



The Bama Companies Recipe For Success

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Who is Bama?

- Manufacturer of innovative ready-to-use food products
- Focus on relational business transactions
- Our market: Quick Service, Casual, and Family Dining Restaurant chains
- Our Products: Hand-held pies, Biscuits, Pizza Crust, Grahams, Cookies, Custom Product Solutions



1984.....BIG PROBLEMS.....

Four national product recoveries

All with one customer

Who was over 90% of our business

Fix it or go out of business



The Recipe For Success

Phillip Crosby – 1985

Edward D. Deming – 1988

Stephen Covey – 1991

Baldrige (Site Visit) - 1992

Balanced Scorecard – 1992

Prometheus Planning – 1999

Six Sigma – 2000

Prometheus (Plants/workgroups) - 2002



Recipe for Success

Mission: "People Helping People Be Successful"

Vision: "Create and deliver loyalty, prosperity and fun while becoming a billion dollar company."

At Bama, People make the company, and Bama is committed to being the employer of choice!





Customer Relationship Building separates us from the competition!

Long Term Partnerships are created because
We...

- **Align** with companies that have harmonious values.
- **Focus** on those that will be best served by our core capabilities
- **Deliver** a process based service experience at all levels of the customer system!



Prometheus Planning The Four Imperatives For Strategic Success

- Where – Design the Future
- What – Target for Success
- How – Campaign to Win
- Exit – Finish with Finesse

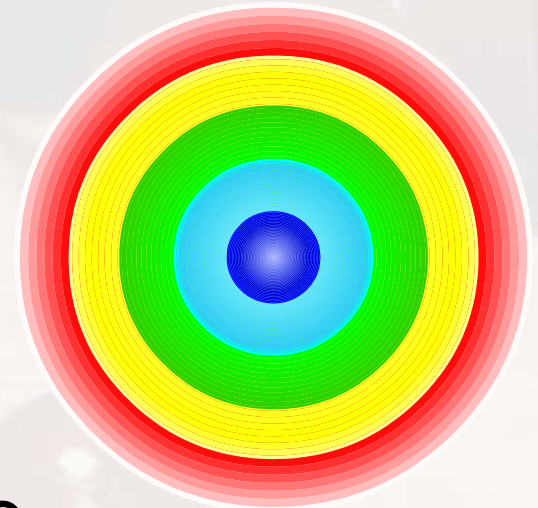


Bama's Future Picture

- Prosperity for its people, community and shareholders (People)
- Innovative, delicious products (Innovation)
- Baldrige Recipient (Continuous Improvement)
- Reputation of quality, safety, taste, value and honesty (Customer)
- Billion dollar company (Financial)

Target for Success

- Relevant Systems – identify systems needed to change
- Centers of Gravity – develop targets for strategic initiatives
- Desired Effects – identify the effect needed how effect will be measured





People Assurance System

1
People Strategies

2
Set Direction & Define Expectations

Set & Communicate Direction **2**

Organize Plan And Align **3**

3
Lead & Coach People

Perform to Plan **4**

4
Develop People

Review Learning And Sharing **5**

5
Retain People

Reward & Recognize **6**

Principle Centered Bama Culture
Employee Involvement
Company Celebrations
Employee Benefits

