

# *The Deming System of Profound Knowledge*<sup>®</sup>

## Appreciation for a System

How to lead and optimize a system – not destroy it!  
Joy in Work. Respect.

## Understanding Variation

Conclusions we can/cannot  
make from data and  
observations. Actions to take.

### *The System of Profound Knowledge*

## Theory of Knowledge

Is what we “know” really so?  
Learning – Improvement  
– Rational Thinking.

## Psychology

How humans react and  
interact. Beliefs – Behaviors  
– Consequences.