



For twenty-five years, the Baldrige Criteria for Performance Excellence have provided leading-edge guidance for organizations

to share best practices, pursue excellence, and excel over their counterparts. Baldrige Award winners—and other organizations that use the Criteria for self-assessment—have proven that the pursuit of excellence can lead to job creation, more lives saved, more children learning, increased sales and market share, and improved revenue across all sectors of the U.S. economy.

For example,

- According to a Thomson Reuters study, Baldrige Award-winning hospitals have lower rates of mortality and complications, higher profit margins, and higher improvement levels than other peers among the 100 Top Hospitals (top 3% nationwide).
- According to economists, to develop their performance excellence strategies, CEOs report more benefits if they used the Criteria than if they had used the best available alternatives.

Plan to join us in honoring the Baldrige 25th anniversary.

- Consider bringing the pride of this prestigious Presidential award home to your own organization, workforce, customers, and partners by using the time-tested Criteria to improve your processes, results, analysis, and strategic planning.
- Learn best practices at the program's 25th Anniversary Gala and 25th Annual Quest for Excellence® Conference.
- Take advantage of varied Baldrige sponsorship opportunities that offer excellent exposure and benefits for any organization wishing to be associated with the Criteria, which are emulated worldwide.

Go to the 25th anniversary page on the Baldrige Web site for more information.

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On August 20, 1987, President Ronald Reagan signed into law the Malcolm Baldrige National Quality Improvement Act, creating a program to spark U.S. competitiveness and create a sustainable economy, a challenge we face globally today. . . .

The [Baldrige] Award salutes companies that improve the qualities of their goods and services, thus enhancing productivity, lowering costs, and increasing profitability. . . . They are the engines of growth, jobs, and prosperity in any society, along with the good management and attention to quality and customer needs that the Award will promote.

—President Ronald Reagan

