



BrownCountyLeaderNetwork.com

Value Proposition

- Promote successes
- Raise awareness of the challenges and opportunities
- Support volunteers in making improvements
- Support the application of proven practices, methods, and tools for improving quality



Premise

- Anyone that has made and sustained an improvement has applied four basic components of change:
 - Motivation - Identified a need; had a plan
 - Action – Took action until they achieved the desired outcome
 - Feedback – Assessed results
 - Learning – Applied new knowledge; shared their story
- Integrating these four components within a shared framework for assessment, strategic planning and project management will help to develop, promote, and sustain a collaborative leadership capability within the County.

“We the People of the United States, in Order to form a more perfect Union” “

Perfection is not attainable, but if we chase perfection we can catch excellence.

-- Vince Lombardi

Variation Principle

Everyone and everything varies; no two things will ever be exactly alike

Variation is defined as the difference between an ideal and an actual situation

An ideal situation represents a standard of perfection—or the highest standard of excellence defined by stakeholders, including direct customers, internal customers, suppliers, society, and shareholders.

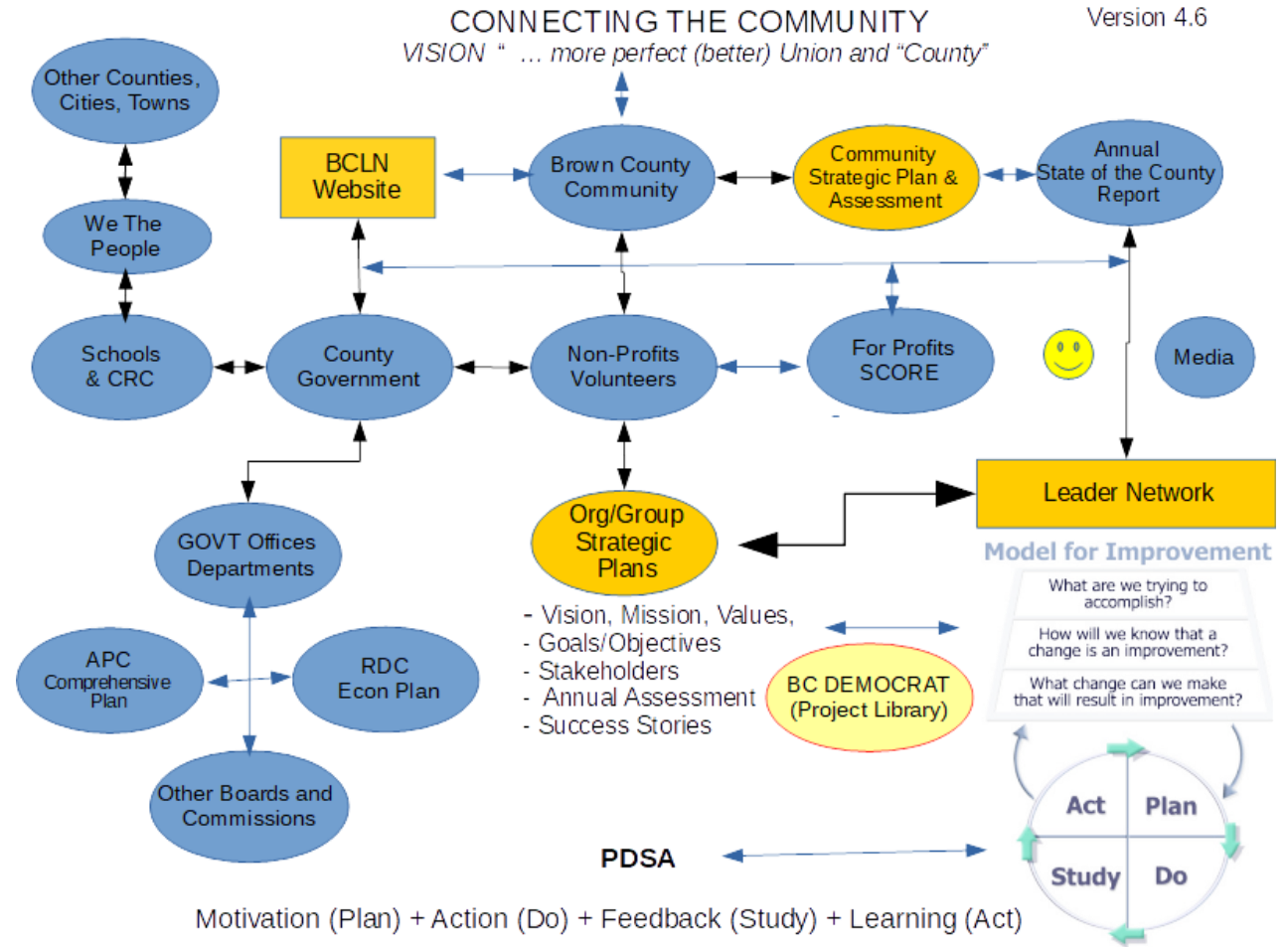
Improvement: Reducing variation from the ideal

