisfaction, innovation, performance measurement, survey research and time-based competition. Clients who have recently won major awards as a direct result of applying IMT's customer-centered culture principles include the Missouri Department of Revenue (winner, 1999 Missouri State Quality Award), Lawrence Livermore National Laboratory (winner, 1998 California State Quality Award) and the U.S. Coast Guard Yard (winner, 1997, Maryland State Award). Other clients include government agencies from Alaska to Florida, Malcolm Baldrige Award winners such as Motorola and AT&T, Taguchi Award winner ITT, Honda, Blue Cross Blue Shield, Group Health Cooperative, Microsoft, Eastman Kodak, the City of Calgary and other organizations not so well known.

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Mr. Lawton has more than 30 years of experience directing innovative leadership in both industry and government organizations. He is author of the best-selling book **Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed** (5-star rated at www.Amazon.com). Rob is a provocative, humorous and engaging speaker. He was ranked #1 of 88 speakers by an international organization in 2007. He's been a featured

presenter at international and domestic conferences sponsored by the Federal Executive Board, Chamber of Commerce, Japan Management Association, American Management Association, American Quality Institute, International ISO Conference, Minnesota Healthcare Association, American Society for Quality (ASQ) and many others.

Quentin Wilson, Director of MO Department of Revenue, had every reason to say **"I've never experienced a program with a higher return on investment of time and money. This is also the most clear and direct method of quality improvement I have found."** His 1,500-person agency used these thought-leading principles and tools to get astounding results in just 2 years, including:

- saved over \$20 million (without staff reductions)
- jumped from a rank of 25th to #1 in performance and satisfaction
- cut customer-experienced response times by 90%
- was the first state agency to win the Baldrige Award and other national recognition