

Minutes on Conference Call 15-Sept-2010

Listening in and contributing were:

AC, TR, TK, MU, AH, DR, TP Apologies FH

Agenda:

1. Review progress of website content future validation.
2. Review progress of MoSO launch.

1. Review progress of website content future validation.

It still requires some dedication to find MoSO on CQI website; although <http://www.google.co.uk/moso> continues to work.

Should it have a link in Knowledge Hub drop-down, <http://www.thecqi.org/Knowledge-Hub/>, effectively a direct link on the Home page? or Tools and Resources?? **AC** to discuss with Satvir.

Given some feedback from Catherine Bithell, CQI Director External Affairs, it was proposed that "Model" could be replaced by "Map". General agreement that we stick with "Model".

Need to change "Operating System" to "Your Operations"; DR/TR will change article on website; **AC/TR** will change PowerPoint presentation.

Still need to ensure that System Thinking element has Hoverstadt reference removed **AC/ER/TK**.

Tony has added following as self-examining questions for ST element;

Systems Thinking involves understanding, so it may be worth asking, for your organisation:

- *What is the identity/purpose of your organisation (consider customers, suppliers and any other stakeholders)?*
- *Who are your customer, and their customers? How do those relationships work?*
- *What are your key outputs and desired outcomes? How does your organisation add value and are there any critical outcomes within your organisational system that need particularly close attention?*
- *What are the inputs to your organisation and which suppliers provide these? How well do your input processes work?*
- *What other stakeholders does your organisation have? What is their relationship, role and needs from 'your system'?*
- *What is the environment with which your organisational system interacts (political, social, regulatory, economic)?*

Otherwise initial response to website good.

2. Review progress of MoSO launch.

Need to ensure that MoSO is promoted within CQI:

Launch and subsequent quarterly events need to be on Events drop-down <http://www.thecqi.org/Community/Events/>. **Update (17Sep2010):** Liaise with Claire Francis, Membership Development Manager, to have events put onto the web site.

Ensure all minutes of meetings are placed on <http://www.thecqi.org/Community/Special-Interest-Groups-SIGs/Deming-SIG/Deming-SIG-Meeting-Minutes/>.

TP to provide to **TR**

Article by AC appears in Sept edition of QW Express; http://www.thecqi.org/Knowledge-Hub/QW-express/archives/Quality-updates/A-model-of-sustainable-organisation/?dm_t=0,0,0,0,0.

Feedback

Following discussion at Launch event TK has submitted format for feedback (attached), comments ASAP - **ALL**

Need to Market to Whole of CQI

AC/TP to prepare intro para for Bryony Murdoch to send to all CQI Branch chairs.

AC to talk to Vince (?) about contacting Corporate Members direct as part of the Validation Programme.

Update (17Sep2010): Liaise with Claire Francis/Teresa Folkes. We to prepare a note that could be sent out by Claire who is planning to contact Corporate Members shortly.

AC to prepare paragraph for Catherine Bithell against agreed bullet points.

Do we have a presentation format we can sell to branches?

Future MoSO Events

Need to consider 02nd Dec 2010 and 2011 Events. **Note:** CQI is moving premises in Q2 2011 which may require careful management of our programme.

What form should events take; do we need separate MoSO Coop meetings? Need to discuss further.

Other channels; LinkedIn MoSO admin discussion, MoSO Community, Facebook, YouTube, Twitter, etc.

Case Studies:

- Ford, Toyota, Honda, Nissan.
- Florida Power & Light – The first non-Japanese company to win the Deming Prize
- Marshall Industries, Inc/Rob Rodin
- Marshalls plc in the UK (not related!) – Can we get a paper from Alan - **MG**
- Raflatac
- Cornerstone – Scottish community care organisation that presented to the Deming Forum
- **FH** – not-for-profit studies
- **ER** – Deming in Healthcare

Next Conference call; 20 October 2010 4:00 PM – 4:45 PM