



In today's ever-changing and complicated marketplace, it is crucial for an organization to adopt a new management approach

Who Was Deming



W. Edwards Deming

Dr. Deming was educated as an Engineer, later specializing in Mathematical Physics

He taught statistical product quality administration to the American defense industry during WWII

He brought the same message to Japanese export industry. However, he expanded his message to include management responsibilities and consumer/market research
- Emperor awarded him a medal

Rediscovered by the American automotive industry he grew his ideas to cover new roles for management built upon his original teaching
- President awarded him a medal

He has been called the father of the third wave of the industrial revolution

Deming's Ideas Offer a Frame to Improve the Company as a Whole

A New Message for Management

- Build a foundation to navigate the future economy
- Deeper understanding of the business environment in which we live
- Merge scientific management with human relations management
- Release untapped potential of people
- Better collaboration within the company
- Increase company wide efficiency and effectiveness
- Improve insight into what is actually going on in the organization
- Better insight about the real capabilities of the organization

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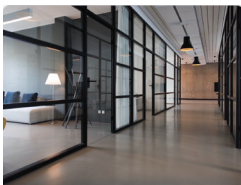
Understanding

Articles from experts in a variety of Industries



Essential Principles

In-depth course with advanced interactivity



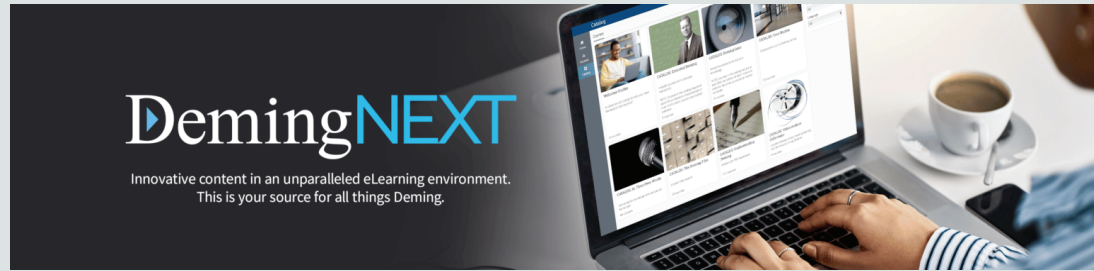
Case Studies

Organizations on the Journey



Lens

Interactive scenarios to test your knowledge



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Dr. Deming's Theories Represents a Departure from Common Models for Management

He Challenges Us to Consider

What does variation tell us about:

- The process, the people in the process
- Economic control
- Predictability
- Types of actions

Understanding people and their interactions with:

- Each other
- Circumstances
- Systems

To have an appreciation for a System

- Interdependent components working together
- Obligation of a component
- Stability

To explore profound knowledge

- How knowledge is created and revised
- The mind legislates for reality
- Choice-of-concept depends on it's usefulness for action
- Rational thinking

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