

Achieving Unrivaled Quality & Profitability Thru' ...

BALDRIGE CRITERIA

FOR PERFORMANCE EXCELLENCE

Presented by the original 1988
Baldrige Board of Examiners
member and also the 2007 Member
of the Baldrige Board of Examiners

February 14-15, 2008 . JW Marriott, Kuala Lumpur

*"Baldrige Criteria integrates all the key drivers of organisation performance...
allowing you to manage your organisation as a system instead of a
collection of individual parts."*

- Baldrige Panel of Judges -

Developed by :

Strategic Partner :



Call 603- 9206 5800

Fax 603- 9200 7946

e-mail ibn@intel-biznet.com

"Baldrige involvement increased employee buy-in, providing terrific professional development and personal learning and achievement opportunities. Do we get business results? You bet..OMI wins almost 66% of the projects it pursues, compared to our competitors' average of only 30%. And, we have a contract renewal rate of nearly 100% and surpass our competitors in customer satisfaction!"

- Roger B. Quayle, Executive Vice President, Quality & Technology, OMI Inc,
Baldrige Award (Service) Winner 2000

Why it is crucial?

THE WORLD'S BIG BOYS...

AT & T . Federal Express . IBM . Merrill Lynch
The Ritz-Carlton . Shell . Toyota . GlaxoSmith Kline . Unilever . Coco-Cola . Nokia
Kodak . Lockheed Martin . Adidas . Boeing . Siemens . TATA Steel . PepsiCo . Samsung
Rolls Royce . Ford . Sony . DHL . Microsoft . American Express

WHAT DO THEY HAVE IN COMMON?

A Clear Alignment of All Strategies, Processes, and Activities with Visions and Missions
An Unflagging Desire to Improve in Every Possible Way
A Deep Commitment to Learning and Benchmarking from World Class Companies
A Wise Use of Data and Information to Measure and Improve Performance
An Unrivaled Position as Leaders in Their Fields
A Genuine Concern for People; Employees, Customers, Suppliers, Community and Stakeholders

THEIR GOALS?

Improving Value to Customers . Improving Employee Satisfaction . Enhancing Competitiveness
Improving Overall Organisational Performance . Improving their Bottom-line

THEIR OBSTACLES?

Increased Innovations . Cost Reflected Market Pressure . Spoilt-for-Choice Customers . Escalated Shareholder Demands
Constant Pressure to Deliver Improvement on Bottom-line Regardless of the Economic Environment
Staying Abreast of The Ever-increasing Competition . Attaining and Retaining Market Leadership in the Next Century

HOW ARE THEY OVERCOMING IT?

Jump Start Change Criteria . Energise Improvement Initiatives
Assess Competitor Performance . Align Resources with Strategic Objective

HOW CAN CORPORATE LEADERS ENGAGE IN THE RIGHT INDUSTRY PERFORMANCE IMPROVEMENT INITIATIVES IN THE RIGHT WAY TO ACHIEVE THE RIGHT RESULTS?

THE BEACON AND BLUEPRINT FOR PROCESS IMPROVEMENT QUALITY AND PERFORMANCE EXCELLENCE...

- THE BALDRIGE CRITERIA -

For nearly 15 years, in countries around the globe, organisations committed to high performance have competed against sophisticated comprehensive criteria for performance excellence. Corporate organisations in many parts of the world have embraced the Baldrige Criteria as a benchmark to gauge their strengths and opportunities for improvement and as a measurement of their overall alignment and integration of key areas of overall performance and process improvement. **BALDRIGE CRITERIA**, is now accepted worldwide as **THE CORNERSTONE** in helping organisations gain the edge in a fiercely contested industry.

IBN International's executive workshop will provide you with strategic framework that is both process-driven and results-based for continuous improvement. Internationally awarded Baldrige Senior Examiner, **Paul Steel**, will help demystify the criteria in Baldrige process for corporate organisations in achieving performance excellence.

The seven critical categories of the Baldrige Criteria for Performance Excellence are emphasised to achieve world class Performance Excellence.

