



# Leading the Malcolm Baldrige Way: How World-Class Leaders Align Their Organizations to Deliver Exceptional Results

*Kay Kendall, Glenn Bodinson*

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**The definitive guide to implementing Baldrige Criteria in any organization—from the team that has worked with 18 Malcolm Baldrige Award winners**

For organizations in both the public and private sectors, the coveted Malcolm Baldrige National Quality Award is the gold standard to which all leaders aspire. With this action-ready guide from the renowned experts at BaldrigeCoach, you too can master the principles of Baldrige Criteria, harness the power of performance excellence, and achieve award-worthy results. Learn how to:

- \* Drive employee engagement to exciting new levels
- \* Create an organizational culture that energizes everyone
- \* Maintain upward momentum, even in a downturn
- \* Counteract negativity and entitlement with positive feedback
- \* Get your senior managers on board and up to speed
- \* Cultivate strong leaders and build powerful teams
- \* Accelerate excellence throughout your organization

Whether you're a top-level executive or a mid-level manager, whether your organization is large or small, succeeding or flailing, *Leading the Malcolm Baldrige Way* gives you all the tools you need to engage every one of your employees using data and strategies that work. This proven approach gives you a complete framework for continuous improvement, with a focus on benchmark objectives, employee initiatives, and workforce alignment. Combining the best practices of some of the best leaders in the world today, these techniques will help you create a strong, effective organizational culture that will propel your team to victory.

Filled with candid CEO interviews and powerful new insights, it's a complete master class in succeeding and leading—the Malcolm Baldrige way.

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