

Welcome to
TRANSFORMATION 2011



Leaders for Today and Tomorrow –
 Strategies to Survive and Thrive

25th – 26th May 2011

TRANSFORMATION 2011



Applying Systems Thinking to transform your organisation.
 Look after your customers, rethink your processes,
 engage your people, reduce your costs,
 benefit society.

TRANSFORMATION 2011



James Crawford

Member of The Deming Forum Leadership Team,
 Director of Touchpoint Change and Advisor in
 whole systems change & programme
 management

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Our Corporate Sponsors



VANGUARD



www.systemstinking.co.uk



www.deming.org.uk

TRANSFORMATION 2011 is commissioned and sponsored by the Deming Forum whose work is enabled by its Corporate Sponsor, John Seddon of Vanguard Consulting. Vanguard make a contribution to our success and their sponsorship helps support several activities including our scholarship programme. Vanguard helps organisations change from command & control to a systems approach to a more effective design and management of work.

We are very grateful to the following organisations for their support and funding towards our organisation and our events.



Tony Heald



In2:inThinking Network

Saffron Consulting



The Alliance of Deming Consultants

TOUCHPOINT CHANGE!
 ... helping your people transform your business ...



We also acknowledge our annual supporters and our willing workers and their organisations who give so willingly of their time and resource.

Sponsorship can be a dangerous thing ...



Dear Sir/Madam

My congratulations to B & Q on getting a yacht to leave the UK on 28th November 2004, sail 27,354 miles around the world and arrive back 72 days later.

Could you please let me know when the kitchen I ordered 96 days ago will be arriving from your warehouse 13 miles away?

Yours sincerely



Follow us on Twitter



You can network and keep abreast of what's happening during Transformation 2011 by following news and comments via the hashtag #trans11



twitter

Follow us through the year on Twitter at #transforum and via the LinkedIn group The Transformation Forum.

The Alternative Vote Referendum

Referendum on the voting system for United Kingdom parliamentary elections
At present, the UK uses the 'first past the post' system to elect MPs to the House of Commons. Should the 'alternative vote' system be used instead?



YES

2

NO

1

What's our problem?



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"The present style of management is the biggest producer of waste. causing huge losses whose magnitudes can not be evaluated, can not be measured"

The New Economics p22



What's the solution?



Transformation 2011



"Transformation in any organisation will take place under a leader. It will not be spontaneous"

W.E.Derring, The New Economics p 116

The Forum's underlying philosophy



Deming's system of management for industry, government and education

- the disciplines underlying the successful transformation of organisations, society and the environment

Organisation transformation – a lens



See 'The New Economics', W.E.Deming, 1993

1. Systems thinking

Having a clear purpose, taking a holistic view of the organisation and its stakeholders and managing everything together to achieve success



2. Understanding variation

Appreciating that all measures vary constantly, discerning the difference between significant 'special cause' variation and random 'common cause' variation – to take the right action



3. Psychology

Understanding why we all behave as we do, how we can work together better and how everyone could take more pride in what they achieve

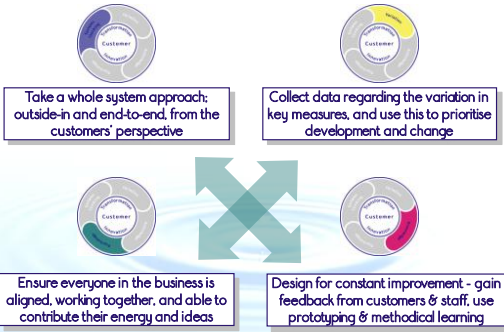


4. Knowledge and learning

Testing our assumptions, developing sound theories and plans, fostering innovation and focusing on consistent organisation improvement



Deming's system of management



Touchpoint Change Ltd, 2011

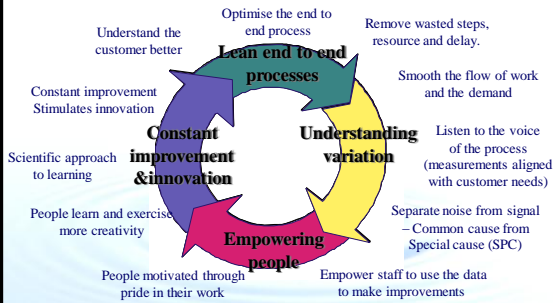


The fifth area ... compassion

Achieving the transformation for the benefit of everyone in our organisation, customers, suppliers, other stakeholders and the environment.
 – And ultimately society as a whole.