*This Result-Oriented Action Learning Masterclass
will enable YOU to...*

- ◇ Gain insight on how to successfully launch your organisation on a journey to world-class excellence
- ◇ Clearly understand the Baldrige criteria and its role in achieving world-class excellence
- ◇ Recognise proficiency in conducting a Baldrige assessment
- ◇ Explore proficiency in conducting a Baldrige assessment scoring
- ◇ Compare and contrast the advantages of Baldrige in relation to TQM, Six Sigma and ISO certification
- ◇ Unfold the excellence indicators from Baldrige Award winners
- ◇ Examine the performance excellence metrics used by Baldrige Award winners
- ◇ Review a best practice model from each of the seven categories of the Baldrige Criteria for Performance Excellence
- ◇ Integrate Baldrige with TQM, ISO and Six Sigma process for achieving excellence
- ◇ Describe the benefits of using the Baldrige Criteria to improve organisational performance
- ◇ Identify challenges using the Baldrige Criteria
- ◇ Gain a greater understanding of Baldrige core values, concepts and framework
- ◇ Leverage the Baldrige system approach to align organisation's strategic goals
- ◇ Diagnose the effectiveness of your organisation and devise an improvement plan from the diagnosis
- ◇ Expand corrective and preventive action systems into continuous improvement systems

"The Baldrige Criteria... offers a vehicle for companies, large and small... to examine their own approaches to quality. It offers companies a standard with which to compare their own progress to that of the industry's very best."

- President Roland Reagan

"The Baldrige Criteria have helped us learn how to align our entire organisation so that we can provide consistent service and quality no matter where a particular customer may be operating, which is required these days in order to survive. Our teams around the world must work in harmony, providing service that is seamless to the customer. Many Baldrige Criteria assessment points relate to how we gather, comprehend and perceive customer needs. The Criteria also help the company focus on methods of communicating internally to meet its customer service challenges."

- Richard Pieranunzi, President, STMicroelectronics-Region Americas,
Baldrige Award (Manufacturing) Winner 1999

HOW THIS WORKSHOP WILL BE CONDUCTED

This spectacular and evolving workshop is highly participative in nature. Group exercises and presentations will be very much to the fore. Drawing on international case studies from Intel, Xerox, TELKOM Indonesia, IBM, Ricoh, Tata Steel, Ford and many others, every Baldrige Criteria Category will be demonstrated via live examples, exercises, case-studies, success stories and video sessions. It will provide access to tools, techniques and experiences that are immediately transferable to delegates own organisation that will help strengthen knowledge and expertise.

Based on the Seven Criteria for Excellence, this interactive workshop describes the disciplines and tools beyond Total Quality Management to help your organisation move forward towards world-class Performance Excellence.

Register today and receive...

- › *Baldrige Criteria for Performance Excellence*
- › *Baldrige Articulated Scoring Guidelines*
- › *Baldrige Case Studies*
- › *Baldrige Comment Writing Guidance Examples*
- › *Comprehensive Workshop Course Book*
- › *International Baldrige Criteria Testimonial Video*

Workshop Agenda

MODULE 1 LEADERSHIP EXCELLENCE

- › Leadership Discussion
- › Criteria Explanation and Intent
- › Criteria Excellence Indicators
- › Criteria Best Practice Examples - *Xerox Europe, First Philippines Holding Company, TELKOM Indonesia*
- › Example Best Practice Mode
- › Questions & Answers

Video Session: *Baldrige Winners Leadership Excellence Examples*

MODULE 2 STRATEGIC PLANNING EXCELLENCE

- › Strategic Planning Discussion
- › Criteria Explanation and Intent
- › Criteria Excellence Indicators
- › Criteria Best Practice Examples - *IBM, Telecom New Zealand*
- › Actual Best Practice Models
- › Questions & Answers

Video Session: *Baldrige Winners Strategic Planning Excellence Examples*

MODULE 3 CUSTOMER & MARKET FOCUS EXCELLENCE

- › Customer/Market Focus Discussion
- › Criteria Explanation and Intent
- › Criteria Excellence Indicators
- › Criteria Best Practice Examples - *Kodak, Xerox*
- › Actual Best Practice Models
- › Questions & Answers

Video Session: *Baldrige Winners Customer & Market Focus Excellence Examples*

MODULE 4 MEASUREMENT, ANALYSIS AND KNOWLEDGE MANAGEMENT EXCELLENCE

- › Measurement, Analysis and Knowledge
- › Management Discussion
- › Criteria Explanation and Intent
- › Criteria Excellence Indicators
- › Criteria Best Practice Examples - *Tata Steel India, Ford, Westinghouse*
- › Actual Best Practice Models
- › Questions & Answers

Video Session: *Baldrige Winners Measurement, Analysis, and Knowledge Excellence Examples*

MODULE 5 APPROACH / DEPLOYMENT ASSESSMENT INTRODUCTORY

Case Study Exercise: *Baldrige Process Assessment and Scoring*

Lessons Learned & End of Day 1

MODULE 6 HUMAN RESOURCES EXCELLENCE

- › Human Resources Discussion
- › Criteria Explanation and Intent
- › Criteria Excellence Indicators
- › Criteria Excellence Examples - *Bronson Healthcare, Premier Inc*
- › Actual Best Practice Models
- › Questions & Answers

