



Feature Address by:

**THE HON. CAROLYN SEEPERSAD-BACHAN**  
Minister of Public Administration  
Member of Parliament for San Fernando West

# Trinidad and Tobago Diamond Standard Brand

**Staff Launch Event for the New TTDS Logo**  
Movie Towne, Wrightson Road, Port of Spain.  
Wednesday 10 December, 2014 | Noon to 6 p.m.

## SALUTATIONS [ALL PROTOCOLS OBSERVED]

Members of the MPA Family...

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Today I feel energized. Aren't you? Energized by our accomplishment. Energized from the sense that we have achieved a major milestone. Energized that we are now sharing the rewards for our efforts to go from the luster of GOLD to the sparkle of DIAMOND.

Launched just two years ago in 2012, we started on a journey to deliver a flagship programme for service delivery transformation in the Public Service. United with a clarity of focus, we have come up with a gem of a winner that recognizes the value of individual and collective commitment to excellence.

The public service has been heavily criticized and much maligned. But today we all can hold our heads high with pride and triumph. We created the Diamond Standard of Excellence in Service Delivery. I want us to applaud the work of our Diamond Unit for the work they have done with this programme.

Today we are creating history by branding a product of the public service, a product of a Ministry of Government, a product that is as good as, or better than anything that has emerged in this field from our national private sector.

We own the Diamond Standard Brand.

Today we share with all of you who have embraced the commitment to excellence and pursued it for the past two years to the point now where you can all, like diamonds, shine! Just as the

whole diamond sparkles because each facet does, your individual effort helps your unit deliver brilliant service.

The Diamond Standard is a certification of both recognition and reward. As our service continues to grow and evolve, the energy fostered in teams that have achieved it will play a pivotal role in moving the public service forward.

In the research phase of the branding process, we identified **partnership** as the core attribute of the Diamond Standard brand. Not only partnership with other ministries and agencies, but especially with each other as individual facets of light and energy.

Of all the elements in our process, you are the most important. Each and every one of us sitting here today joined together to realize the Diamond

Standard brand. To reveal an understanding that the Diamond Standard cannot show its brilliance without displaying all facets of our collective effort...

As you were entering, you were given a facet of the diamond with a number on the back. Your piece represents your individual contribution to delivering a diamond service standard which we can only create together.

So as each of you have placed one facet representing your own contribution to making the diamond shine, I am delighted to play my part as one facet in creating our Diamond Standard! Something rare and beautiful of which we can all be immensely proud.

As I close, on behalf of my family and I, I wish for each and every one of you and your families, a

very merry Christmas, and a prosperous and peace-filled 2015.

I pray that God will continue to bless us all, as we move ever closer to Diamond Excellence. May 2015 see MPA and our Public Service become the bright, shiny, beautiful, glittering diamonds they could be... **because there ain't no stoppin' us now!**

I THANK YOU...

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