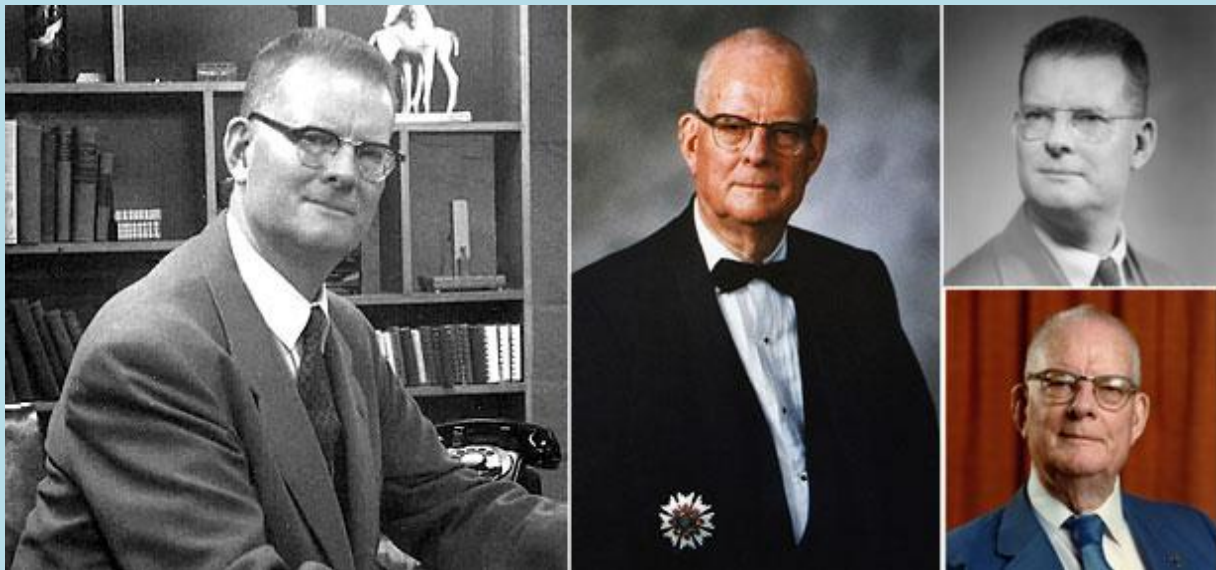


HKQAA 25th Anniversary Presents: Management Guru Seminar Series

“The Deming Management Method for Owners and Executives”

By The W. Edwards Deming Institute®

Date: 12th – 14th June 2014



Deming's philosophy removes barriers, increases efficiencies, reduces wasted time, boosts motivation, provides better insight into what is actually going on in the organization and the real capabilities of the organization. You may already know about Deming Quality, and now take the opportunity to learn and apply Deming-based Leadership.

Certain parts of it are simple and easy – some things you can just stop doing and productivity will increase. You can also enjoy even more benefits when you learn and apply the 4 key components of Deming – based Leadership:

1. Understanding **VARIATION** – helps you analyze which outcomes and behaviors are caused by the system in which people work and which are not. This concept is a game changer for profitability.
2. Understanding how to use **PSYCHOLOGY** to bring out the intrinsic motivation of your employees, rather than trying to manipulate them with incentives and rewards (and punishments).
3. “**THEORY OF KNOWLEDGE**” means: (a) learning to use a simple technique to improve how people learn, and (b) knowing that experience (by itself without a clear and solid theory for action) not only lacks meaning and usefulness, it causes dangerous inconsistencies, erodes purpose, and put organizations at risk. No other known management method includes this component, yet it is easy to learn and apply.

4. Understanding how to **LEAD AN ORGANIZATION AS A SYSTEM** results in greater effectiveness and efficiency. Deming's comprehensive and internally consistent methods are practical and immediately implementable. Knowing "what to do" is not enough, learning "how to do" makes the difference.

