



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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