



# 2010 Showcase in Excellence Award Application and Criteria

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*Please Note:*

- ✓ *The Process Profile is not assigned points but **is required** for application submittal.*
- ✓ *Words presented in blue underlined text are defined in the Showcase in Excellence Application Guidance Document.*
- ✓ *Refer to the Scoring Guidelines. The evaluation of Process and Results Item responses includes a review of the Criteria Items in combination with the Scoring Guidelines (see Showcase In Excellence Guidance). Specifically, as a complement to requirements of the Process Items (Category 1), the Scoring Guidelines address the maturity of your approaches, breadth of deployment, extent of learning, and integration with other elements of the organization. Similarly, as a complement to requirements of the Results Items (Category 2), the Scoring Guidelines focus on the significance of the results trends, actual performance levels, relevant comparative data, integration with important elements of your process. Therefore, you need to consider both the Criteria and the Scoring Guidelines as you prepare your responses to all items.*

## **P** Process Profile

### P.1 Process Description

1. Name of process being submitted: \_\_\_\_\_
2. Date (month/year) the process was first implemented: \_\_\_\_\_
3. Date (month/year) the process was improved: \_\_\_\_\_
4. Who will the contact person be as the liaison with AQA? – *(This person should understand the process being submitted)*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

5. I have read, understood and agree to the information concerning my application.

\_\_\_\_\_  
Signature, Contact Person of Applicant                      Title

Date \_\_\_\_\_

6. Where does this process reside within your organization (e.g. – Human Resources, manufacturing, finance, strategic planning, marketing, engineering, IT, etc.)? \_\_\_\_\_

## **P2. Process Context** (no more than 2 pages)

The **Process Context** is a snapshot of your organization, the **key** influences on the process presented in this application, and the **key** challenges you face. Within your response, include answers to the following questions:

1. What are your organization's **vision**, **mission**, and **values**? Indicate if this is for the entire organization or a sub-unit of the organization, i.e. for the parent, the subsidiary, division or the work unit in which the **process** resides.
2. Provide a brief history of your organization, including when it was founded. (Include majority of detail about your own organization - where the **process** resides.)
3. What are your organization's main products and services?
4. Comment briefly, if appropriate, on any special circumstances your organization faces (i.e. – organizational size, industry changes, local environment, state or federal regulations).
5. Provide an organizational chart (as attachment) showing where the **process owner(s)** fits.
6. For your process, who are your principal **customers** and/or types of **customers**? (Customers may include clients, patients, donors, students, etc. Types of customers may include retail, wholesale, commercial, etc.)
7. For your process, what are your available sources of **benchmarks** and/or comparative data from within or from outside your industry? What limitations, if any, are there in your ability to obtain these data?
8. Describe how your process aligns with three (3) of the AQA Performance Excellence Program **core values**.

**Reminder:** Your answers to 1.0 and 2.0 Criteria Items combined must not exceed 10 pages.

### **1.0 The Process** (550 pts.)

**1.1 Describe how your organization identified and created or improved the **process**. Describe how this process contributes to providing **customer value**, achieving organizational success and **sustainability**, and addressing organizational needs, as applicable. See notes for further clarification of criteria requirements.**

Within your response to the following questions, include answers to all that apply to your process.

#### a. PROCESS IDENTIFICATION

- (1) Briefly describe the **process**. How does this process relate to participants, suppliers, partners, and customer groups? What are the inputs and outputs? What are the key in-process measurement and process feedback points? Provide a process map or flowchart of the process.
- (2) Describe the organizational need for this process or process improvement. **How** did your organization determine the need for this process or process improvement?
- (3) What are the **key requirements** for this **process**?
- (4) **How** were the process requirements determined? Describe how you incorporated input from **customers**, suppliers, partners, **collaborators**, or other **stakeholders**, as appropriate.

- (5) [How](#) does this [process](#) contribute to providing [customer value](#) and achieving organizational success and growth?

b. PROCESS DESIGN OR IMPROVEMENT

- (1) [How](#) did you design/improve the [process](#) to meet the [key](#) requirements?
- (2) [How](#) did you incorporate [cycle time](#), [productivity](#), cost control, and other efficiency and effectiveness factors into the design of the [process](#)?
- (3) [How](#) did you implement the [process](#) to ensure it met design requirements?
- (4) How does your day-to-day operation of this process ensure that it meets the [key](#) process requirements? [How](#) do you prevent [defects](#), service errors, and [rework](#), and minimize costs, as appropriate, with this process?
- (5) How do you evaluate and improve the process? (e.g. – achieving better performance, reducing variability, improving products and services, or keeping the process current with business needs and directions)?
- (6) How do you obtain and use information from other organizations providing similar products/services or from industry [benchmarks](#), as appropriate?
- (7) [How](#) are improvements to this process and lessons learned shared across the organization to drive organizational [learning](#) and [innovation](#)?

c. PERFORMANCE MEASURES OR INDICATORS

- (1) What are your [key performance measures or indicators](#) and in-process measures used for the control, management and improvement of your process?
- (2) [How](#) are these [measures or indicators](#) used in managing this [process](#)?
- (3) [How](#) is feedback from key [stakeholders](#), such as [customers](#), suppliers, [partners](#) and [collaborators](#) obtained and used in managing the [process](#)?

**NOTES:**

N1. Determination of the need for process creation or improvement may be the result of a single event, changes to the organizational environment, or may be part of the organization's systematic process evaluation activity.

N2. Key requirements might include on-time delivery, low defect levels, safety, security, ongoing price reductions, electronic communication, rapid response, after-sales service, and multilingual services. Stakeholder group requirements might include socially responsible behavior and community service. *For some nonprofit organizations, requirements also might include administrative cost reductions, at-home services, and rapid response to emergencies.* Requirements are commonly expressed in quantitative terms with performance measures or indicators.

N3. For 1.1, include the [key requirements and measures](#), but report the actual outcomes/results in 2.1.

## **2.0 Process Results (450 pts.)**

2.1 Summarize your [process performance results](#). [Segment](#) your [results](#), as appropriate. [Results](#) reported in this Item should relate to determination methods and data described in Item 1.1. Include appropriate comparative data. *See notes for further clarification of criteria requirements.*

Within your response to the following questions, include answers to all that apply to your process.

a. [Process results](#)

- (1) What are the current [levels](#) and [trends](#) in [key performance measures or indicators](#) and in-process measures? Include, as appropriate, the following areas:
  - [Process performance](#) such as productivity, cycle time, or other measures of process effectiveness, efficiency, or [innovation](#)?
  - [Customer](#)-perceived [value](#), loyalty and retention, and positive referrals, or other aspects of building relationships with internal or external [customers](#).
  - [Process](#) contribution to organizational performance, such as providing [customer value](#) and achieving organizational success and growth.
- (2) What are your [process results](#) as compared to [benchmarks](#) or competitors' performance levels, or with [performance](#) prior to the creation/improvement of this process?

N1: Measures and indicators of process effectiveness and satisfaction with the process and resulting products or services might include information and data from your internal or external customers, partners, suppliers, or other stakeholders.

N2: Organizational performance may include market share, profitability, product and service performance, customer satisfaction, customer perceived value, financial performance, marketplace performance, workforce engagement, workforce capability and capacity, and other similar measures or indicators.