



TRANSFORMATION 2011

Leaders for Today and Tomorrow - *Strategies to Survive and Thrive*

Wednesday 25 & Thursday 26 May 2011
Wyboston Lakes, MK44 3AL, UK.

An exciting learning event that shares the knowledge and tools on

Applying Systems Thinking to transform your organisation

~ *Look after your customers* ~ *Rethink your processes*

~ *Engage your people* ~ *Reduce your costs*

~ *Benefit Society*

Who should attend

This is a major learning opportunity for Leaders at all levels in organisations looking for inspiration and a proven, robust approach to surviving and thriving, particularly in today's economic circumstances.

What you will get out of the experience

Understand how Systems Thinking and the Deming Management Method inspired our contributors and guided their efforts – liberating people from the straightjacket of prevailing management practice into a new exciting world of ever improving product and service, ever increasing customer delight, and with decreasing cost.

Explore all this and other leading thinkers' views at this inspirational and thought-provoking conference. Network with people and organisations facing similar challenges to your own and formulate plans for a refreshing change.



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Call +44 (0) 1525 402323 or email office@deming.org.uk





Why you should be there

People in every organisation are under strain. Uncertainties in the economy, limited budgets, expectations of customers and external pressures combine to make survival a challenge. In addition, almost every organisation needs to rethink its priorities, reconsider its structures, reengineer its processes, and identify how it can become more efficient and more successful.

If you are in the private sector, you may have reduced costs and overheads over the last three years, but now need to seek growth. It is often the case that, despite lower costs, efficiency has suffered and that there is much to do to improve productivity and win more market share with better service and prices.

If you are in the public sector, you will be facing severe budget constraints together with an exhortation to do more with less. The solution is not simply to “bring in private sector practices” but to adopt a new way of thinking about how services are delivered, how people are led and how change is managed.

Either way, the challenges are immense; but as a manager you are expected to find a way through – and help your organisation thrive.

The good news is that there is a tried and tested way to make this journey less complex, less unpredictable and even a little less stressful. Systems Thinking and Deming’s Management Method work to transform any kind of organisation in any economic situation and provide success over the long term. Originally developed and refined by Dr W Edwards Deming, these straightforward and enterprising methods provide the framework for the Deming Transformation Forum 2011.

TRANSFORMATION 2011 Day One

Leaders for today and tomorrow ~ the Deming approach to Transformation

A unique learning experience featuring

Nigel Clements, Hazel Cannon, James Crawford & other notable thinking practitioners

The first day of this year’s Transformation Forum takes the form of a highly interactive and collaborative workshop in which we will explore together Dr Deming’s elegant theory for leadership and how it is still immensely relevant for the world as it is today.

We will join forces with everyone in the room to look through this powerful lens to see:

- ~ why the world is as it is;
- ~ how Dr Deming’s management method is a route to a better place;
- ~ what this says about issues that are important to you;
- ~ what you, as leaders of today and leaders of tomorrow can do differently to help your organisation survive and thrive in turbulent times.

“Transformation in any organisation will take place under a leader. It will not be spontaneous!”



TRANSFORMATION 2011 Day Two

Leaders for today and tomorrow

~ Strategies to survive and thrive

The second day of our conference presents Case Studies from exciting and innovative contributors. They are applying Deming's management method and achieving massive benefits to their bottom line as a consequence of delighting their customers by engaging their people and streamlining the workflow. Organisations that are indeed surviving and thriving despite the prevailing economic conditions, *including:*



'Delivering a superior service for less than before.' Neil Alexander, MTS and Ian Gilson, ComServe Group.

Learn how a complete building and repairs materials management service is dramatically improving operatives output by getting 85% (and rising) of all jobs completed from van stock. (it was previously 40% with 4 times the stock!) For the remaining 15% of jobs, they aim to deliver the materials required to the operative at the time they need it... not within 24hrs... not AM or PM... not even a 2 hr time slot... but the hour and the minute of exactly when it's required.