Video Session: *Baldrige Winners Human Resources Excellence Examples*

MODULE 7 PROCESS MANAGEMENT EXCELLENCE

- › Process Management Discussion
- › Criteria Explanation and Intent
- › Criteria Excellence Indicators
- › Criteria Best Practice Examples - *Ricoh Japan, Union Pacific Railroad, Intel*
- › Actual Best Practice Models
- › Questions & Answers

Video Session: *Baldrige Winners Process Management Excellence Examples*

MODULE 8 BUSINESS RESULTS EXCELLENCE

- › Business Results Discussion
- › Criteria Explanation and Intent
- › Criteria Excellence Indicators
- › Criteria Best Practice Examples - *Telecom New Zealand, Batelco*
- › Actual Best Practice Models
- › Questions & Answers

Video Session: *Baldrige Winners Business Results Excellence Examples*

MODULE 9 BUSINESS RESULTS ASSESSMENT

Case Study Exercise: *Baldrige Results Assessment and Scoring*

MODULE 10 BALDRIGE PERFORMANCE METRICS ACCESS

- › Product and Service Outcomes
- › Customer-Focused Results
- › Financial and Market Results
- › Human Resource Results
- › Organisational Effectiveness Results
- › Leadership and Social Responsibility Results

TO SUM IT ALL UP

Develop an "Action Plan" to connect the classroom learning to your current quality initiatives

- › Assign responsibilities
- › Identify Through a Baldrige Assessment Process in Your Organisation That Can Best Be Improved Using the Baldrige Assessment Feedback and the Best Practice
- › Develop an improvement action plan based on the Baldrige Criteria

Day One

Day Two

"The Baldrige Criteria are essential in our international competition. Global success does not happen because we put up a sign that says Ritz-Carlton. It happens because we have processes that are transferable to other countries. And, those processes came because we followed the Baldrige Criteria. The Baldrige Criteria can be applied anywhere in the world, once you respect cultural differences."

- Horst Schulze, President & COO, The Ritz-Carlton Hotel Company,
Baldrige Award (Service) Winner 1999



Paul Steel is a world renowned Baldrige Trainer, Consultant, Examiner and Assessor. He has more than 25 years of application, management, education and consulting experience in the organisational excellence field. He is the developer of the Baldrige Excellence Templates Software and Baldrige Best Practices on key management and operational processes included in Baldrige Criteria for major Asian, Australasian and European Award processes. Thousands of organisations worldwide use TQI's Baldrige products and services to spearhead their performance excellence initiatives.

External to Baldrige, he has assessed hundreds of organisations using the Baldrige Criteria and has led/participated in over 130 actual/internal mock site validation visits. He has trained more than 12, 600 individuals, including hundreds of Performance Excellence Examiners worldwide and has worked in more than 30 countries. He has led Baldrige improvement projects for healthcare, public sector, education, service, manufacturing and smaller organisations.

He has facilitated the Baldrige Board of Examiners Assessment training for National Institute of Standards and Technology (NIST) and has trained national and/or State Examiners each year since 1991 as well as thousands of internal assessors for organisations worldwide. He had facilitated the 'Executive Achieving Excellence' which has been attended by hundreds of CEOs from around the world for the past three years. Paul has contributed for five years to Telkom Indonesia which won the first Indonesian Quality Award 2006. He is an Indonesian Ministry of State-Owned Companies-authorized Baldrige consultant. Meanwhile, in Malaysia, he has trained the national Examiners and Judges for the Prime Minister's Quality Award.

Paul has served as a Washington State Quality Award (WSQA) Judge/Board of Directors Member for 12 years. He is on the KPMG Technical Advisory Committee and served as a Fortune Magazine Best Practices Awards Judge. He is a Senior Member of ASQ and SME and he holds Masters Degrees in Business and Engineering and is an Adjunct Professor of Process Management in a leading university in the USA. He is instrumental advisor to the annual Singapore Quality Award. He facilitated Baldrige Board of Examiners training for National Institute of Standard and Technology (NIST) and has trained national State Examiners since 1991. Paul also has conducted Executive Achieving Excellence seminars which have been attended by more than 700 CEOs worldwide since 2002.

His international consulting experience spans across 30 countries which includes over 200 consulting assignments in Europe, Asia-Pacific, the Middle East, Australasian and the South America. Paul's illustrious clients list include **IBM, Tata Steel, Bahrain Telecommunications, Xerox Europe, Telecom New Zealand, Ricoh Japan, Microsoft, Intel, Kodak, Ford** and **American Express**. He was the only external consultant Xerox of Europe used to prepare them in winning the European Quality Award and he is the only American to be lead consultant to a European Quality Award winner.