Seminar outlines

<u>Module</u>	<u>Detailed Discussion Topics</u>
New Philosophy of Management	<ul style="list-style-type: none"> • Going beyond productivity tools to productivity leadership • Criteria for Deming's management system • Integrated knowledge of Productivity, Competitiveness and Learning that lead to superior profits
Four Key components of Deming-based leadership	<p>Variation – manage statistics, managerial spreadsheet data and other metrics through knowledge of variation</p> <ul style="list-style-type: none"> • Understand variation in statistics/metrics through the Deming lens in service and manufacturing environments • Separate the problems that are caused by the system, from those that are not <p>Psychology</p> <ul style="list-style-type: none"> • Understand the psychology of management and staff • Especially the beliefs about "motivation" <p>Theory of Knowledge</p> <ul style="list-style-type: none"> • Understand how people learn • Improve the learning environment in the organization <p>Appreciation of a System</p> <ul style="list-style-type: none"> • Understand that organizations are systems – and how to lead systems • Damaging role of internal competition, quotas and Management By Objective
Management's Five Deadly Diseases	<ul style="list-style-type: none"> • Lack of constancy of purpose • Emphasis on short term profits • Annual rating of performance • Mobility of management • Use of visible figures only
Connect more elements of Deming's Management Method	<ul style="list-style-type: none"> • Deming's Chain Reaction: Improve quality → Save on rework → Improve productivity → Stay in business → Provide jobs • Explain the concept and power of the science behind the management philosophy • Two types of variation: how they determine leadership of people and systems
Lead the organization day-to-day and year-to-year – and in ways that strengthen it, reduce turnover,	<ul style="list-style-type: none"> • Role of the leader in unleashing SUPERIOR productivity, competitiveness, learning, innovation and profits • Show how to lead the organization as a system and how to destroy an organization • Belief systems get in the way of good leadership • Power of PLAN-DO-STUDY-ACT • Damage caused by MBO (as typically practiced), Pay for

and attract the right suppliers, customers and employees	Performance, and the like <ul style="list-style-type: none"> • Ladder of Inference: how beliefs are formed and reinforced • How applied to innovation, marketing, sales, service, creativity, daily work, etc
How to get started – next steps. Connect the dots between WHAT TO DO with HOW TO DO IT	<ul style="list-style-type: none"> • Where to start: Four-Block Planning Grid and Force Field Selection Chart • Just STOP doing some things • Start implementing the Deming Management Method and driving your own transformational change • PLAN-DO-STUDY-ACT projects • Continued learning

What participants get

At the end of the seminar, participants will:

- ✓ Know ways of how to apply the Deming Management Method in their organizations. For example:
- ✓ Know how to break down barriers between departments and people to gain the benefits of cooperation, understanding, and clarity.
- ✓ Know how to achieve constancy of purpose and consistency of effort to guide employee behaviors, decisions, and creativity.
- ✓ Know how to make improvement projects get results that will increase customer satisfaction, quality, and efficiency.
- ✓ Know how and what to do instead of using accepted, but harmful, management practices that manipulate and disrespect employees – causing them to disengage from the aim of the organization.
- ✓ Know how to create responsibility and joy in work so products and services can be delivered effectively, efficiently, and profitably.
- ✓ Know how to nourish and unleash the energy and talents of people who want to be the peak performers.
- ✓ Get ideas on how to apply the Deming Management Method to Sales and Marketing.
- ✓ See ways to get better ROI on capital, to make good decisions related to cash flow, and to work out their business plan more effectively.
- ✓ Gain insight into what data and measures are important to track and study versus the data and measures that merely add to complexity, create bureaucracy and overhead, waste time and money, and take leaders' eyes off the priorities.

Each participant will get the complimentary copy of Dr. Deming's books The New Economics and Out of the Crisis. The W. Edwards Deming Institute® will confer the Certificate to those who completed the full 2.5 day seminar.

Speaker

Kelly Allan, the lead facilitator and Deming Institute advisory board member. Allan's published work has appeared in a variety of journals, including Business First, Fast Company, Personnel Journal, Marketing News, Inc., Business Marketing Association News, Nature Conservancy, Harvard Business Review, and The Wall Street Journal. He has been featured in these books: Fast Company, The Columbus Dispatch, Sam's Club The Source, Tanning Trends, Quality Progress, The Masterful Coaching Fieldbook, The Knowing-Doing Gap and Abolishing Performance Appraisals.

Seminar details

Date: 12th – 14th June 2014

Time: 9:30 – 17:30 for 12th and 13th June; 9:30 – 12:30 for 14th June

Venue: Hong Kong (To Be confirmed)

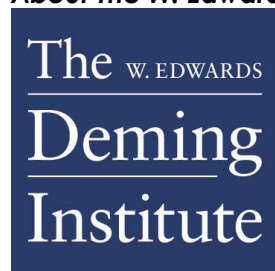
Fee: HK\$ 13,000 / ****HK\$ 11,800** per head

**Special discount will be offered to pre-register HKQAA Alumni Club members

Language: English

Number of seats available: 60

About The W. Edwards Deming Institute®



The W. Edwards Deming Institute is a non-profit organization founded in 1993 by internationally renowned statistician, author and consultant Dr. W. Edwards Deming. The Institute is dedicated to furthering the understanding of Dr Deming's principles and management philosophy of improved quality and lower costs by thinking of the organization as a system. Dr Deming's contributions include The Deming System of Profound Knowledge™ and Dr Deming's 14 Key Principles for Management.

*For enquiries and registration, please contact **Mr Anson Wong** at:*

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