



# 2009

## MISSOURI QUALITY AWARD RECIPIENT

### Concordia Publishing House

*“What we do at CPH matters. Our mission matters. Quality performance is what we are called to give in service to our mission and within our community. This award testifies to that spirit at CPH.”*

*Dr. Bruce G. Kintz, President & CEO*

#### Mission, Vision & Values

Concordia Publishing House (CPH) was established as the publisher of The Lutheran Church—Missouri Synod (LCMS) in 1869. The St. Louis based company exists to serve the 2.5 million members of the LCMS and the greater Christian church, listening to congregations, responding to their needs, and providing resources that are faithful to God’s Word and the Lutheran Confessions. Today, CPH publishes more than 9,000 resources that have been translated into 56 languages with sales worldwide.

CPH’s vision is to be the top-of-mind choice for its customers and to impact Christian congregations, homes, and schools through Bible-based resources that support the proclamation of the Gospel.

To achieve this vision, CPH operates with a strategic plan, organized around three objectives:

- Reach and supply customers with the products and services they want.
- Use technology to deliver new and updated products and services.
- Enable the LCMS to recognize CPH as the “Premier Publisher and Provider of Choice.”

The CPH team strives to achieve these objectives with a clear emphasis on core corporate values for:

- **Customer Focus**
- **Continuous Improvement**
- **Stewardship**
- **Accountability**
- **Excellence**

Employees are deeply aligned with the CPH mission, vision, and values, which is an invaluable strength for the entire organization. CPH also shares a like-minded mission with its customers. Customers don’t just purchase materials; they tell others about what CPH has to offer; they contribute their own ideas and skills to improve products and services; and they participate with CPH in achieving its goals. This affinity results in highly engaged customer advocates, who choose to grow the CPH business over the long term.



#### Strategic Planning: Mission in Action

CPH uses strategic planning to accomplish its goals. Ongoing data collection through Voice of the Customer and Voice of the Employee under girds the entire process. Information presented to senior leaders and

the Board supplies beyond baseline knowledge about the marketplace environment, competition, core strengths, and prime opportunities for growth. As part of the annual Strategic Thinking Event, leadership journeys to the top of the CPH “strategic planning waterfall”, and re-validates the CPH Mission, Vision, Values and the strategic objectives derived from this source. From this, every division, department, and individual employee builds complementary goals that support the corporate goals.

Strategic planning is done with a focus on mission and the goal to grow customer engagement and improve quality while reducing cost and cycle time.

Strategic planning puts the CPH Diamond Chart into action.





## The CPH Quality Journey

As a non-profit religious publisher, CPH operates in a competitive, value-based market, where customer loyalty and engagement with products and mission are essential for long-term growth.

Under the direction of President and Chief Executive Officer, Dr. Bruce G. Kintz, CPH began its quality journey in 1999, and this journey has positioned CPH to survive and thrive. As competitors and other publishers struggle, downsize, and shutter doors in record numbers, the CPH commitment to manage by the Baldrige Criteria for Performance Excellence enables CPH to increase its value to customers.

Pursuit of the mission is central to every activity at

Concordia Publishing House and drives the company's emphasis on continuous improvement.

Three key elements guide the quality focus:

- **Customer Engagement**
- **Workforce Focus**
- **Innovation**

To date, CPH has engaged more than 400 continuous quality improvement (CQI) initiatives across all departments. Employees are deeply vested in improvement and actively use the Plan Do Check Act methodology to achieve CQI success. The company is simply better because of the multiple cycles of learning undertaken by every employee.

## Innovation: The Journey Continues

Across the publishing market, expanding content and author brands into e-book, mobile, and other digital formats presents CPH with vast potential for new market growth. Continuous innovation and enhanced work processes complement core competencies of product development, customer care, and distribution. Whether in the R&D Group, called Emerging Products, or the company's leading use of editing and design software, pick-to-light process in the warehouse, improvements within the award winning Customer Care Center, enhanced internal and external Web services, or new media ventures, CPH continues to re-invent itself to maximize today's new opportunities.

*For more information contact:*

Gerry Puglisi, Quality Systems

e: [Gerry.Puglisi@cph.org](mailto:Gerry.Puglisi@cph.org)

p: 314-504-2336

3558 S Jefferson Ave

Saint Louis, MO 63118

[www.cph.org](http://www.cph.org)

[www.facebook.com/concordiapublishing](http://www.facebook.com/concordiapublishing)