The Maestro



Enhancing Competitiveness Conference
June 2006, Kuala Lumpur



Asian Productivity Organisation (APO)
Seminar, November 2006, Kuala Lumpur



Malaysian Prime Minister's Quality Award
Ceremony, 28 November 2006,
Kuala Lumpur



Malaysian Prime Minister's Award
National Examiner Training,
June 2006, Kuala Lumpur



Telekom Malaysia Self-Assessment
Training Class, November 2006,
Kuala Lumpur



"Sharing From Expert" Symposium,
March 2007, Jakarta



NPC Judges Process
Training, November 2006,
Kuala Lumpur



Baldrige Criteria for
Performance Excellence
Seminar, June 2005,
Kuala Lumpur



Malaysian Prime Minister's
Planning Group, June 2006,
Kuala Lumpur

Partial Client List

Premier Inc . University of Wisconsin . Xerox . Solectron . Weyerhaeuser . Verizon . Bank of America . Alfa Romeo . GlaxoSmith Kline . HP . Unilever
JP Morgan Chase . Bank of Montreal . Coca-Cola . Infosys . Raytheon . Accenture . Cargill . KPMG . Inland Revenue Service NZ . Qantas . Kodak
Abbott Laboratories . TV Azteca . Petrobras Brazil . Epson . Lockheed Martin . Suzuki . Delhi Power Limited . China Certification Center . Thailand
Polyester Limited . Ricoh . Saudi Aramco . AT&T . Telecom New Zealand . Charles Schwab . Motorola . Schlumberger . Bechtel . Textron . Halliburton
Pacific Gas and Electric . Adidas . Boeing . Siemens . Bell Helicopter . Air New Zealand . General Motors . Reynolds . US Steel . Cessna Aircraft
Hong Leong Management . Kinetics . Kuwait Financing Services . Chevron Australia . Lion Breweries . ANZ Banking Group . Fiat . BHP Steel . BAE
Systems . TATA Steel . Oracle . Tourism Industry Ass . New Zealand . Alcatel . PepsiCo . Federal Express . NASA . NEC Europe . US Department of
Education . Texaco . Rolls Royce . Cadbury Schweppes India . Refineries Panama . Nanyang University Singapore . Compaq Computer . Ernst
& Young . 3M . Fujitsu . Aetna . Renault . Sears . Bayer . Bristol-Myers Squibb . Honeywell . Ford Motor Company . Petrozuata . Lloyds UK . Grundfos
Pumps . Dun & Bradstreet . Pfizer . Maharaj Hospital India . Seven-Eleven . Sony . AMD Microprocessors . UiTM Malaysia . Phillips . Isuzu . Novell
Dow Corning . ST Engineering . Medtronics . United Engineering . TetraPac . Canon . Minnesota Supreme Court . Marconi . DHL International
Johnson & Johnson . TNB Distributions . Ericsson . U.S Army Space and Missile Defense . Kump . Perubatan Johor Malaysia . Seagate . Adobe
Ozone Pharmaceuticals . Baxter Healthcare . CELCOM . New York Cabinet of Finance . Sara Lee . American Express . U.S Navy Drug Screening
Lab . Gap International . Pertamina Indonesia . TELKOM Indonesia . National Productivity Centre Malaysia . Harvard . Wachovia Bank . Business
Week . Tyco Express . Taj Group of Hotels India . Standard Chartered Hong Kong . Fidelity Investments . BNI Indonesia . Pirelli Brasil

for detailed client list: <http://baldrige21.com/Baldrige%20Services%20and%20Products%20Users.html>

"...One of the greatest benefits of applying (Baldrige Criteria) is maintaining a performance improvement discipline based on a system that is both highly regarded and works. It takes a great commitment to remain focused and to recognise that the opportunities for improvement identified through third party feedback can be implemented... We experienced 72% growth since 1998 and a 73% reduction in customer complaints."

- David C. Branch, President, Branch-Smith Printing Division,
Baldrige Award (Small Business) Winner 2002

REGISTRATION...

February 14-15, 2008 . JW Marriott, Kuala Lumpur

PAYMENT

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Two easy way to pay

• Telegraphic Transfer

Bank : Maybank Berhad
Branch : Desa Pandan, Kuala Lumpur
Malaysia
A/C No : 514543111415
Swift Code : MBB EMY KLA

• Foreign Demand Draft in USD to be drawn in a MALAYSIAN Bank.

