Baldrige and the SEA Roadmap
The Baldrige Criteria has 12 processes and the SEA Roadmap has 15.

Baldrige 2012	SEA 2013
1. 0 Senior Leadership a. Vision, Values, Mission b. Communication and Organizational Performance	1.0 Leadership and Culture 1.1.2 Leadership Communication Process 1.1.3 Organization Performance Review Process 1.1.4 Continuous Improvement Management Process
2.0 Governance and Societal Responsibilities a. Organizational Governance b. Legal and Ethical Behavior c. Societal Responsibilities and Support of Key Communities	1.0 Leadership and Culture 1.1.1 Strategic Planning Process (a-c are addressed by the strategic planning process)
2.1 Strategy Development a. Strategy Development Process b. Strategic Objectives	1.0 Leadership and Culture 1.1.1 Strategic Planning Process
2.2 Strategy Implementation a. Action Plan Development and Deployment b. Performance Projections	1.0 Leadership and Culture 1.1.1 Strategic Planning Process 1.1.2 Leadership Communication Process 1.1.3 Organization Performance Review Process 1.1.4 Continuous Improvement Management Process (SEA Annual Improvement Plan includes performance projections and scorecard)
3.1 Voice of the Customer a. Customer Listening b. Determination of Customer Satisfaction and Engagement	1.0 Leadership and Culture 1.1.1 Strategic Planning Process 1.1.3 Organization Performance Review
3.2 Customer Engagement a. Product Offerings and Customer Support b. Building Customer Relationships	1.0 Leadership and Culture 1.1.1 Strategic Planning Process
4.1 Measurement, Analysis, and Improvement of Organizational Performance a. Performance Measurement b. Performance Analysis and Review c. Performance Improvement	1.0 Leadership and Culture 1.1.3 Organizational Performance Review Process 1.1.4 Continuous Improvement Management Process
4.2 Management of Information, Knowledge, and Information Technology a. Data, Information, and Knowledge Management b. Management of Information Resources and Technology	1.0 Leadership and Culture 1.1.1 Strategic Planning Process 1.1.3 Organizational Performance Review
5.1 Workforce Environment a. Workforce Capability and Capacity b. Workforce Climate	1.0 Leadership and Culture 1.1.5 Workforce Development Process 2.0 Workforce Development 2.1.1 Job Skills and Cross-Training Certification Process 2.2.1 Continuous Improvement Process
5.2 Workforce Engagement a. Workforce Performance b. Assessment of Workforce Engagement	1.0 Leadership and Culture 1.1.5 Workforce Development Process 2.0 Workforce Development

c. Workforce and Leader Development	2.1.1 Job Skills and Cross-Training Certification Process
	2.2.1 Continuous Improvement Process
6.1 Work Systems a. Work System Design b. Work System Management c. Emergency Readiness	1.0 Leadership and Culture 1.2.1 Supply Chain Integration Process 1.3.1 New Product Startup Process 3.0 Operational Excellence 3.1.1 Kaizen Process 3.1.2 6S Visual Workplace Process 3.1.3 Quick Changeover/SMED Process 3.2.1 Material Management Process 3.2.2 Production Planning Process 3.2.3 Development Process
6.2 Work Processes a. Work Process Design b. Work Process Management	1.0 Leadership and Culture 1.2.1 Supply Chain Integration Process 1.3.1 New Product Startup Process 3.0 Operational Excellence 3.1.1 Kaizen Process 3.1.2 6S Visual Workplace Process 3.1.3 Quick Changeover/SMED Process 3.2.1 Material Management Process 3.2.2 Production Planning Process 3.2.3 Development Process (the SEA Criteria defines "Managed Process" as any other process defined by the organization and assigned a process owner)
7.1 Product and Process Outcomes a. Customer-Focus Product and Process Results b. Operational Process Effectiveness Results c. Strategy Implementation Results	1.0 Leadership and Culture 1.1.3 Organizational Performance Review Process (SEA requires a balanced scorecard addressing all outcome areas including the items in 4.0 Business Results) 4.0 Business Results 4.1.1 Inventory Turns 4.1.2 Sales/Employee 4.1.3 On-Time Delivery 4.1.4 Parts per Million 4.3.1 Process Maturity 4.3.2 Quick Ratio
7.2 Customer-Focused Outcomes a. Customer-Focused Results	See above
7.3 Workforce-Focused Outcomes a. Workforce Results	See above
7.4 Leadership and Governance Outcomes a. Leadership, Governance, and Societal Responsibility Results	See above
7.5 Financial and Market Outcomes a. Financial and Market Results	See above