

# KEYNOTE ADDRESS

## **ACHIEVING 8 DIMENSIONS OF EXCELLENCE:** *Aligning Strategy and Measures with Customer Priorities*

Change leaders like you have high expectations, a vision of the possible and urgency to engage others. This stimulating and entertaining session will provide a pragmatic approach that will strengthen your ability to achieve strategic outcomes customers will notice and employees will enthusiastically deploy.

Your top-rated speaker and author, *Robin Lawton*, provides a thought-leading model and new tools for an eminently practical way to:

- **Describe customer priorities along four main dimensions,**
- **Concretely connect them to enterprise mission and strategy,**
- **Balance eight (8) areas of performance and related measures, and**
- **Integrate & leverage existing initiatives (Baldrige, GPRA, Lean/Six Sigma, HCAHPS, VoC, etc.)**

*Robin Lawton*, president of International Management Technologies, Inc. (IMT), is a best-selling author and internationally recognized expert in creating rapid strategic alignment between enterprise objectives and customer priorities. He has over 30 years experience directing both strategic and operational improvement initiatives in government, healthcare, non-profits and industry. His powerful but easy-to-understand principles and tools are outlined in his first book, "Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed" (5-star rated at Amazon). Some of his other books and articles are described at [www.imtC3.com](http://www.imtC3.com). He is cited as a reference by many other authors on leadership. His career started in mental health, since starting his firm, has been Strategic Planning & Evaluation Chair of the Sarasota Healthy Start Coalition, among other humanitarian and cross-cultural work.

He has been a featured presenter at international and domestic conferences sponsored by the Society for Health Systems, Minnesota Healthcare Association, American Society for Quality (ASQ), many Baldrige programs from CA to VT, Chamber of Commerce, Japan Management Association, American Management Association, American Quality Institute, Federal Executive Board, Young Presidents Organization, American Quality Institute and many others. Rob is a provocative, humorous and engaging speaker with a wealth of practical application experience.