



Minutes of Open Group Meeting Model of Sustainable Organisation (MoSO) 2011 the Year of Engagement

Meeting Date: 8 September 2011

Venue: CQI, 2nd Floor North, Chancery Exchange, 10 Furnival Street, London EC4A 1AB

Attendees

Alan Clark (chair), David Bird, Tony Brown (part-time), Malcolm Gall, Alan Hodges, Fabian Hiscock, Will Pollard, Derek Richings (part time), Terry Rose, Terry Peterson (hon sec), Ruth Chrystie (part-time).

Apologies

Anthony Aitken, Ray Charlton, Tony Korycki, Esther Ridsdale Mike Upstone, Ronald Ward, David Wilson, David Wright, Rob Worth.

Summary Action Points from the Day;

Minutes of last meeting action points;

No	Item	Action	Status
11-01	Loxham Lecture 10-Nov-2011 @ RSS MoSO Model	AC&TB	AC has made contact with RSS. As many DemSIG members as poss. to attend.
11-02	Work Foundation		LinkedIn proposal. Stress VIABILITY as a key plank of MoSO.
11-03	Send MoSO URL to RSS 12 Errol St.	TB	Completed
11-04	Obtain Vince Cable connection via Catherine Bithell	TB	Done via M Arnold ???
11-05	Talk to John Carlisle about Vince Cable	TB	Completed
11-06	Vince Desmond 3 Actions from last mtg with him: Further developing the compelling proposition	AC/TR/DB	See later minutes.
11-07	Provocation Honda BAE Systems Free Pilot "In Company" to Several Organisations CQI -	AA TR	Still in progress.
11-08	Communicate to 3 Pharma SIGs, incl BARQA, PIPA	RW	Still in progress
11-09	Elevator Pitch A5 + MoSO Overview EPA5 = "Addressing the Challenges"		TR/TP preparing draft into MoSO e-book. Aim to finalise for RSS 11/10/11
11-10	MoSO Web pages next version to include Whys & What Next	TR	Still in progress



11-11	Branches	See Appendix 2	MoSO Overview PowerPoint has already been presented to CQI Milton Keynes and Southern (Portsmouth) branches and is available to DemSIG members to present or prepare themselves prior to discussions with branch organisers. Copies to TK, RW and MG Populate table – Appendix 2; Follow up next time.
11-12	Connect with New CQI Ops Director	ER	
11-13	Civil Society Forum: Creating an open space to enable things to happen	ER	
11-14	Create e-book from MoSO webpage articles	AC/TP/TR	Still in progress
11-15	Close two of the three LinkedIn groups and advise Danielle.	AC	
11-16	Start development of CQI workshop Innovation: Deming's Secrets	Steering Group	Design meeting 18-Oct-2011 at CQI

Matters arising

Terry Rose has been elected vice-chair of DemSIG.

Tony Korycki has been elected deputy vice-chair of DemSIG.

Malcolm Gall has been elected deputy Hon. Sec. of DemSIG.

TB alerted group to joint BSI/RSS meeting on 04 October 2011 introducing the new standard for Six Sigma ISO 13053 at the Royal Statistical Society, Errol Street, London EC1Y 8LX.

MoSO LinkedIn Groups

A request was received by Alan from Danielle enquiring whether we needed all of our LinkedIn subgroups. It was resolved the focus on the MoSO Community Group.

