

TRANSFORMATION FORUM 2006

Wednesday 24 May 2006		
08.30	REGISTRATION	
	Plenary	
09.30	James Crawford, your Forum Host and Director of eXstream Networks Ltd. James has been a leader in the service industry in Europe and Asia for 15 years. He will set the scene by looking at some of the typical challenges and pitfalls of transformation initiatives. He will outline how the approach developed by Dr Deming and others provides a powerful method for leading real customer-focused transformation and maintaining it in the long term. James will guide you through our agenda with challenging perspectives and wit.	
09.50	Dennis Sherwood, author of 'Seeing the Forest from the Trees'. <i>'There is no such thing as 'unintended consequences.'</i> There is much evidence of very poor thinking. It's the duty of a wise manager to 'think things through properly' so that decisions pass the most stringent test – the test of time. This introduction to a methodology known as 'the systems perspective' - a powerful, holistic way of taming real world complexity.	
10.50	COFFEE	
11.20	Mark Sheasby, Chief Superintendent, West Midlands Police. <i>'Life on Mars.'</i> The team, including Kevin Jones, Andy Murcott and Brian Russell, will share a mixture of theory and practice showing how this, the best performing metropolitan Police service in the country, has significantly reduced crime using systems thinking and the System of Profound Knowledge (SoPK).	
12.20	MOVEMENT Break	
12.30	Parallel Sessions. Choose One	
	Parallel 1 Mary Hickey, Adelaide & Meath Hospital, Dublin. <i>'A lot done, more to do...'</i> Healthcare today offers astounding advances but is overburdened by errors, constraints and inefficiencies that threaten patient care. Rather than 'finding a good doctor', we really should be looking for a 'good health care system' - one that acts on a knowledge base of accumulated best evidence and can change quickly and continuously when necessary. Mary will explore 3 primary drivers of change: leadership, culture and systems including her experience of introducing 6 Sigma.	Parallel 2 Karl Buckridge Theory of Constraints Org. <i>'Transformation with Deming & Goldratt.'</i> Every system has at least one constraint. If it were not true, then the system would produce infinite amounts of whatever it strives for. Either you manage constraints or they manage you. The constraints dictate the output of the system (acknowledged or not). With a combination of the philosophies of Deming and Goldratt, directors of organisations can improve their time to market, levels of service and their business profitability.
		Parallel 3 Ed Stivala, Corporate magician. <i>'Improve your powers of influence and persuasion.'</i> An entertaining session during which Ed will influence participants to behave how he wants them to, without them knowing they are being directed (using only subtle persuasion). Ed provides a practical insight into some of the methods and techniques used in the field of Neuro Linguistic Programming enabling participants to make immediate and positive changes to their communication skills in both their professional and personal lives.
13.30	LUNCH	
14.30	Parallel Sessions. Choose One	
	Parallel 1 Hugh Rogers, Service Transformation - NHS Institute for Innovation and Improvement. <i>'Transforming the health service – what are we learning?'</i> This interactive workshop will describe progress in adapting and developing quality improvement methods to transform healthcare. It will show how systems thinking, focus on patient flows and understanding variation have combined to result in improved clinical outcomes as well as reduced cycle times and efficiency gains.	Parallel 2 Stephen Parry, Director of Transform 'Corporate Transformation.' Stephen, author and former Head of Strategy and Change at Fujitsu has over 20 years experience in operational transformation and has directed large-scale international service centres in a number of sectors around the world. He will talk about how this major plc is moving beyond process improvement to implement a system of strategy, structures, lean service and continuous change.
		Parallel 3 Rob Worth, IT and improvement expert, from Worth Solutions. <i>"If Deming Wrote Code... - Implications of the System of Profound Knowledge for IT"</i> This session will look at what Deming's philosophy tells us about an approach to IT systems development & deployment. We'll look at Extreme Programming, one of the development methods used by Rob in software development for Investment Banking and take a systems view of the deployment of big IT projects.
15.30	TEA	
16.00	Anna Maravelas. <i>'The Self-Defeating Habits of Otherwise Brilliant People® - Skills that preserve trust, reduce stress and resolve conflict.'</i> In this general session, Anna shares an overview of a commonly overlooked but costly phenomenon. She contends that frustrated leaders & employees can avoid behaviours that fuel destructive disagreements rather than wasting profit and time resolving them - continuously. She'll introduce some ideas on how to create emotionally resilient workplaces and explore the true causes of workplace inefficiency and waste.	
17.00	James Crawford, Closing Remarks	
17.15	END OF DAY	
19.30	NETWORKING RECEPTION & DINNER	

