

Deming Disciples-----Need Your Help

As many of you know, I am working on a new Deming book—for regular people as well as managers. **The New Wisdom** is about the unreported but vitally important story of the unique mindset that has emerged from Deming bringing Eastern and Western thought together in a major way for the first time. My co-author, Louis Savary, and I believe it can provide a key to a continually improving, more peaceful and successful global world.

The New Wisdom: How To Survive And Prosper In A Rapidly Changing, Increasingly Complex World is the book title. It introduces the leap forward in consciousness that has resulted from combining *either/or* and *both/and thinking*, continual improvement, scientific analysis and systems thinking, etc. etc.

We need stories of personal---rather than organizational---transformation. I recall the GM executive in the 1980s who told me Dr. Deming's influence was helping him get along better with his teenage son.

We hope to hear from you how

- Dr. Deming's philosophy has changed the way you interact with your family and others,**
- how you see the world in new ways,**
- actions or decisions—both inside and outside of the workplace—you have made differently since practicing his ideas.**
- Also, we are interested in contacting other people you think might have made significant personal or public changes since learning about his ideas.**

MORE SPECIFIC CATEGORIES

In the book, we are outlining seven basic shifts to describe the mind of a successful 21st Century problem solver, systems thinker, and responsible and competent citizen. Any examples of how you personally execute your life using these mindset shifts would be incredibly helpful.

The Eight Shifts in Primacy

1. **Cooperation over Competition**
2. **Win/win relationships over Win/lose Relationships**
3. **Use systems thinking to ground and guide your analytical thinking.**
4. **Practice continual improvement whenever possible instead of settling for “good enough.”**
5. **See yourself managing your life, relationships and jobs rather than controlling them.**
6. **Strive to be proactive rather than merely reactive.**
7. **Build more long-term thinking and decisions into your life rather than relying on short-term thinking.**
8. **Inclusivity over Exclusivity (both /and thinking more often than either/or**

An Example

Meanwhile, I include examples from my earlier memo. For instance, working with Dr. Deming, I learned to abandon my assumption that I could control events and relationships—an assumption which many people continue to take for granted. I had to learn, instead, how to manage rather than control my life and family and to see them as a system. I learned to practice continual improvement in dealing with my teenage children and my husband. I discovered that I was a prisoner of my mechanistic, analytic, dualistic culture, and that there is gift and difficulty in life-long learning and continual improvement.

My most dramatic story (published in **The Washington Post** health section in 2002) was how I was scheduled for a hysterectomy after my annual in-office biopsy. I did not want one and went to several other doctors, but they agreed I should have an operation.

As the dreaded date drew near, I suddenly heard Dr. Deming's voice from the great factory in the sky asking: "Would you make a major decision based on just a single data point?"

What did he mean? I suddenly realized all the second opinion doctors had read the same biopsy report. I got the original slide and took it to Johns Hopkins, which called to advise not to have an operation unless I wanted one. "That slide was greatly over-read," Hopkins said. I didn't have the operation and am still OK.

A therapist friend learned after studying Dr. Deming's ideas to explain to bickering couples that they were a team or system and help them heal their relationship.

My brother, a coach, who is in the National Basketball Hall of fame, taught his players how to be greater than the sum of their parts. He reminded them that all the years the Boston Celtics were the #1 team in the country, they never had the top scorer. "Everyone goes up town together," he said.

How are systems thinking and continual improvement working in your life? I hope you have some personal stories and can refer me to other colleagues' experiences of unexpected outcomes.

Thank you,

Clare Crawford-Mason, Producer, *If Japan Can, Why Can't We?* And *The Deming Library*

Please call or email me and we can set up time to talk about what you have learned and help others learn too. It may be easier for me to interview you for your example rather than writing it. Whatever you prefer. cc-m@cc-m.com (Subject: The New Wisdom) or phone +1 202.882.0974