Iowa's Reinvention Blueprint

Listen to Customers - Constantly

Our work delights customers.

- For each of our activities, are we sure who the customer is?
- Do we have systems that capture what the customer expects?
- Can changes in customer expectations change our systems and services?

Focus on Results

Results are measurable and reported regularly.

- Have we defined results for employees, suppliers, and delivery partners?
- Are employees' roles flexible?
- Are we focused on what we do best?

Learn and Innovate

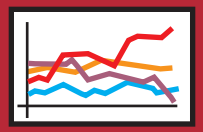
Everyone believes everything can be improved.

- Are employees constantly learning?
- Do we treat staff and delivery partners as if we trusted them?
- Do we use information to learn?

Compliance

Customer Satisfaction

Performance Excellence



Employee Engagement

Financial Performance

Make Performance Matter

Staff and delivery partners care about results.

- Are our contracts performance-based?
- Are good results rewarded; bad results not?
- Does everyone know how they are doing?

Empower Employees

People are free to find their own ways to produce results.

- Are *important* decisions made at the front line?
- Do front line employees routinely experiment to improve service?
- Are internal rules and regs streamlined?