Chair thanked Derek Richings for acting as time keeper

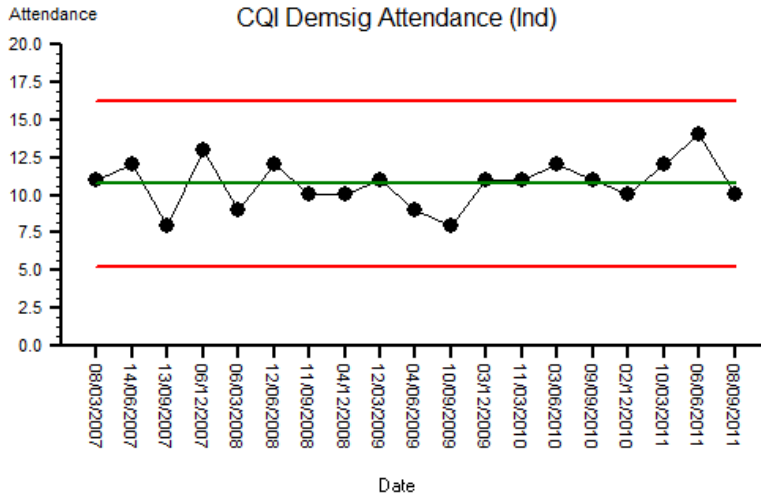
Future Meetings

AN INNOVATIVE EVENT! Last Week of February 2012 **Innovation: Deming's Secrets** – *designed and presented by DemSIG!* Discussion involved Ruth Chrystie from CQI Communications about this proposed workshop that builds on the interest in Deming revealed by the good response to Simon Feary's blog that contained references to Deming. She confirmed that she had booked a room for the following meeting to finalise the design of this workshop so that CQI can go ahead with promotion.

Additional workshop design meeting for Steering Group Tuesday 18th October 2011, 13:00 – 16:00hrs at CQI Headquarters.



DemSIG Attendance



Appendices

- 1 Working Notes for Innovation: Deming's Secrets
- 2 CQI Branches

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2011 Dates for Your Diary – Future DEMSIG Meetings

Thursday: **08 December 2011**



Appendix 1

Innovation: Deming's Secret

To deal with the crisis, we need innovative thinking.



INNOVATE TO THRIVE

Innovation is essential for survival

Every organization today is under pressure to be efficient in pursuing its aims and to do more with less. Deming On Innovation emphasises management's responsibility in securing its organization's future by pursuing innovation and creating and supporting the environment in which it thrives: Thrive to Innovate, Innovate to Thrive.

One requirement for innovation is faith that there will be a future. Innovation, the foundation of the future, cannot thrive unless the top management have declared unshakable commitment to the future.

There must be continual improvement and innovation in product, service and processes. This is a management responsibility. Without innovation in an organization, its customers or stakeholders will drift away.

THE CQI SUSTAINABLE ORGANISATION RESOURCE

To deal with the crisis, we need innovative thinking.

The **CQI Sustainable Organisation** is an innovative way to think about your organisation. It helps you build a picture of your organisation, starting with customers and their needs. It help you identify their current needs and focuses your thinking about their future needs for product and services

Viewing your organisation as a systemic whole has many benefits, not least recognising the elements of your enterprise and the connections between them; these are all potential areas for innovation.

You also have the opportunity to recognise the system of the future, i.e. what you want your organisation to be and be able to do, and thus plan to create it and to achieve new aims. Leadership is required.



Working notes

WHAT'S THE SECRET ?

When we responded to Simon Feary's blog about Deming, the understanding of the people in the CQI was that Deming is all about SPC and continual improvement.

They were really interested when we pointed out that this is not all that Deming is talking about.

Using Chapter 14 of The Deming Dimension by Henry Neave (copy of edited highlights attached with acknowledgement), we developed the idea of "Deming On Innovation"; emphasising management's responsibility in securing its organization's future by pursuing innovation and creating and supporting the environment in which it thrives: Thrive to Innovate, Innovate to Thrive.

There must be continual improvement **and innovation** in product, service and processes. The four prongs of quality.

The "secret" that the CQI people liked was the addition of innovation.

This is entirely consistent with Christensen' concept of the Innovator's Dilemma; you have to continually improve sustaining technology AND try to understand or develop the disruptive technologies of innovation.

AN INNOVATIVE EVENT

So the title seemed a good opportunity to do something really significant and interesting.

Henry Chesborough in Open Service Innovation (Jossey Bass), offers three short predictions where might innovation go from here:

1. Management innovation will become more collaborative. Opening up the innovation process will not stop with accessing external ideas and sharing internal ideas.
2. Business model innovation will become as important as technological innovation. Not all business models are created equal, and we will learn how to design and improve business models in the coming decade.
3. We will need to master the art and science of innovating in services-led economies. To preserve prosperity and high wage employment in the advanced economies, we will have to learn how innovation works in services, which is likely to differ from how it works in products.

