

TRANSFORMATION 2010



*"Brilliant as ever - in fact one of the most enjoyable and most insightful for me!"-
DELEGATE @ TRANSFORMATION 2009*

Out of the Crisis... *back to the future.*

Tuesday 11th to Thursday 13th May 2010,

The Robinson Executive Centre, Wyboston Lakes, Bedfordshire, UK

The 11th Annual Transformation Forum

2009 was a critical year both for governments and businesses. It was also a critical year for the assumptions underpinning the way we manage our organisations. 2009 challenged our preoccupation with consumption and targets, blame and bonuses. We can no longer afford to run our businesses to make short term profits or run our public services to win elections. 2010 presents us with an opportunity to focus on sustainability and purpose, and our responsibility to society. We need to adopt a more effective method of achieving this. A method that will bring people together and find better and better ways of managing all that we do and every service we provide. A method that gives us a fresh perspective but is based on well grounded theories.

The Key to long term success is a joined-up approach to managing an

organisation coupled with a systematic approach to learning and improvement that involves everyone. Together they deliver change that is effective and sustainable rather than superficial and short lived, but the challenges in managing this transformation of thinking and culture can be profound.

We need to look to the future, building on knowledge from the past - to the proven theories and practices that have been lost in the quest for short term achievement at the expense of long term gain. The age of the 'Generalist' manager is dead. We need to embrace 'domain knowledge' in our leaders. The future lies in industry knowledgeable leaders who understand Systems Thinking and have developed 'Profound Knowledge', a system of management originally developed and refined by Dr W Edwards Deming. His theories and methods provide the

framework for TRANSFORMATION 2010, and are a foundation for the transformation of any organisation in any economic situation, providing success over the long term.

Explore all this and more and network with other organisations facing similar challenges to your own. Learn from inspirational world class leaders and experience practical workshops at this friendly, welcoming and thought provoking forum.

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TUESDAY 11 MAY SESSIONS - DATA SANITY MASTERCLASS

On Tuesday 11th you may choose between two seminars:

- **Data Sanity MasterClass**
- **Introduction to Deming's System of Management**



Following delegate feedback, we are pleased to welcome **Davis Balestracci**, Statistician & Quality Improvement Specialist.

Data "Insanity": The Silent Improvement Killer - "Statistics" may be the most misunderstood aspect of improvement. It should actually permeate the everyday fabric of any organisation serious about transforming to true excellence ... but not in the way you might think. This session will introduce the concept of "data sanity" through a lens of statistical thinking. It will demonstrate

that the most common data analyses and displays (data tables, bar graphs, trend lines, quartile rankings, and comparison to arbitrary goals and standards with "traffic light" systems) are waste, pure and simple. Elegantly simple—and counterintuitive—alternatives will be presented that have the potential to create a common organisational "language" for deeper, more productive conversations about data issues.

At the end of the seminar participants will be able to:

- Recognize and avoid poor, unproductive data analyses and displays.
- Use three simple statistical tools to create a common organisational language for data issues.

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TRANSFORMATION 2009



An opportunity to network with experts & practitioners



Bring colleagues & develop a change agenda together



TRANSFORMATION 2010 - A GREAT LEARNING EVENT.

Continued from page 1
Speakers who have been invited to contribute include:



John Seddon, Vanguard, "Things you can do on Monday" - A Dialogue with a Systems Thinker.

Iconoclastic, challenging and forthright, John has built a formidable reputation. But ever interested in doing things differently, John wants to invite you to a conversation about what you can do, on Monday, to make a difference.



Andy Raymer, Matthew Moss High School - Northern Ireland and Quality in Education, Matthew Moss

has developed a reputation for its work in teacher training, as a partnership school with Manchester Metropolitan University and as one of the first Training Schools in the country. The school has developed innovative

curriculum practice in learning to learn and is currently working with 'Learning Futures' and 'Creative Partnerships'.



Steve Johnson, CEO of Advice UK "Optimising Legal Advice Services"

- using a systems thinking approach to not only improve advice services but also to identify areas for improvement in public services. With help from the Vanguard consultancy, they worked with advice agencies in Oxford and Powys to understand the true nature of their work. The report on that exercise led to projects in Northern Ireland and Nottingham. This session will consider interim results from Nottingham showing the real extent of the system in which advice agencies work and that around 40% of what they do would not need doing at all if public services were to act on systemic failures that cause problems and generate waste.