Reference: **American Society for Quality**
– [Law of Variation](#)

Challenge

Improving something in one area without making it worse in another

Brown County Leader Network Stakeholder Community



Source of Motivation

“The Why” - Secular and Non-Secular Perspectives

Purpose: Reduce the variation between the ideal (a more perfect Union and community) and the actual situation

Secular – Man defines the ideal influenced by many factors: experience, education, ideology, philosophy

- America – **Citizens** define the ideal
- Quality Management – **Customer** defines the ideal
- Science Fiction – Non-humans define the ideal

Non-Secular Strategy – God has described the ideal; All needs are perfectly met. Actions are guided through a Biblical worldview and moral standard

Context and Frame of Reference

VISION: We the People in order to form a more perfect (better) Union (County)



Assessments

	Helpful Strengths	Harmful Weaknesses
Internal	S	W
External	O	T

Strategic Planning with Stakeholders



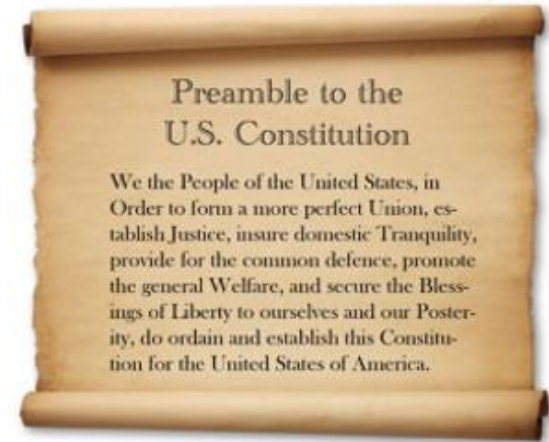
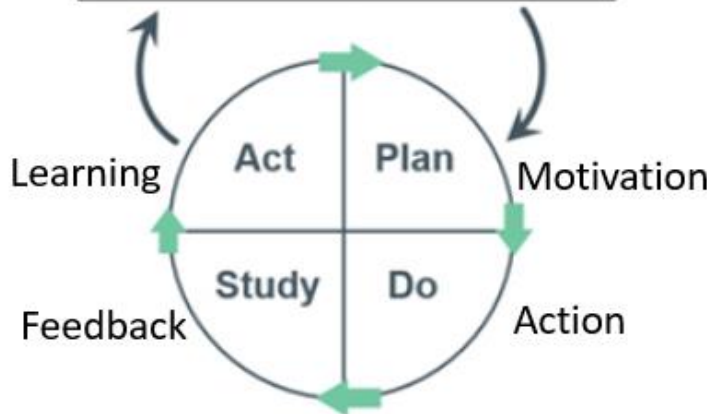
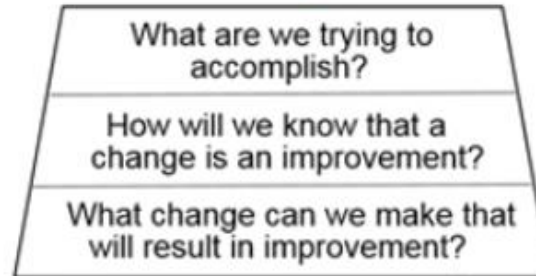
Process



Purpose

Project Management

Model for Improvement



Assessment – SWOT

Identify the situation – organization, issue, complaint

Along with Stakeholders, address the following questions:

- What are **S**trengths (Accomplishments, successes, advantages, positives, things going right ...)
- What are the **W**eaknesses (Things not going so well, gaps, disadvantages).
- What are the **O**pportunities (possibilities, things that could be better) ?
 - Opportunities identify potential solutions and effective Solutions require a definition of the Problem
- What are the **T**hreats (Challenges, How can things get worse)?