Continuously Improve

People Help

Motivate Employees

Employ Satisfact

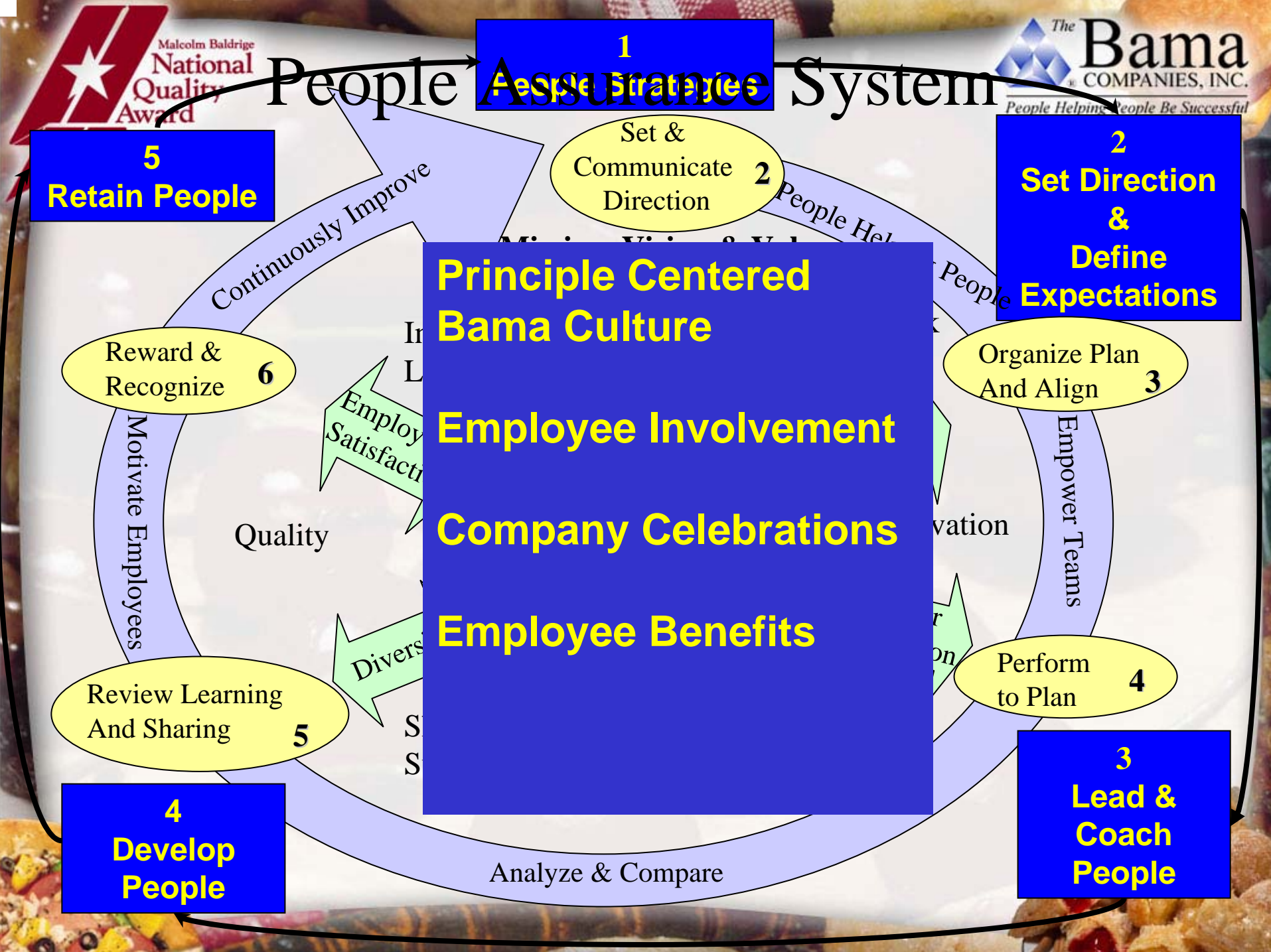
Quality

vation

Empower Teams

Divers

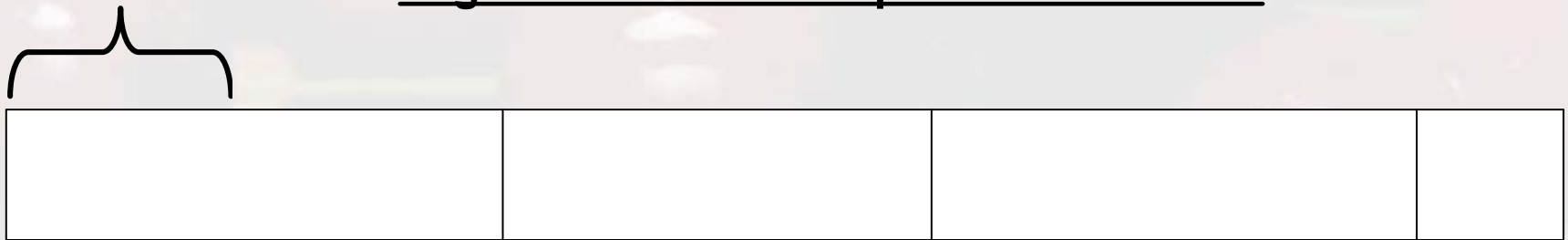
Analyze & Compare





CYCLE OF REFINEMENT

Organizational Development Discussion



Need identified for
formal feedback

2002

200

CORPORATE/DEPARTMENT OBJECTIVE

COG/OBJECTIVE:

