

Deming Special Interest Group

Minutes of meeting held at the CQI, London, on 6 December 2007.

Present:

Alan Clark (Chair of DemSIG)	Key Business Improvement	ACC
Anthony Aitkin	Transition Partnerships	AA
David Ambridge	London Borough of Brent	DGA
Tony Brown	ABA	AFB
Ray Charlton	Transition Partnerships	RC
Malcolm Gall		MJG
Fabian Hiscock	QinetiQ	FHH
Alan Hodges	Edmund Nuttall Ltd	AJEH
Carol Long	Three Triangles Performance	CAL
Derek Richings		DR
Esther Ridsdale	CSPI Associates Ltd	ER
Terry Rose	Quality Advantage Ltd	TJR
Tom Taylor	APM	TT
Penny Crick (for item 3)	CQI (Website Manager)	PC

Action List

Dates firmly identified at the meeting are shown **in bold type**. Vague dates have been translated into dates shown *in italic type*.

<u>Actor</u>	<u>Task</u>	<u>Date</u>
CAL	Define the role of Project Manager and Communicate this to ACC	31/12/07
FHH	Produce User Requirement Statement	31/12/07
FHH	Produce System Requirement Statement	31/12/07
AA, FHH, CAL, TJR	To work on Story Board etc.	
AA	To arrange a teleconference for 09:30 Tuesday 15/01/2008 to produce first cut specification	15/01/08
AFB	Produce Validation Plan and circulate it to DemSIG.	<i>29/02/08</i>
All Authors (You know who you are)	Complete text and send to moderators (AA, TJR)	31/12/07
ACC	All moderated material to be placed on GoogleDoc (Request to WP)	<i>29/02/08</i>
ACC	In the agenda for the next meeting place an Item on Review and participative support	29/02/08
ACC	Identify DEMSIG members active in this model development and circulate them	31/12/07

1. The CQI Website

Penny Crick (CQI Website Manager) gave an explanation of the CQI website development plans and what she wanted from the DemSIG for its own model (the MoSO). Penny is currently working on the Content Management System of the CQI website. Amongst other features this will allow updating of web pages locally, eg. notification of meetings. This project is sponsored by Vince Desmond, Executive Director of Communication and Marketing (PC's boss). Vendors are being appointed by Christmas and implementation is scheduled for Summer 2008. This is obviously the major call on PC's time over the next six months.

The DemSIG's project (of the model) was complex and many aspects of 'usability' should be considered, eg

What does the model do ?

How should it be used ?

What is the end product, eg a print out.

Internet user behaviour is probably very relevant, eg tendency to jump over pictures to 'Click', wanting a WOW, etc..

Phase 1 must have a Site Map and a Story Board. Other options, eg blogs, go into Phase 2.

The priority is a Statement of Wishes (Customers' wishes), ie User requirements, in non-technical terms.

PC said that there was requirement for a project manager (see below). It is essential that she has a contact point.

Clearly the DemSIG project has to dovetail with the CQI's website development and Document Management System (the latter is not fully defined at present).

AJEH raised the possibility of the MoSO being used as a pilot.

PC had asked the following questions about the MoSO (Model of Sustainable Organisation) to which ACC had supplied answers.

What is it about ?

Who is it for ?

Is it a tool for learning, self-evaluation etc ?

What is the outcome for the user ?

What sort of delivery method is in mind ?

Who will own the information ?

How are programmes to be updated ?