Strategic Planning with Stakeholders

- Identify the Opportunity and Priority
- Identify the Need (s)
- Identify the Mission (Purpose, What are you/others going to do, provide)?
- Identify Vision (Why are you doing it, what difference do you want to make?)
- Identify Values
- **Identify Stakeholders, their needs, expectations, feedback**
 - *Direct – Who receives the product / service?*
 - *Internal – Who provides the produce/service?*
 - *Indirect – Who else is affected or interested ?*



Strategic Planning with Stakeholders continued ...

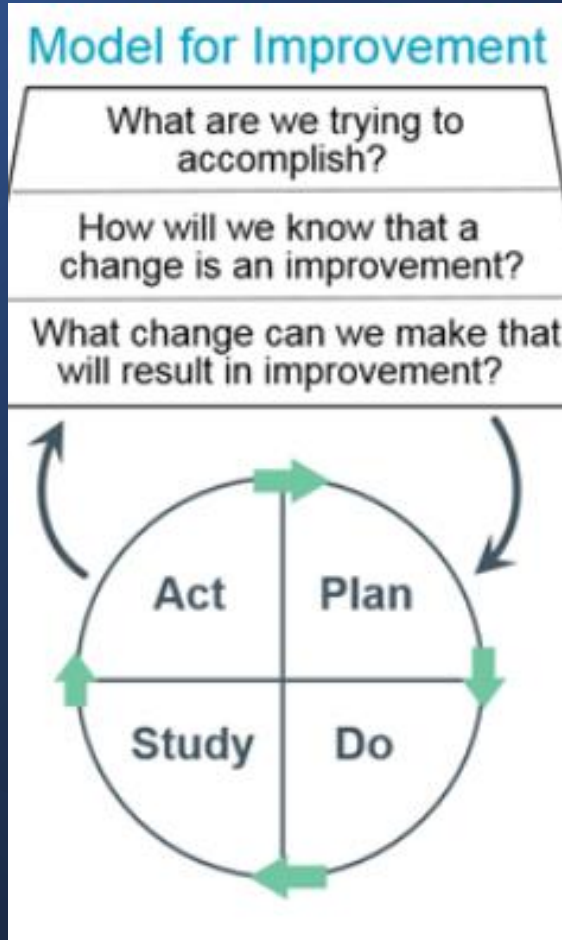
What are the goals?

- The purpose toward which an endeavor is directed.
- The result or achievement toward which effort is directed or aimed.

What are the “S.M.A.R.T.” Objectives for each Goal ?

- **Specific, Measurable, Achievable, Relevant, Time-Oriented**

Project Management



- **PLAN.** Why? What is the motivation for the change. What is needed to be done to narrow the gap between the current situation and desired / ideal outcome?
- **DO.** What actions need to be taken, when, by whom?
- **STUDY** – What feedback will be used to assess results?
- **ACT** – What are the next steps?