Peter Worthington, Prism Europe, a professional statistician, developed his interest in Dr

Deming's management philosophy in the early 1980s. His particular expertise includes the Strategic Deployment of Improvement, the Design of Experiments, the Application of Statistical Thinking to Management Processes, Statistical Process Control in non-manufacturing and manufacturing processes and Process Improvement Methods.

Peter will explore the impact of Shewhart's concept of prediction on your behaviour, your business and your system. The control chart (or the "Prediction Chart" to use a more apt expression!) is under-valued - it should be recognised as the premier prediction method.

"Outstanding, humorous, and insightful event"

*Speakers & topics may change due to events beyond our control.



Davis Balestracci - "Dr. Deming's Message: What's changed in 30 years?"

Everything...and Nothing!" The search for "instant pudding" continues.

Training juggernauts, aided by computer technology, continue to teach "tools, tools, and more tools." Hacks abound and progress is glacial. In addition, workplace and societal stress is unprecedented... and demanding virtually constant change.

Dr. Deming's philosophy will indeed prove to be the most robust and visionary. However, as his proponents, rather than gloat, we must face the fact that we're in the mess we're because it is all our fault - Have we been "hacks" with his philosophy?

Davis will challenge you, the audience: How do you change to get your cultures to want to volunteer to change? If you don't, the Pareto principle will apply: Only 20% of us will have future employment!

TUESDAY 11 MAY SESSIONS *continued from page 1*

Data sanity contd.

- Address destructive managerial actions that result from misunderstanding of terms like "trend," "above average," and "below average" to create time and priority for improvement.
- Utilize the power of a little known "common cause strategy" to solve a significant organisational problem immediately upon their return.
- Distinguish between the two types of variation and how to deal with them appropriately.
- Get a roomful of people to agree on relatively complicated data analyses within minutes.
- Think "statistically" and see commonalities among TQM, COI, Six Sigma, and Lean
- Apply a supplied Excel macro to unleash the awesome power of "plotting the dots."

Your alternative for 11 May 2010 **INTRODUCTION TO DEMING'S SYSTEM OF MANAGEMENT**

This fun and interactive, introductory session will look at effective leadership based on the management philosophy of Dr W Edwards Deming. The workshop covers Deming's System of Profound Knowledge (SoPK), and (briefly) his 14 points for management. Delegates will also take part in The Red Bead Experiment (what the world class Japanese companies did in applying the System of Profound Knowledge).



Nigel Clements is the session leader. He is a member of the Deming Forum team & brings a wealth of experience and examples to this session. Nigel will confront some of the idiocies of modern management

and explore a more effective way of leading. During this session, the attendees will challenge current practices, have fun learning and consider what to stop & what to start doing to improve their organisations.

The Agenda for this event:

- A brief history
- The Experiment on the Red Beads
- The System of Profound Knowledge
- Dr Deming's 14 Points for Management
- Video - "Doctor's Orders"
- Deming on the world today

What previous delegates say:

"The scope of what can be achieved by applying this philosophy is frightening!"

"I particularly like the style, interactive approach, timings and spirit of fun within the session."

THE LEARNING STORE

We have selected an interesting mix of books, software and exercises that we know will help you in your learning and journey towards transformation.

NEW BOOKS

- Delivering Public Service That Works by John Seddon
- Systems Thinking for Curious Managers by Russell Ackoff
- The Fractal Organisation by Patrick Hoverstadt
- The Necessary Revolution by Peter Senge



On line @ www.transformationforum.org and pay by credit card via



Have you read/learned something that other systems thinkers would appreciate?

Let us know by Email at office@transformationforum.org or call us on +44 (0) 1252 402323

THE DEMING FORUM SCHOLARSHIPS

The Deming Forum's decision to operate as a not-for-profit organisation means that our surplus income can be used in ways that bring benefits to others. We created the Myron Tribus Scholarship and the Peter Scholtes Scholarship providing free places each year at our annual Forum. Last year the Deming Forum provided scholarship for Elisabet Arnadottir, an Icelandic Postgraduate student at London Metropolitan Business School who was writing a dissertation about TQM and the work of Dr Deming.



