

# PERFORMANCE EXCELLENCE LEARNING SERIES

## The *Baldrige Flywheel* continues ...



...the principles of Jim Collins' best sellers and the Baldrige Criteria together as your compass, roadmap, and survival kit

**Full Day Interactive Workshop For Your Entire Leadership Team**  
**Jim Collins Principle — 'get the right people on the bus'**

"I did not know much about Baldrige or "Good to Great" so I learned a lot and enjoyed it. Look forward to learning from Barry again!"  
2008 QNM Conference Session Attendee

### TAKE AWAYS:

- Understand Collins' books and the Baldrige Criteria at the 'how to' level
- Clear guidance on how to implement Jim Collins' principles
- Create specific activities using the Criteria to implement *Good to Great*® strategy

### LEARNING:

- Principles of Baldrige—easy if you know the 'vital few' that make it work
- Principles used by organizations who have successfully moved from 'good' to 'great'
- Principles from *Built to Last*® proven to guide sustainability

**Barry Johnson**  
KNOWLEDGE ENGINEERS



Barry Johnson has presented at Quality New Mexico Conferences for seven years on leadership topics. He is a knowledgeable practitioner of Jim Collins' principles and one of the nation's most experienced Baldrige experts. He has served as a senior executive in both profitable businesses and successful not-for-profit organizations.

**[Register Online Now!](http://www.qualitynewmexico.org)**

[www.qualitynewmexico.org](http://www.qualitynewmexico.org)

505.944.2001

Fax: 505.944.2002

**WORKSHOP 9:00AM — 4:00PM LUNCH PROVIDED**  
**SEPTEMBER 17, 2008**

**CNM WORKFORCE TRAINING CENTER**  
**5600 EAGLE ROCK RD NE**  
**ALBUQUERQUE, NM 88113**

**\$75/PERSON MEMBER ONLY EARLY BIRD BY AUGUST 29**  
**\$99/PERSON MEMBERS AFTER EARLY BIRD**  
**\$125/PERSON NON-MEMBERS**

Earn CEUs in the QNM Performance Excellence Learning Series

 **QUALITY**  
**NEW MEXICO®**  
*Committed to a State of Excellence*

## ***The “Flywheel Effect”***

***The good-to-great companies understood a simple truth: Tremendous power exists in the fact of continued improvement and the delivery of results.***

**Jim Collins**



**Quality New Mexico's** mission is to *motivate, educate, and congratulate* New Mexico businesses and organization for achievement in performance excellence using the Baldrige Criteria. The 501(c)3 non-profit provides [training, best practice learning, and formal performance assessments](#) for business, education, government, health care, and non-profit organizations.

Quality New Mexico administers the three-tiered **New Mexico Quality Awards** program for levels of organizational performance: Piñon Recognition (*Commitment*), Roadrunner Recognition (*Progress*), and the Zia Award (*Performance Excellence*), patterned after the prestigious **Malcolm Baldrige National Quality Award** administered by the U.S. Department of Commerce.

Quality New Mexico has granted 655 New Mexico Quality Awards: 464 Piñon Recognitions, 180 Roadrunner Recognitions, and 11 Zia Awards. Los Alamos National Bank, a recipient of a 1999 Zia Award, received the 2000 **Malcolm Baldrige National Quality Award** in the service category. The bank is the first business in New Mexico and the first bank in the nation to receive the national award.

2008 marks Quality New Mexico's 15th year of service to New Mexico