What initiatives are taking place to support the company's strategic outcomes (bubbles) and when will those initiatives be completed

COG/OBJECTIVE
REFERENCE

COMPLETION
REFERENCE

COG/ACTIVITY
IDENTIFY,

DESIRED EFFECT
INCREASE
BELT/GREEN

COG/ACTIVITY
INCREASE
REFERENCE

DESIRED EFFECT:
REFERENCE SIX SIGMA CULTURE ASSESMENT PLAN



Personal Activities

Daily activities that link to the five strategic outcomes

Strategic Outcomes

All Activities that occur on a daily, weekly, monthly or yearly basis fall into one of these five strategic outcomes



FRESH IDEAS

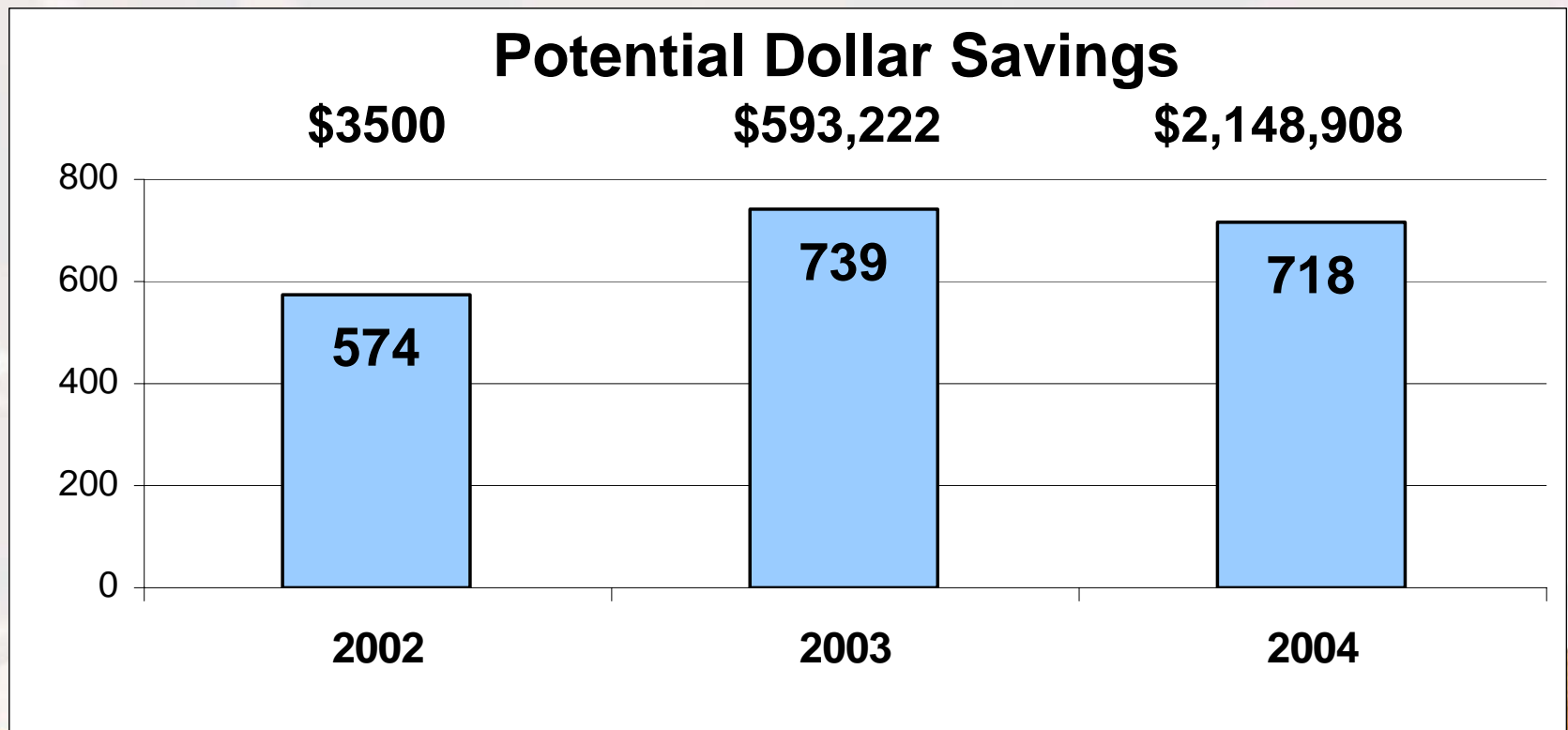
generates workplace improvement

- Human Safety
- Product Quality
- Processes to save time or money
- Equipment life
- Quality of job life



