

CONSULTING COMPANIES



Local Baldrige program helps achieve global competitiveness

BY CB STAFF

Thanks to a new initiative, Puerto Rico now has a capacitating tool under the parameters of the Malcolm Baldrige program that will help local companies establish standards of excellence to increase their productivity.

This initiative is a result of the Global Competitive Alliance of the Puerto Rico Industrial Development Co., the Puerto Rico Small Business & Technology Development Center (Puerto Rico SBTDC) of Universidad Interamericana de Puerto Rico, and the Small Business Association, among other entities.

“Business leaders should consider more holistic business models that are able to integrate all areas into a common vision, seeking strategic and managerial planning that leads to better processes for achieving optimal results and to maintaining them,” said Carmen Martí, executive director of the Puerto Rico SBTDC.

The Baldrige Excellence in Performance program is based on helping businesses and organizations maintain constant improvement and innovation. It represents an additional tool to encourage the sustained development of local industries through implementation of

innovative business models that are capable of opening new markets and export opportunities.

Meanwhile, the Baldrige Global Competitive program is directed toward educating local businesses about how they can become more competitive. Through the participation of national examining experts, along with the testimonies from Baldrige recipients, participating businesses have the opportunity to evaluate themselves and apply for available resources during program sessions.

Baldrige criteria are used in more than 55 countries worldwide and countries such as Japan and Canada, which recognize businesses that implement program philosophy. Local companies such as the Ritz Carlton Hotel and Honeywell have already implemented the program.

The program is supported by the Puerto Rico Manufacturers Association, Chamber of Commerce, Chamber of Food Marketing Industry & Distribution, Puerto Rico Products Association, American Society for Quality, Puerto Rico Government Development Bank, Franklyn Covey and the World Economic Forum. These entities promote the program in order to improve efficiency and develop better tools for continuing growth. ■



From left: Manuel J. Fernós, president of Universidad Interamericana de P.R.; Carmen Martí, executive director of Puerto Rico SBTDC; and Jorge Junquera, PRIDCO interim executive director



Local business participants of the Baldrige course program

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