

WHO WE ARE

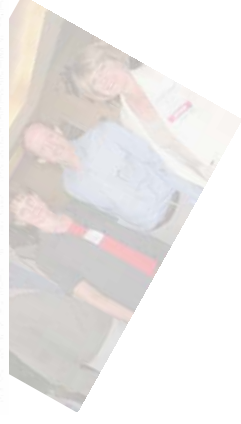
The purpose of the Sterling Council is to help local businesses, government agencies, educational institutions, non profits, and healthcare organizations operating in Orange and Los Angeles Counties learn the principles of the Malcolm Baldrige Award's Criteria for Performance Excellence. The Sterling Council provides educational programs such as performance excellence training, regional conferences, networking, and team awards events.

The Sterling Council is one of several Regional Councils for Excellence chartered by the California Council for Excellence (CCE), a non-profit foundation which administers the California state Baldrige Award program known as CAPE. CCE also administers the California Team Excellence Awards (CTEA) program.

The Malcolm Baldrige Award criteria was established in 1987 and constitutes a framework for managing any organization towards a higher level of performance. Although applying for the Baldrige Award is optional, tens of thousands of organizations use the Baldrige Award Criteria and CAPE as guidance for improvement. Take note that since 1987, national Baldrige Award winners have outperformed the Standard & Poor 500 Index by 4.5 to 1; and Baldrige finalists by 2.8 to 1. This is a significant competitive edge! Let the Sterling Council and CCE help your organization achieve its best!



CALIFORNIA COUNCIL
FOR
EXCELLENCE



MISSION:

HELPING PEOPLE ACHIEVE ORGANIZATIONAL PERFORMANCE EXCELLENCE THROUGH INTERACTIVE WORKSHOPS AND NETWORKING FOCUSED ON THE MALCOLM BALDRIGE CRITERIA FOR PERFORMANCE EXCELLENCE

A Regional Council of the
California Council for Excellence

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THE STERLING COUNCIL COMMITMENT

Whether you seek to improve performance in your organization, broaden your knowledge, or expand your professional network, the Sterling Council is a resource for you. Our programs include: leadership, strategic planning, customer focus, information management, human resource focus, and process management and improvement.

We share the core values of the Baldrige Criteria for Performance Excellence, which are:

- Agility
- Customer-focused Excellence
- Focus on the Future
- Management by Fact
- Managing for Innovation
- Organizational and Personal Learning
- Social Responsibility
- Systems Perspective
- Valuing Staff and Partners
- Visionary Leadership

THE STERLING COUNCIL PROGRAMS

Check the website for program dates and topics at www.calexcellence.org. The Sterling Council sponsors programs on a quarterly basis on topics such as these:

- How to Prepare a Successful Application for the Baldrige or California Award for Performance Excellence (CAPE).
- Understanding and Using the Baldrige Criteria Framework.
- Focused workshops on specific categories of the Baldrige Criteria, including:
 - Leadership
 - Strategic Planning
 - Customer and Market Focus
 - Information Analysis and Knowledge management
 - Human Resource Focus
 - Process Management
 - Organizational Performance and Results

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