

CALIBRATION PROGRAM™

In search of competitive excellence, economic developers often ask for guidance and assistance on key enterprise management and operational issues relating to running a quality economic development program. They are interested in operating as effectively as possible, in yielding the highest possible impact, and in having a knowledge system in place for tracking their performance to enable continual improvement.

To assist in this arena, the Calibration Program™ has been designed by the Enterprise Innovation Institute to help local economic development organizations (EDO) achieve higher performance and excellence drawing on quality management standards from International Economic Development Council's (IEDC) Accredited Economic Development Organization (AEDO) program, the International Organization for Standardization (ISO), and Malcolm Baldrige. This service leverages Georgia Tech expertise in the areas of planning, quality management, lean enterprise, technology adoption, and overall community economic development.

The goal of the Calibration Program™ is to calibrate economic development organizations for excellence. This often involves enterprise transformation and key management tools for enabling such transformation. Specifically, the program seeks to help EDOs:

- (1) Determine the need for change or corrective action to resolve inefficiencies, and
- (2) Make informed decisions regarding the setting of organizational priorities,
- (3) Develop and utilize key quality management tools for achieving ongoing operational excellence.

THE PROCESS

1 - Self Assessment

Stakeholders (staff, Board members, funders, etc.) with direct knowledge of EDO operations will be recruited to complete an online Web-based survey to receive their assessment of the organization's operations.

Stakeholders will assess their EDO's operations in the 10 key areas of quality management: *Leadership, Human Resource Focus, Strategic Planning, Customer & Market Focus, Use of Technology, Performance Tracking System, Communications System, Process Management, Partnerships and Relationships, and Results.*

Individual responses are kept confidential. The EDO will receive a report that summarizes results from this assessment, including comparisons with national benchmarks to a gauge for determining areas needing corrective action.

2 - Gap Assessment

This assessment identifies any gaps in management tools in place to enable the enterprise's continual improvement. It can include documentation review and onsite interview(s) with key economic development personnel.

3 - Recommendations

Based on the results from the Self Assessment and Gap Assessment, areas of strength and areas that could be improved upon to increase the effectiveness, efficiency, and productivity within the organization will be identified. In other words, areas needing calibration will be identified. Specific priority "improvement" projects to address these areas to help the EDO adopt, sustain, or enhance its quality management system will be recommended.

4 - Implementation Assistance

Coaching, mentoring, and technical assistance to the EDO for implementation of improvement projects is available in follow-on initiatives.

POTENTIAL BENEFITS

- Better understanding of operational gaps and opportunities for affecting or reinforcing positive change...and achieving organizational excellence.
- Improved Management Systems to operate with greater effectiveness and efficiency, and for building a stronger organization.
- Heighten community recognition that the economic development organization is a well-managed, highly professional organization.
- Improved readiness to participate in IEDC's process to become an Accredited Economic Development Organization (AEDO), a national recognition for excellence.

FOR MORE INFORMATION

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