SEMINARS & MASTERCLASSES

Our current seminars include:

- **Red Beads MasterClass** - 15 April 2010. £275 +VAT
- **Introduction to Deming's System of Management** - 11th May & 25 Nov 2010. £275 +VAT
- **Mastering Profound Knowledge** - 2 days+ Review Day. Date to be advised. £900 +VAT
- **Data, Variation & WinChart** - 23 & 24 September 2010. £875 +VAT
- **Leadership for the 21st Century** - 2 days+ Review Day. Date to be advised. £850 +VAT

For more information please contact the office on 01525 402323

<http://www.transformationforum.org/Future-Dates.html>

TRANSFORMATION FORUM GOES HIGH TECH!

Research has shown that one of the very great benefits of attending the annual TRANSFORMATION events is the opportunity to network with like-minded people. But we must not forget that there are many people "out there" who would love to know that there is a better way of doing business – and what "better" would look like.



twitter

To reach this wider audience The Transformation Forum has gone hi tech!

Tweeps can now follow us on @thetransforum – and please retweet our messages to your network.

Facebook friends can become fans of our Facebook page – log on & search for The Transformation Forum.



facebook

VANGUARD



Thanks to the Deming Forum's Corporate Sponsor Vanguard, we are able to continue our work and provide support to learning organisations as well as sponsor subsidised places at our events.

HELP US WIDEN THE CIRCLE

If you are interested in the system of management originally developed and refined by Dr W Edwards Deming, you may be interested in helping us reach a wider audience.

You can help by –

- Sending this flyer on to your contacts – whether email or hardcopy.

TIP: If you are forwarding the email, personalise it with a message in the subject line, so people know it is really from you & not clever Spam.

- On Twitter? Retweet our tweets.
- On Facebook? Become a fan of The Transformation Forum, and post this on your wall.
- On LinkedIn? Register interest in the event Transformation 2010 and let your network know.

TIP: Don't decide for other people whether they are interested or not – give them the opportunity to make up their own minds.

We are always interested to hear from you about your ideas for widening our circle of contacts – contact us today!

VINTAGE RECORDINGS

The Transformation Forum are pleased to offer original recordings of speakers recorded at various Deming seminars from 1989 onwards. All the recordings have been professionally edited and 'cleaned up'.

Speakers include:

- John Carlisle
- Alfie Kohn
- Peter Scholtes
- Myron Tribus
- W Edwards Deming
- Jim McIngvale (Mattress Mac)
- Kosaku Yoshida
- Don Wheeler

and many more

Priced at £15.00, they are ideal for listening to in your car during the commute. Stick them on your iPod & listen anytime!

JUST ADDED!

Dr John Edelman's presentation on Convergent & Divergent Thinking!

We also sell audio recordings from our more recent conferences.

<http://www.transformationforum.org/Vintage-CDs.html>

THE EXCITING AGENDA FOR TRANSFORMATION 2010

Wed 12 and Thurs 13 May *continues*



Kelly Allan - "Using Profound Thinking to save Companies going out of business". Many companies have gone out of business and others are struggling to survive and prosper. Leaders ask "what should we do next to sustain this organisation?" Dr. Deming provided a very helpful framework to answer that question. Deming's SoPK provides powerful insight into what is causing problems, what to do about them –and what to do next. This presentation describes how SoPK was used with several companies as a framework to diagnose their situations – and to take rapid and meaningful actions to "turn things around."



Charlie Darymple & Continuous Systems Improvement Team, Southern Housing Group, "How to get the snowball rolling"

In a highly regulated sector, full of targets and SLAs, we needed to find ways of helping staff to see through the waste work and remember their customer. We developed a training course for all levels of staff who want to learn how systems thinking can help them make improvement part of the day job. In this interactive session we'll explain our approach as well as some of the successes and challenges of the last 3 years. We will also share some of our best activities with you, giving you something that you can take back to your future and get your snowball rolling.... it might just reach 88mph!



Dennis Sherwood, Silver Bullet Machine Manufacturing Company. The new science of 'organodynamics'. A pragmatic and novel approach to building high-performing teams. Dennis is one of the country's leading experts in creativity, innovation and business modelling.

A well-known speaker at conferences, the author of many journal articles and nine books, Dennis has featured on BBC Radio 4's programmes In Business, Shoptalk and Nice Work.



Jim Mather, Scottish Minister for Enterprise, Energy and Tourism, "Systems Thinking in Government". The challenges of introducing and building awareness of Systems Thinking across Scottish Society.