**Speakers may change due to events outside our control*

Text Colour Key

■ Plenary session

■ Organisation case study or experience

■ Additional specialised session

■ Theory or Knowledge session

■ Break times when you can be contacted

Thursday 25 May 2006			
0830	REGISTRATION		
08.30	08.30 – 09.20	Networking groups These breakfast sessions will be on issues identified by delegates	
09.30	James Crawford, your Forum Host and Director of eXstream Networks Ltd. James has been a leader in the service industry in Europe and Asia for 15 years. He will set the scene by looking at some of the typical challenges and pitfalls of transformation initiatives. He will outline how the approach developed by Dr Deming and others provides a powerful method for leading real customer-focused transformation and maintaining it in the long term. James will guide you through our agenda with challenging perspectives and wit.		
09.50	Chris Green, Chairman of The Railway Forum & former Chief Executive of Virgin Trains. 'Transforming a Sub-optimised System!' Chris will focus on case studies throughout his railway career that illustrate the power of vision, process and leadership. He will explore how together they can help to bring about transformation in an ever changing industry structure. Chris will share examples and learning from organisations where these 3 elements have not been present. Hear his vision of how the railway industry might be if it worked together as a system, in a joined up way, to deliver a common aim!		
10.50	COFFEE		
11.20	Tom Johnson, International Author and Professor at Portland State University. 'Managing by Results and the Eclipse of American Business: A Deming Prophecy Fulfilled?' Of Dr. Deming's 14 Points, perhaps most ignored is the one that cautions organisations not to manage results by setting targets that people must meet or fear losing their jobs. The eventual result of this practice, he warned, is destruction of the system that sustains the organisation. This presentation considers how attending to this Point explains Toyota's stunning success and ignoring the point explains the decades-long decline of American business.		
12.20	MOVEMENT Break		
12.30	Parallel Sessions. Choose One		
	Parallel 1 John Entwistle, United Utilities plc. 'Sustainable transformation In Facilities Management outsourcing.' Traditionally organisations outsourced their facilities and asset management activities to control costs and to allow focus on core activities. However organisations are now outsourcing when they are unable to achieve transformational change themselves and require external support to do so. Hear how United Utilities approach transformation programmes in a local authority environment, including the pitfalls and the lessons learned.	Parallel 2 Dennis Sherwood, "Building high performance teams - A systems view of teamwork.' What is a team and how does a 'team' differ from a 'group', We all know the phrase 'the whole is greater than the sum of its parts', but what, precisely, does it mean? We know the power that can be unleashed when a 'group' becomes a 'team'. Dennis applies the insights of systems theory, and introduces the new concept of 'organodynamics', which has parallels with its engineering counterpart 'thermodynamics', and is about how to get useful work from organisations.	Parallel 3 - Double session Richard Noble, Entrepreneur and world supersonic land speed record breaker. In 1994 while developing the ThrustSSC supersonic car programme, the project ran into serious difficulties. To accelerate pace and reduce cost, Richard configured the company with a flat structure with astonishing results. Following his presentation at the Forum in 2005 he discovered the huge interest in Transformation. This presentation will include revisiting the ThrustSSC project and his current ideas on Transformation implementation. Richard will share his plans to develop this approach and he invites participation from delegates.
13.30	LUNCH		
14.30	Parallel Sessions. Choose One		
	Parallel 1 Tony Droar, West Sussex County Council. 'It's all Isaac's Fault.' Tony considers how Newton's reductionism and machine metaphor is deeply embedded into our thinking about our world and our organisations. New views are emerging from physics, the biological sciences and economics, that offer more useful perspectives. He explores how these alter our thinking about organisations and thus our approach to change & transformation.	Parallel 2 John Bicheno, author of 'The Six Sigma Toolkit'. 'Deming and the integration of Lean, Six Sigma, & TRIZ.' These three powerful themes in operations can be mutually reinforcing but are rarely connected. Hear John explore how Deming's philosophy offers a framework for integration.	Parallel 3 - Double session continues. Richard Noble, Entrepreneur and world supersonic land speed record breaker. <i>We prefer that you attend both sessions rather than joining just this second session.</i>
15.30	TEA		
16.00	Duncan Bennett from Yorkshire Water. 'Clearly the best Water Company in the UK?' This case study will review the fully integrated programme of business change and IT investment that has transformed the customer service and operational performance of this monopoly water utility. At the heart of the solution is a new class leading IT infrastructure, designed to support fully integrated business processes for managing field activities and linking, in real time, the company's customer contact centre with field technicians. The primary focus of the presentation will not be the technology, but rather the business challenge and cultural change necessary to underpin the success of this ambitious programme.		
17.00	James Crawford, Closing Remarks		
17.10	END OF FORUM		

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