Fresh Ideas Results

Number Submitted and Potential Savings





Principle Centered Bama Culture (PCBC)

- It's the Heart of Our Company
- It's How We Measure Satisfaction
- It's Incorporated in All We do With

Trust People Systems and Processes Courage

Respect

Humility

Loyalty

Kindness

Quality

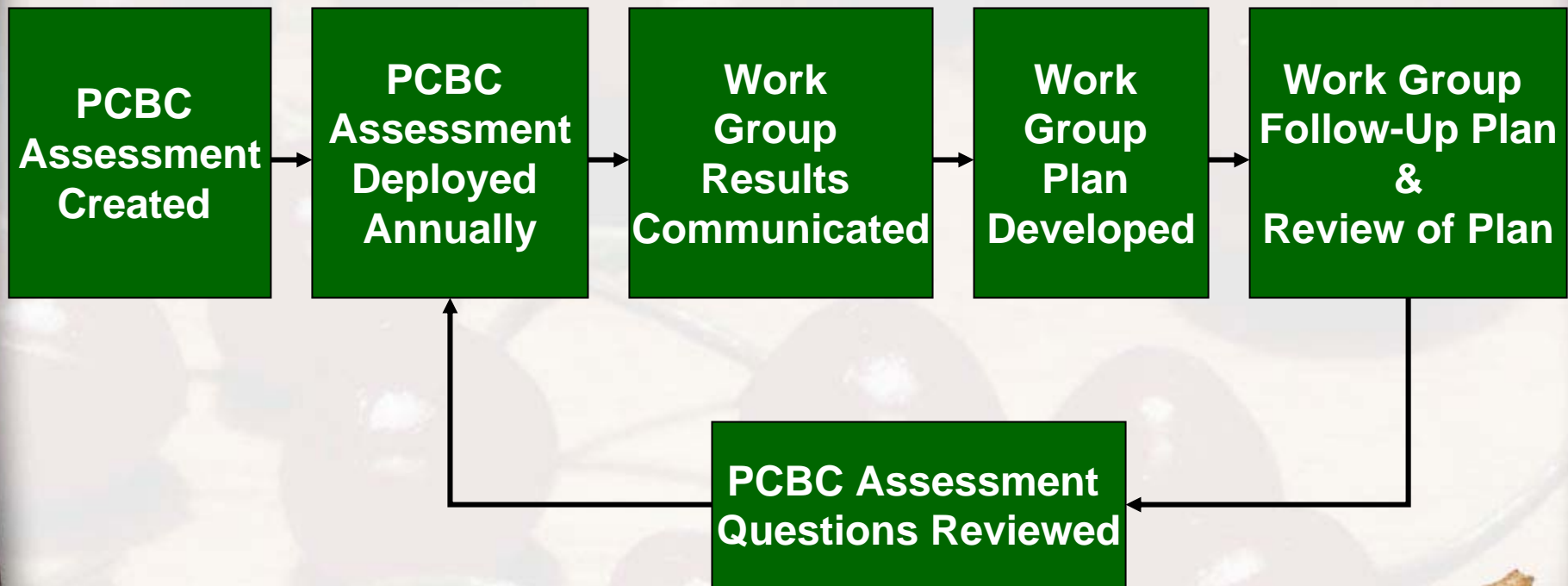
Forgiveness

Patience

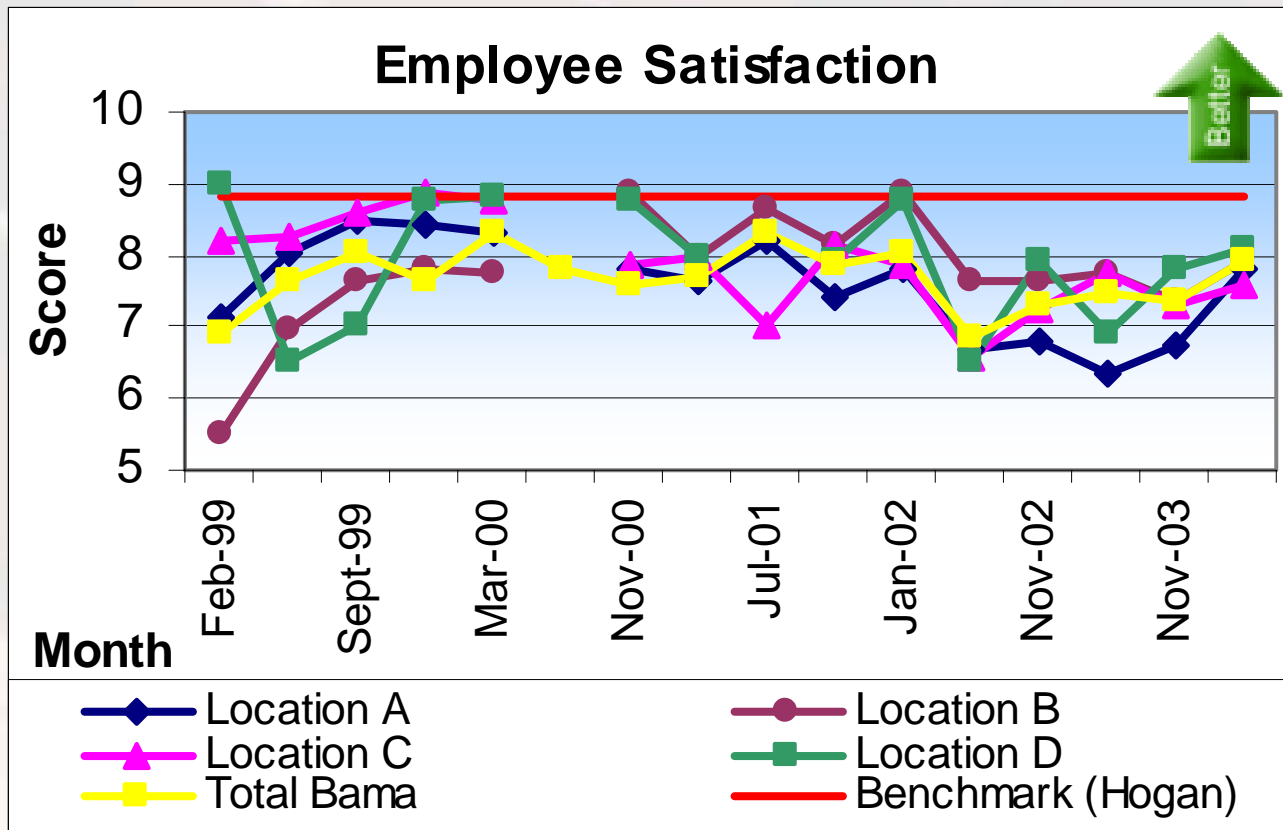
Integrity

Encouragement

Employee Satisfaction Process



Employee Satisfaction Results



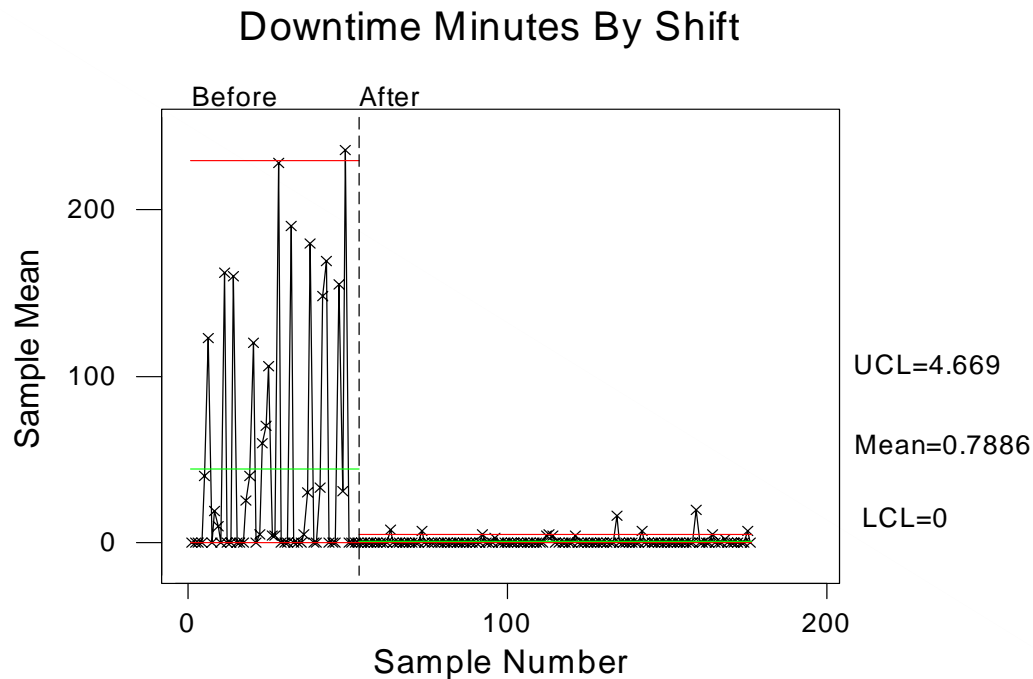