Dave Gaster, Support Services Direct. "Visualising Transformation" Is a conscious step forward from Lean Systems Thinking, It integrates 'soft systems' approaches into the Deming fundamentals, aimed at the service sector and seeks to deal with the pressures arising from the recession, to improve services and substantially reduce costs, with minimal loss of employment.

Dave will provide an overview of the methodology, with theoretical & practical examples, demonstrating the power of 'Check Plan Appraise Do', which utilises capacity to add even more value to service delivery in the future.



Christina Bush, Waitrose, and Emma Langman, Progression Partnerships -

"Transforming Leaders for Organisational Change" Great leaders; born or made? In this interactive session we will explore what systems (including culture and learning experiences) create incredible leaders. Together we will investigate some of the ingredients that seem to lead to the kind of alchemy from which great leaders emerge.



Jason Pugh and Coner Linnell, Atkins "Building a team through giving to the community" – How Atkins blended an innovative idea with a sense of corporate social responsibility. Encouraging a large group of people to quickly gel and perform as a team is a big challenge. During a recent multi-million pound project, Atkins approached this challenge in an innovative way. By applying Deming's thinking and methods, a group of people went through some experiences that helped them think seriously about the importance of their customers, learn about themselves and each other, think about the variable nature of work and how it affects planning/ management/ leadership, discover how their team operates as a system (within wider systems!) and at the same time provide long lasting benefits to the local community.



Superintendent Matthew Ayres, Avon & Somerset Police. "Deming in Policing". Matthew's has used the Deming approach to great effect running an operational Police District and the transference of process improvement methodology, particularly linked to saving money whilst providing improved public services. Hear the challenges!

We are very grateful to the following sponsors for their support and/or funding towards this event.

PREVIOUS DELEGATES SAY: "Thought-provoking and very relevant."

"Outstanding, humorous, insightful" "Wonderful choice of speakers who put up a deep challenge"

"Very provocative and challenging and questioning thinking" "Lots of information, presented in a novel way"

Register for Transformation 2010 AND as a **Supporter** of the Deming Forum

Standard rate - after 28 February 2010

Be a Supporter of the Deming Forum - £95.00 per person per year - entitling you to a 10% discount on our rates and other benefits (see page end*). Add £95 to box 4.	Early Bird Rate Before 28 Feb	Standard Rate After 28 Feb	Total
___ Places Tues 11 May 2010 <input type="checkbox"/> Systems Thinking Intro <input type="checkbox"/> Data Sanity MasterClass	£275	£295	£
___ Place(s) Wed 12 & Thurs 13 May 2010	£525	£595	£
___ Place(s) Wed 12 May 2010 OR ___ Place(s) Thurs 13 May 2010	£300	£350	£
___ Networking Dinner Wed 12 May 2010	£35	£35	£
		My selection total	£
Deduct 10% for Deming Forum Supporter You must complete box 4	¹ 10% equals	Total Deductions	- from box 3
Do you have a voucher to reclaim? Insert voucher CODE here _____	² voucher amount here	Total event costs	£
Total Deductions 1 + 2	³ 	Add £95 supporter rate	£ ⁴
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Please invoice me EU customers, please provide VAT number

All prices exclude VAT. Payment due in £ sterling

Please make cheques payable to 'The Transformation Forum'

Cancellations cannot be accepted after 28 February 2010. Substitutions are welcome at any time. Please advise us of name changes

Accommodation should be booked through the location: Robinson Executive Centre, Wyboston, Bedfordshire, UK

Tel: +44 (0)1480 226424

Your registration fee includes: Speakers' papers on CD, lunch, tea, coffee and delegate materials

A3

Delegate Name: _____ Signed: _____

Organisation: _____ Job Title: _____ Sector: _____

Main Contact Name: (Admin) _____ Email: _____

Address: (Where your joining instructions will be sent)

City _____ County: _____ Post Code: _____

Invoice Address: (If different from above)

City _____ County: _____ Post Code: _____

Delegate Email Address _____

Telephone No.: _____ May we include your details on our delegate list? Yes No

	Delegate name & Title	11th	12th & 13th	12th Only	13th Only	Dinner On 12th	Telephone	Email	Special Rqmnts
1.									
2.									
3.									
4.									

Post to: The Transformation Forum, The Court House, Woburn Street, Amptill, Bedford, MK45 2HX or: Fax to +44 (0)1525 406610