All payments by cheque should be made in favour of:-

Intelligence Business Networks (M) Sdn. Bhd.
160-3-1, Kompleks Maluri
Jalan Jejaka, Taman Maluri
55100 Kuala Lumpur
Malaysia

Note: Payments must be received within 7 days upon issuance of invoice

Achieving Unrivaled Quality & Profitability Thru' ...

BALDRIGE CRITERIA FOR PERFORMANCE EXCELLENCE

Investment

WORKSHOP FEE
RM 6290

EARLY BIRD REGISTRATION
RM 5990
(register before 20th December 2007)

GROUP DISCOUNT
SAVE ADDITIONAL 10 %
(for the 3rd and subsequent delegate from the same organisation)

PLEASE COMPLETE THIS FORM IMMEDIATELY AND FAX TO 603 - 9200 7946

HOTEL RESERVATION DETAILS

JW Marriott Hotel
Kuala Lumpur
183 Jalan Bukit Bintang
55100 Kuala Lumpur, Malaysia
Tel : 603 2715 9000
Fax : 603 2715 8111



Room Reservation can be made by delegates directly with the hotel. To enjoy privileged room rates, please state you're attending an event organised by IBN International. Please call Ms. Ros at 603 2719 8210 or email at roseat@ytlhotels.com.my


CANCELLATION POLICY

Due to contractual obligations, cancellation charges are as follow:

20 to 10 days notice : 50% of the workshop fee
9 to 3 days notice : 70% of the workshop fee
2 days or less notice : 100% of the workshop fee

However, complete sets of documentation will be sent to you. Substitutions are welcomed at any time. All cancellations of registration must be made in writing.

Note: It may be necessary for reasons beyond control, to change the content and timing of the event, speaker(s) or venue, every effort will be made to inform the participants of the change.



THE IBN CERTIFICATE
Delegates who successfully complete this course will receive the prestigious IBN's Certificate of Achievement; a statement of Intelligence endorsed by world renowned subject matter experts.

VISA REQUIREMENT

Delegates requiring visas should contact the respective Embassies or High Commissions in their country of residence as soon as possible.

PROGRAM CUSTOMISATION

To get the most value out of this workshop, participants will be required to complete a Pre-Course Questionnaire. This information will be used to tailor the workshop content and delivery methods to meet your specific needs. The Questionnaire will be sent to delegates immediately upon receiving the registration form.

PARTICIPANT DETAILS

Name 1	Job title
Name 2	Job title
Name 3	Job title

(name in full)

INVOICE SHOULD BE DIRECTED TO

Company _____

Business Address _____

Name	Job title	Dept
Email	Tel No	Fax No
Name of Authorising Manager	Job title	
Signature	Date	

This Booking Is Invalid Without A Signature

INFORMATION	WORKSHOP SCHEDULE	
For further information on this event, please contact our Program Managers at 603 92065800 or e-mail: ibn@intel-biznet.com	Registration	0830
	Course begins	0900
	Morning Refreshment	1030
	Luncheon	1300
	Afternoon Refreshment	1530
	End of the day	1700

WOULD IT WORK FOR COMPANIES IN ASIA?

The Baldrige Criteria has proven to act as a focal point to improve the way companies do business in any sector of the economy and culture - worldwide. This is evident when you compare the performance of the Baldrige Index (an annual study of hypothetical stock investment), to the performance of Standard & Poor's (S&P) 500.

"For the past six years, the National Institute of Standards and Technology (NIST), which manages the Baldrige Award program, has "invested" a hypothetical \$1,000 each on winners of the Baldrige Awards and the S&P 500. Investments are tracked annually. The outcome proved that the group of Baldrige Award winners outperformed the S&P 500 by achieving an ROI of 1.101% as compared to S&P's 228% return for the same period."

Who Should Attend

THIS EXECUTIVE TUTORIAL IS EXCLUSIVELY DESIGNED FOR
CEOs, CFOs, COOs, MDs, GMs, EVPs, EDs, Heads of Departments, Specialists, Advisors, Business Owners, Entrepreneurs, Senior Managers and Senior Executives with the following responsibilities:

- Quality Management
- Business Excellence
- Human Resources
- Process Management
- Strategic Planning
- Customer Relationship
- Audit
- Change Management
- Quality Planning
- Performance Management
- Total Quality Management
- Risk Management
- Professional Services
- Organisational Excellence
- Learning and Development
- Service Quality
- Business Process Improvement
- Finance and Budget Planning
- Policy Planning
- Quality Improvement
- Staff Development
- Administration
- Knowledge Management
- Business Strategy
- Strategic Planning
- Performance Excellence