The Results



Six Sigma Project Example

- Key Metric Analysis – Project Results

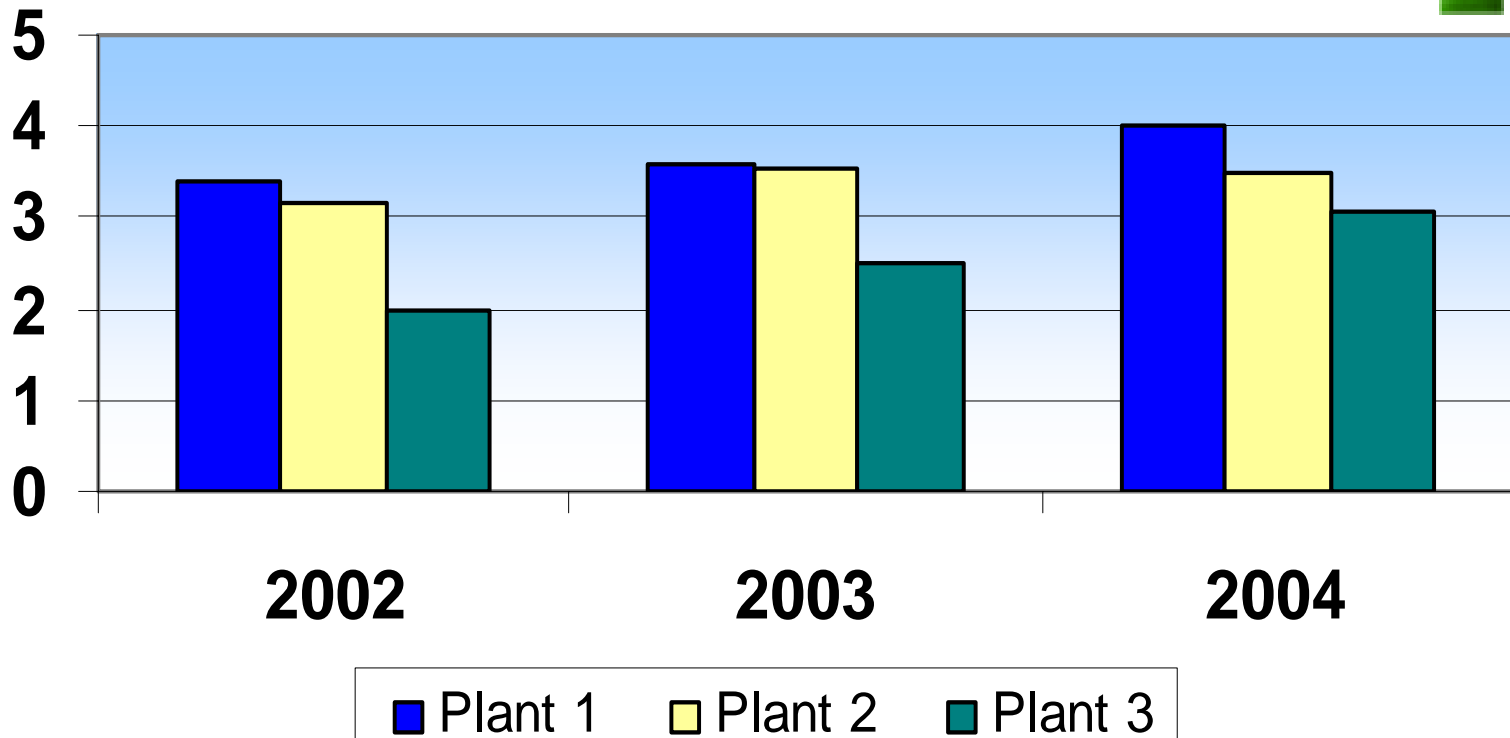




The Results

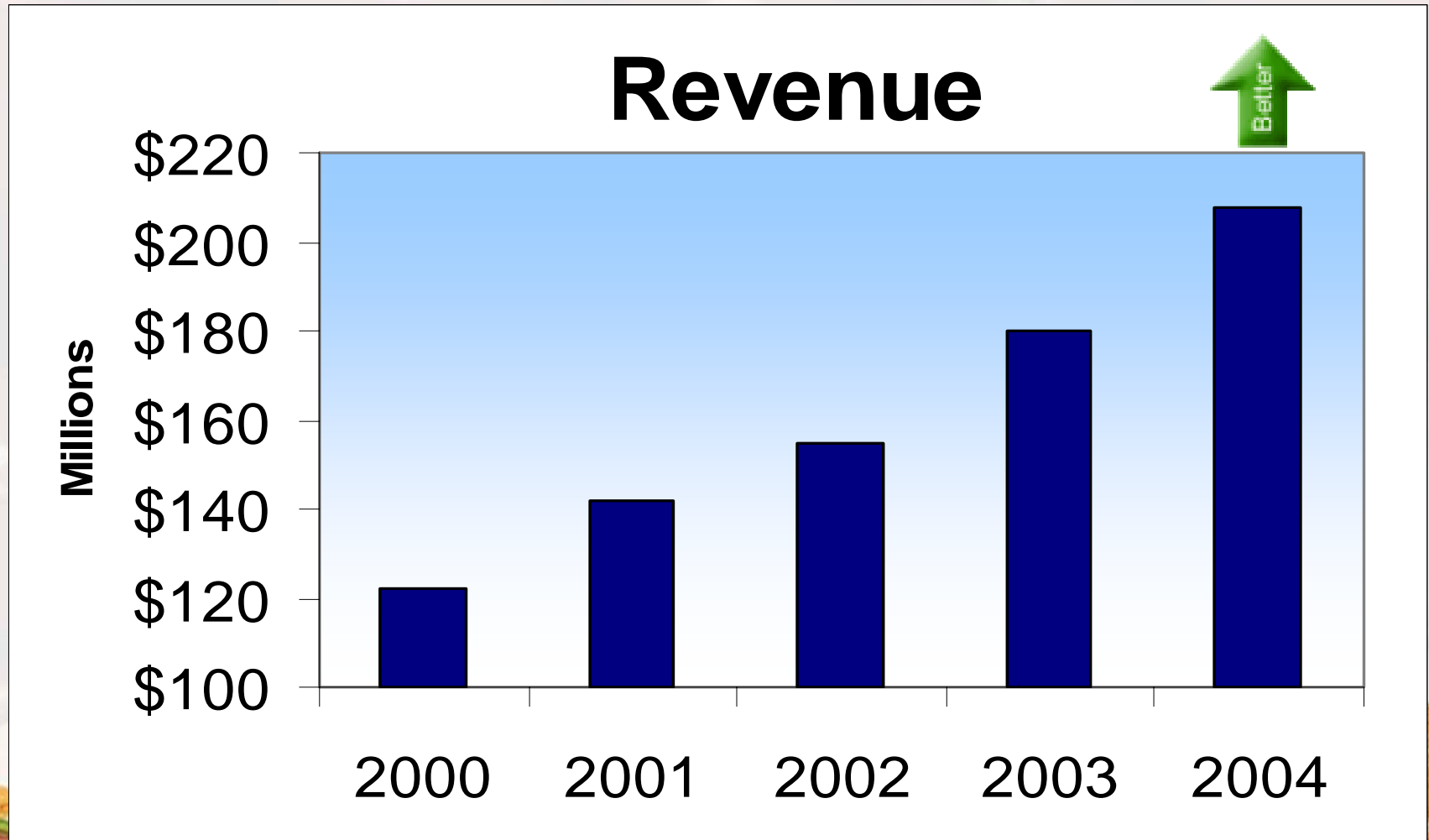


Product Sigma Score





The Results



Using the Baldrige Criteria

- 11 assessments since 1991
 - 6 Baldrige applications
 - 3 Customer Quality Award applications
 - 1 State Award application
 - 1 External assessment
- Feedback OFIs in 2001 = 77
- Feedback OFIs in 2004 = 34
 - 56% reduction
- We think we're starting to "get it"

People Helping People Be Successful

