

## FREQUENTLY ASKED QUESTIONS

### AIM

To help millions more people discover and deepen their understanding of Deming to profoundly improve their lives, their communities, and the organizations they lead.

### WHAT IS DEMING ONLINE?

We are so excited to tell you more about this new online learning center that The Deming Institute is creating. Not only will it preserve the integrity of Dr. Deming's teachings in a modern format, but it will blend videos, eLearning courses, and virtual coaching, and tie into our workshops, seminars, and future webinars. People will be able to access Deming Online 24/7, on any device, from anywhere in the world.

### WHAT IS THE AIM OF DEMING ONLINE?

To help millions more people discover and deepen their understanding of Deming to profoundly improve their lives, their communities, and the organizations they lead, manage, and work with.

### WHY IS DEMING ONLINE BEING DEVELOPED?

**To Address Today's Problems.** Deming is needed now more than ever. We live in a competitive world that is facing increasingly complex management and leadership decisions, that would greatly benefit from a different way of thinking that challenges current beliefs. The Deming Philosophy is such a timeless, collaborative, and proven solution – if only more people knew about it, could access the teachings, and apply them to their lives!

**To Expand Reach.** We are at risk of losing the power of Deming's teachings simply because we cannot reach enough people. The Institute's current in-person programs only reach about 500 people a year. We believe it is critical to expand far beyond that number.

**To Improve Quality.** The format of many of our educational resources is outdated. So much has changed in how people learn and access information! Deming Online will draw on contemporary didactic tools and methods to enhance learning. Its interactive, self-paced format will connect users to a wide range of Deming experts as well as peer-to-peer learning communities.

**To Preserve Legacy.** We believe it is critical to preserve the learning and understanding of the Deming Philosophy from the many individuals who directly collaborated with Dr. Deming, as they are an important link to the Deming teachings. We are interviewing and working with many of them in order to weave their irreplaceable knowledge and wisdom into Deming Online.

### WHO IS CREATING DEMING ONLINE?

We are working with Leslie Peters of Desert Bay Productions. She is a Deming enthusiast and an award-winning writer, producer/director, and training designer for corporate, broadcast, nonprofit, and educational clients. Leslie is also an expert in adult learning, applying brain-based techniques to the capabilities of technology in order to provide a robust online learning environment.

### WHAT IMPACT WILL DEMING ONLINE HAVE?

With Deming Online, we will attract new audiences and increase our learning participants – from several hundred per year, to many thousands per year. Deming Online will provide a learning pathway, so people can progress and access what is most relevant to them.

### WHEN WILL DEMING ONLINE BE AVAILABLE?

It's in production now, and the initial courses are being tested. We look forward to launching the first course in 2019.

### HOW IS DEMING ONLINE BEING FUNDED? (WHAT IS THE DEMING ONWARD CAMPAIGN?)

The Deming Institute is a nonprofit, so we've launched the "Deming OnWard" campaign to raise the \$1.5 million needed to develop Deming Online. The Institute Board and members of the Deming family are all contributing significant amounts, and we are beginning to reach out and ask supporters who understand the power of Deming's teachings to join us and make Deming Online a reality.