'A Need to Know - Dr Deming's thinking underpinning the development of the Counter Terrorism Network.' Detective Superintendent Tim Metcalfe, CT Interoperability Programme Team with Brian Russell & Kevin Jones of RIBS Ltd.

In April 2007, 5 Counter Terrorism Units were established - designed to strengthen the UK's response to the threat of terrorism. The creation of these new units presented some significant challenges in terms of governance, communication, ethos, culture and organisational learning. Deming's *System of Profound Knowledge* is helping to make sense of a complicated landscape and draw together a collection of hitherto regional assets into a cohesive whole - a national Counter Terrorism (CT) network. The UK's Counter Terrorism Unit's have grown quickly in a short space of time. Dr Deming's ideas will continue to underpin this growth although there is recognition that we are only part way through the journey. After all in Dr Deming's words "It does not happen all at once. There is no instant pudding." Hear their developing story.



'The condition is serious - the cure is robust.' Peter Lachman, Consultant for Service Redesign and Transformation, Associate Medical Director for Patient Safety & Consultant Paediatrician at Great Ormond St Hospital.

With increasing demand, diminished resources and decreased supplies, the condition of the NHS is critical. Many say we need a new theory. If you change the theory, can you really solve the problems in the NHS? And how do you make the theories palatable to ensure the changes result in improvements (rather than just another change or reorganisation!)? In Healthcare everyone thinks they are unique (special cause) but there are many commonalities in almost every illness/situation. 'Good crisis management' is no longer an acceptable management strategy.



The NHS and the Institute of Healthcare Improvement are achieving remarkable results across the service with energised medical and support staff changing the patient experience for the better.



'Systems Thinking Consultancy - a transforming story.' Shona Murray, Aviva.

Understand how Systems Thinking is underpinning significant changes in the Insurance Industry by working at the customer interface to improve the service, streamline delivery, and reduce complexity. Hear how they are dealing with targets and the 'interesting' behaviour that pursuing them causes.

Book now for this unique conference that will inspire and equip you to make the next important steps in your organisation's thriving future

Booking form on next page

Register for Transformation 2011 AND as a **Supporter** of the Deming Forum

Early booking rate before 19 March 2011

		2011 Standard Rate	Total
___ Place(s) Wed 25 & Thurs 26 May 2011 (attend both days)		£595 £495	£
___ Place(s) Wed 25 May 2011 OR ___ Place(s) Thurs 26 May 2011 (attend one day)		£350 £310	£
	Discounts below	My selection total	£
I am booking for both days and will pay before 19 March 2011- deduct £40.00 I am booking for 1 day and will pay before 19 March 2011- deduct £30.00	1 no longer available	Supporters deduct 10% (box 5 must be completed)	£
Do you have a voucher to reclaim? Insert voucher CODE here _____	2 voucher amount here	Total event costs	£
I am introducing a colleague to the TRANSFORMATION Conference Insert delegate First & Last name here _____	3 discount £30.00	Total Deductions	from box 4
Total Deductions 1 + 2 + 3	4	Subtotal	£
Be a Supporter of the Deming Forum - £95.00 per person per year - entitles you to a 10% discount on all our event rates and to other useful benefits. Add £95 to box 5.	→	£95 supporter rate	£ 5
		TOTAL	
		VAT @ 20%	£
<i>Your registration fee includes: lunch, tea, coffee and delegate materials</i>		FINAL TOTAL	£

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Cash paid/Cheque enclosed PO Number

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 19 March 2011. 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

DTF-ws

Name: _____ Signed: _____

Organisation: _____ Title: _____

Address: (Where you are situated) _____

City: _____ County: _____ Postcode: _____

Invoice Address: (if different) _____

City: _____ County: _____ Postcode: _____

Email Address: _____

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

	Delegate Name & Title	25 & 26	25th only	26th Only	Telephone	Email	Special Requirements?
1.							
2.							
3.							

Post to: The Transformation Forum, The Court House, Woburn Street, Amptill, Bedford, MK45 2HX or: Fax to + 44 (0)1525 300309