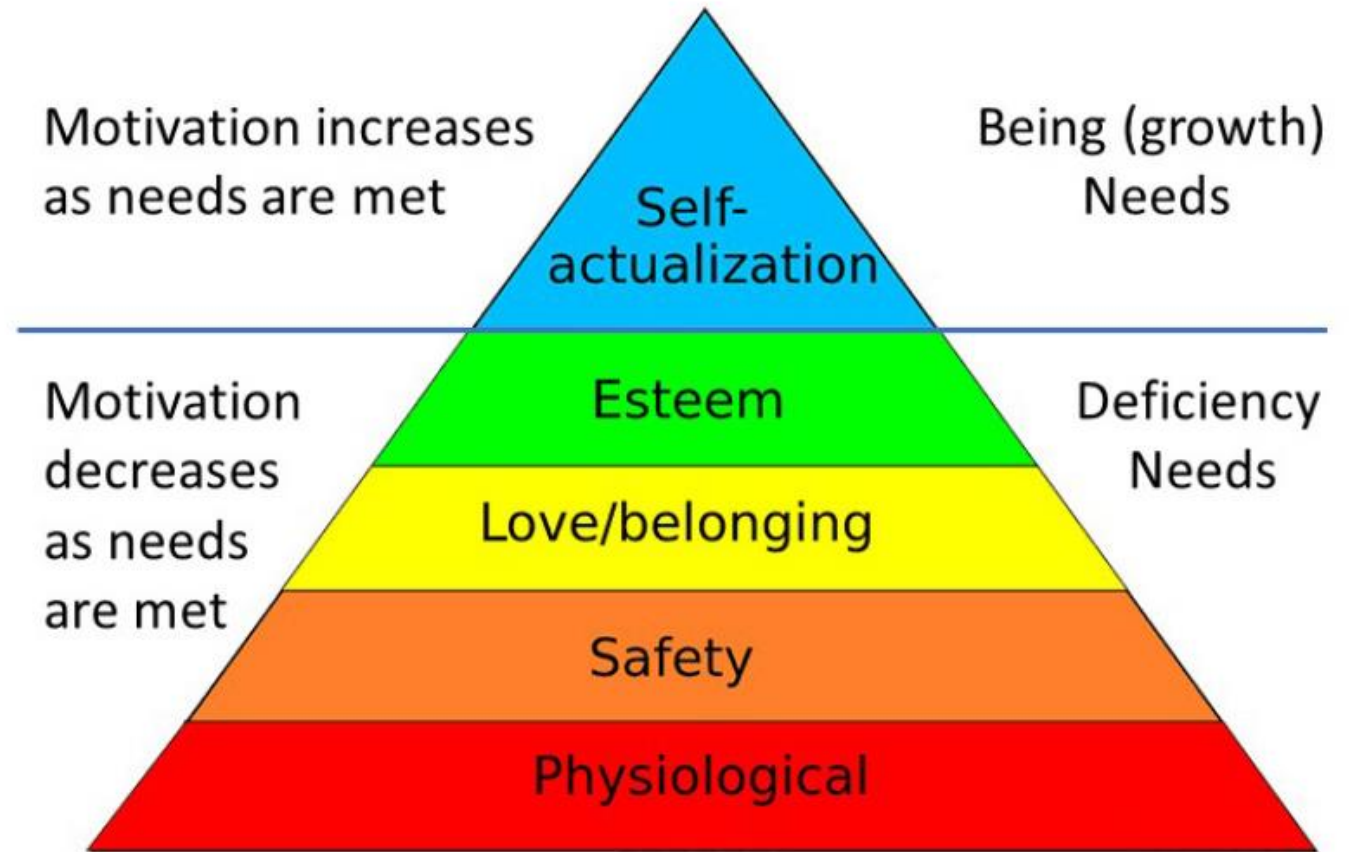
[Introductory Video – PDSA Daily Life](#)

Summary

- Shared vision – Better (*a more perfect*) Community
- Common Language
- Proven practices, methods, tools
- Leadership Support
- Continuous Improvement in making progress towards the ideal or *a more perfect* Union and community

ENCLOSURES

Needs



Needs

Maslow Hierarchy of Needs		CULTURE										
		Leadership	Political / Govt	Economic	Security	Social	Information	Infrastructure	Physical Environment	Time		
Self-fulfillment needs	Self-Actualization (the need for development, creativity)	x	x			x					x	Quality Leaders and Organizations
Psychological Needs	Esteem/Ego (the need for self-esteem, power, recognition, prestige)	x	x	x		x					x	Family & Community Expectations and Culture
	Social (the need for being loved, belonging, inclusion)	x	x								x	
Basic Needs	Security (the need for safety, shelter, stability)	x	x	x	x			x	x	x	x	Government and Non-Profit
	Physical (The need for air, water, food, rest, health)	x	x	x	x			x	x	x	x	