2. The MoSO project

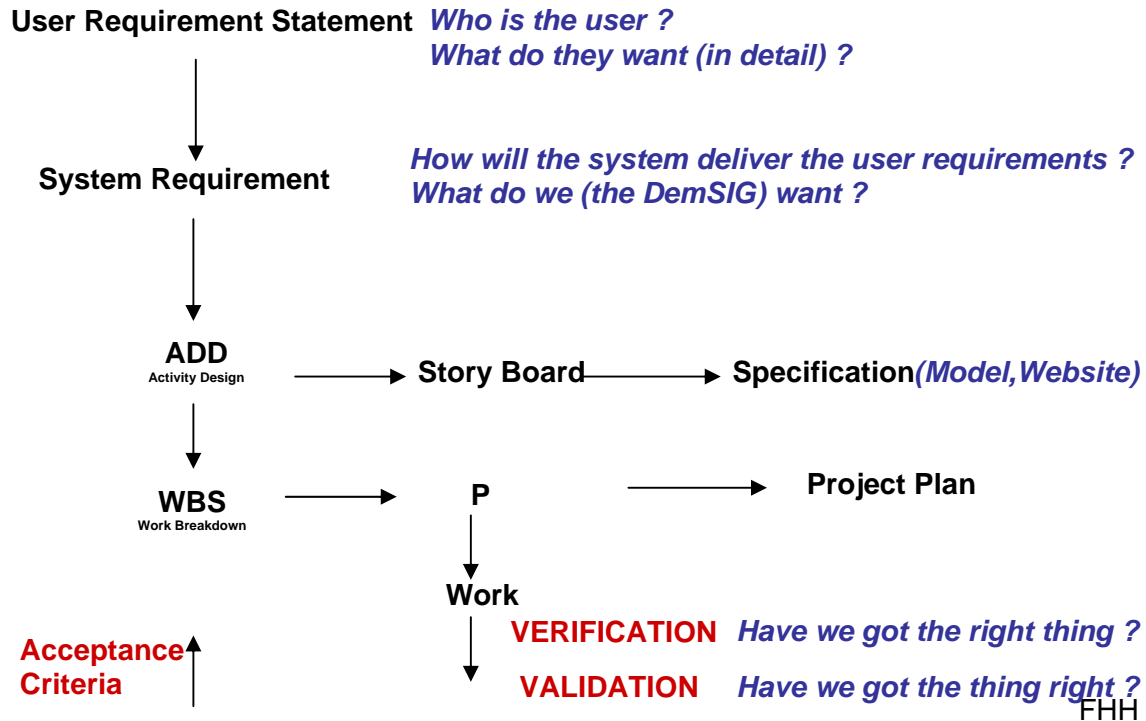
2.1 Project management

Carol Long agreed to act as project manager.

Action: CAL to define her role and communicate this to ACC by 31/12/07.

Fabian Hiscock produced the following diagram.

Sustainability Model Project



1. User requirement statement. **Action: FHH** by 31/12/07
2. System requirement statement **Action: FHH** by 31/12/07
3. Conference call. Output first cut specification
Action: AA to arrange for 09:30 on Tuesday 15/01/2008 between AA, TJR, CAL, FHH, and possibly PC
4. AFB Validation plan – Note: this will go outside group.
Action: AFB to circulate DemSIG before next meeting.

2.2 Customers

In a session facilitated by Esther Ridsdale the following points were made:

Statement of customers and what is important to them, in order to:

Develop the user specification
 Clarify customer needs
 Decide who to pitch the model to
 Support the aim of “supporting transformation of organisations”

CEO	transformers of their organisations
Managers	strategic implementers of the above
Professionals	other disciplines engaging in the process
Quality Professionals	support in influencing material
Students	(of every age) understand philosophy
Consultants	influencing function
Government (Cabinet office)	

1. Time pressures of CEO
2. To empower and not disenfranchise people not in senior management and who can't address organisational structures.
3. Supporting a 'person with concerns' , eg stakeholders of all sorts.
4. People motivated to learn and improve.

Who to write for ?

In particular, CEOs have time pressures. They need a 'lean' text.

Students may need a full text and references.

Both may be interested in case histories.

2.3 MoSO contents

Terry Rose gave a summary of the material produced so far.

Generic Transformation	Begin with the end in mind
	What does success look like ?
	How will we know ?

Outer arrows are more important than the inner ones to people approaching the model for the first time.

2.4 Intellectual Property Rights

Authors will want to keep the right to use their material which they put in the model.

2.5 Style

It was considered that the most effective style of communication is:

Pictures

Words

Questions

It was noted that parallel steps are difficult to portray, but they should not be presented as serial steps.

2.6 In the Future

FAQs to be identified later.

The possibility of a customer clinic.

2.7 Awaited contributions

Authors are to send outstanding items to moderators (AA, TJR) by 31/12/2007.

In addition, the following volunteers offered to supply information for the outstanding buttons.

PDSA button	TJR
Sustainability button	AFB

Action: ACC, AA, AFB, RC, MJG, FHH, DR, TJR (+ apologies to anyone left out).

Moderated material is to be on Google doc by 29/2/2008

Action: ACC to request WP to do this (by copy of these minutes).

3. DemSIG within the CQI

As a SIG within the CQI the DemSIG enjoys the CQI's facilities and support. In return the DemSIG believes the MoSO could be useful to the CQI internally and externally.

The DemSIG chairman participated in the SuperSIG (the SIG steering group) and is the interface of the SIG and the CQI Boards.

In recent meetings the following drivers were identified:

- Standards
- Compliance
- Body of Knowledge
- Leadership
- Innovation
- Caring

The DemSIG chair will continue to liaise with the CQI Boards.

Presentation to Boards will be useful, when customers have been identified. The DemSIG is willing to accept advice/contacts on usability.

Role of SIGs

TT described the APM SIG requirements

- A clear constitution
- Regular meetings
- Develop products
- Issue to members
- Hold open events

4. DemSIG administration

Participative support process is to be spelled out. Progress review at the start of the next meeting. 6/3/2008.

Action: ACC to arrange in the agenda for the next meeting.

Information to members participating in the MoSO

Action: ACC to identify the active group members from the attendees at DemSIG meetings of 13/9/2007 and 6/12/2007, and to send supporting documents to them.

Benchmarking of other institution websites may be a useful exercise.