The winning formula for managing innovation in the next decade will be via innovative business models of open services.



1. Think The Unthinkable: Share your Pain, Share Your Fears

Suppose your biggest customer, funder or biggest source of income left.

You are a membership organisation and your membership declines by 75%. What would you do?

Perhaps they already have. What will you do now?

2. Input and participative learning from case study

We need a tem to develop this.

3. Application to delegates' own work – Innovation Action Planning

[NB The following was what Terry R and I devised for]

- “How to use MoSO as a Provocation”. Title is open for ‘evolution’ as is the rest of this, which has been designed with a view to Knowles adult learning principles.
- Welcome & Intros by participants including what they want to get out of the day
- Very brief intro to the day and what to expect (including some thought provoking questions to stimulate discussion and learning based on participant's real life examples/issues)
- Small teams working on the issues facing them today and teams share
- Short input from MoSO, e.g. delighted customers
- Back to small groups
- Repeat for other topics/sections
- Small groups help each other develop takeaway action plans, i.e. “What they are each going to do on Monday”.
- A space to develop your ideas.
- Closing plenary
- Some MoSO Overview PowerPoint slides to be used to support each input section.

[NB This will probably not be useful for the innovation event.]



Perception
What are your perceptions?
Daily Job / CI / Innovation
How does yr. org. do it??
Limits to ISO 9000

DANCING WITH DEMING
SECRETS ?
Improve AND Innovate
MoSO
Curiosity and inquiry
Lean / 6σ

SYNERGY
What do I do on Monday?
Perfection is not enough.
Deming's words only

SPC / 14 POINTS / DISEASES / PDSA

DOUBLE LOOP LEARNING

What is the dialogue between PDSA and INNOVATION

BASED ON KNOWLEDGE

SoPK

Culture

Flow diagram

Chain reaction

GAP → (SECRETS)



Appendix 2

CQI Branches

Branch	Sec	Telephone	Status
East of Scotland	Malcolm McKnight	sec.east@thecqiscotland.org	
North of Scotland	Paul Naysmith	07824 597441	
West of Scotland	Jeff Marven	sec.west@thecqiscotland.org	
Northern Ireland	Daniel McQuade	02890 726116	
Teesside	Julian French*	darlington@sandberg.co.uk	Contacted by MG
Tyneside	Duncan Scott	0191 5480212	Contacted by MG
Cumbria	Geoff Edmondson	01229 772084	
Greater Manchester	Christopher Cowap	01282 419372	Contacted by TK
Yorkshire	Kay Darby	01709543118	
Birmingham	Bob Hughes	01217493 055	
Derby & Nottingham			
Leicester & Coventry	Mark Thistlethwaite	mark.thistlethwaite@trellebora.com	
Wolverhampton	David Selmes	david.selmes@bureauveritas.com	
Milton Keynes	Anthony Thompson	01908 582 11	AC, FH branch presentation
North London	Mayank Rawal (Chairman)	020 8205 3782	
G Peterborough & Cambridge	Geoffrey Parkinson	01223 896231	
South Anglia	Paul Matthews	paul@pro-excell.co.uk	
Chiltern	John Twomey	john@john2me, freeserve.co.uk	
Avon	Denise Ramsay	denise@cjaramsay.freeserve.co.uk	
Devon & Cornwall	Carol Ball	cball.dccqi@blueyonder.co.uk	
Gloucester	Gary Martin	01594 836992	
Wales	Geoff Cheetham	geoffc@rcthomes.co.uk	
Wessex	Lorna Dyer	01258 480188	
Kent	Steven Pettifer	stevenj3ettifer@baesystems.com	
London SE			
London SW	Ron Kumar	01932 779769	
Southern		cqi-south@tiscali.co.uk	AC, TP branch presentation
Surrey	Helen Bell	01483 574286	
Sussex			
Thames Valley	Brian Lord	01252313910	

*Relinquishing post

Further details of branches on www.thecqi.org/community/branches