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The improvement cycle



Touchpoint Change Ltd, 2011

Managing Transformation Means Transforming Management



Our Programme - Wednesday

An interactive and collaborative workshop.
 We will explore Dr. Deming's elegant theory for leadership and its application to surviving and thriving in the world today.



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Your facilitators on Wednesday:

Nigel Clements
 Kate Kelly
 Dave Kerr
 Hazel Cannon

of the Deming Forum Leadership Team

Our Programme - Thursday

Putting it into practice.

A series of case studies from organisations who are working with Deming's system of management to help you survive and thrive where you are.



Neil Alexander, Multi Trade Supplies Ltd. and
Ian Gilson, ComServe Group

Delivering a superior service for
less than before



Detective Superintendent Tim
Metcalf of the Counter
Terrorism Inter-operability
Programme

Brian Russell and
Kevin Jones, RJBS Ltd



Peter Lachman, Consultant for
Service Redesign &
Transformation, Associate
Medical Director and
Consultant Paediatrician.

Great Ormond St Hospital



Shona Murray,
Systems Consultant

Aviva



Networking Opportunities



- North of England Transformation Network holds regular meetings in West Yorkshire (Brighouse) and the North East (Newcastle)
 - Website: <http://net2.wetpaint.com>
 - E-mail: mail@net2.org.uk
 - Main contacts: David Allen, Philip Eastburn & Charlotte Pell
 - Mobile: +44 (0)7814 121342

Networking Opportunities



- Alliance of Deming Consultants
Contact: Colin Nichols 01 789 204 110
- The Deming Learning Network
Contact: Gordon Hall 01 358 721 258
- Chartered Quality Institute – Deming Special Interest Group
Contact: Alan Clark 01 527 598014

display

Future Forum Events

Better Data in a Better Way
29th September 2011

Deming Management Method
24th November 2011

Leading High Performance Organisations
15th/16th February 2012

More details at
www.transformationforum.org



Red Beads Master Class

From our recent delegates April 2011:

"Hands on, very interactive. Expert level information"

"The whole day was superb"

"Provided alternative ways to deliver the red bead activity"

"Good style and manner"

"Main learning – management style has key impact"



Transformation 2011



"Transformation in any organisation will take place under a leader. It will not be spontaneous"

W.E.Deming, The New Economics p 116

Deming's 14 Points for Management



1. Create constancy of purpose
2. Adopt the new philosophy
3. Cease dependence on mass inspection
4. End lowest price contracts
5. Improve every process constantly and forever
6. Institute training on the job
7. Provide leadership
8. Drive out fear (encourage communication)
9. Break down barriers between departments
10. Eliminate slogans
11. Eliminate arbitrary numerical targets
12. Permit pride of workmanship
13. Encourage education
14. Top management commitment and action

From 'Out Of The Crisis', W.E.Deming, 1988

James Crawford



- James Crawford is a Business Transformation Director, Interim Manager and Change Specialist who specialises in performance improvement, 'whole-system' change and programme delivery.
- Having served on the boards of United Utilities ICS, eXstream Networks and Cheshire County Council, he now heads up Touchpoint Change that helps organisations of all sizes turnaround, grow, manage complex change and continuously improve.
- He is a passionate promoter of better management practices when working in the private, public and not-for-profit sectors and has chaired the Deming Transformation Forum since 2002 – an annual conference in May dedicated to exploring and developing more effective approaches to organisational change.
- He graduated from Bristol University and is an accredited Project Manager.

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