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The W. EDWARDS
Deming
Institute
Anniversary

2023 Annual Report

Enriching society through the Deming philosophy.

Highlights from

The Deming Institute's First 30 Years

1993: Dr. Deming founds the Institute

1994: 501(c)3 nonprofit status granted

2004: Inaugural 2.5-Day Seminar, Newport Beach, CA

2010: International Research Conference, New York City, NY

2011: Kevin Cahill becomes Executive Director

2013: Paid staff join the Institute

2014: The Deming Institute podcast launched

2015: Education Conference, Seattle, WA

2017: First annual Bryce Canyon Deming Society Forum, Southern Utah University

2018: 25th Anniversary Conference, Manhattan Beach, CA

2021: Deming OnWard campaign reaches \$1.5 million goal

2022: DemingNEXT online learning program launched

Our Aim is True: Celebrating 30 Years as The Deming Institute

In 1993, my grandfather, Dr. Deming, confided that he was "running out of time to make a difference." To carry on his legacy, he founded the Institute with my mother and five other dedicated Board Trustees.

For the first two decades, passionate volunteers were the driving force behind the Institute. As we celebrate 30 years of service, we are profoundly grateful for the remarkable partners, enthusiastic volunteers, and generous donors within the Deming community who have played an instrumental role in our journey.

Today, we are well-positioned to sustain the Institute's impact for the next 30 years and beyond. Through initiatives like DemingNEXT, we are reaching the next generation of learners and leaders, ensuring that Dr. Deming's principles continue to inspire and transform. As we move forward, our commitment to continual improvement remains steadfast.

Thank you for contributing to our ongoing success. Together, we are making a lasting difference!

Yours in lifelong learning,
Kevin Edwards Cahill, Executive Director



Kevin Cahill &
Diana Deming Cahill



Beth Savage joined our Board of Trustees

Beth Savage is the former owner and CEO of [PQ Systems](#), an international provider of software and services to help organizations optimize quality. While at the helm, Beth leveraged Deming principles in order to build a collaborative, success-driven culture that struck a delicate balance between business needs and employee well-being.

Beth was recognized as a Top 25 Women to Watch by Dayton Business Journal and Awarded the Family and Private Business Award by The University of Cincinnati Goering Center.

PQ Systems was acquired in 2022 by Advantive, a leader in mission-critical software for specialty manufacturing. Beth now dedicates her time to serving on boards and mentoring small businesses to help them succeed.

Why Deming?

A lot of what we've learned about management, traditional management, doesn't make sense and it goes against what we feel we know is right, inside of us. As you learn about it [Deming], it just makes sense.





Doug Hall joined our Board of Trustees

Doug is an inventor, researcher, and author who has been named one of America's top innovation experts. He is a chemical engineer by education who rose to the rank of Master Marketing Inventor at Procter & Gamble.

In 1986, he founded the Eureka! Ranch where the mission is “to change the world through systems that enable everyone to think and act smarter, faster, and more innovatively.” In 2009, Doug founded Innovation Engineering, a new field of academic study and leadership science focused on System Driven Innovation, applying the system thinking of Dr. W. Edwards Deming. In 2016, Doug co-founded Brain Brew Custom Whiskey. The team invented the patent-pending WoodCraft Finishing method and in just 18 months took 2 of 8 Double Gold medals at the North American Whiskey and Bourbon Championship.

Doug is the best-selling author of seven books on innovation and courage and starred in two network television series and a national radio program. Doug also authored and performed a one-man play, North Pole Tenderfoot. For his pioneering work on System Driven Innovation, Doug was awarded an Honorary Doctorate in Engineering from the University of Maine and a Doctor of Laws from the University of Prince Edward Island.

Why Deming?

I believe in systems-driven leadership, and the Deming Institute is the best I've found.

”

Nearly 100 learners participated in improved 2-Day Seminar



Theory

If we use adult learning theory and bring new facilitators into the process to improve the flow and curriculum of the 2.5-Day seminar, we can better help learners on their Deming journey, and support new leaders.

Plan

Adult learning specialist and DemingNEXT course designer Leslie Peters will work with Deming experts to improve the 2-Day seminar.

Do

Both staff and volunteers worked nearly one hundred hours to redesign the seminar. In October, six new and veteran Deming facilitators guided participants through the seminar.

Study

The new flow worked well. Participants were highly engaged starting in the first ten minutes.

New facilitators brought fresh perspectives and learned from veteran facilitators.

Teams who attended together took advantage of time to work on PDSAs - bringing practical next steps back to work.

Act

Implement changes and continue to find improvements for next year.



Seminar Facilitators 2023

People are Talking



I am fired up after attending the seminar!



This YouTube channel needs several orders of magnitude more subscribers. Great work, you guys!



Excellent talk!!!! I hope more parents & teachers listen to this [podcast] and embrace this for a better future of humanity.



The article had some great insight into the world of change (improvements). I enjoyed the story!



Like Dr. Deming, the Institute pushes the human race forward, not through compliance and competition but through curiosity, imagination, and creativity.

I've been through a bunch of seminars over the years and am always on the lookout for "BS" at these types of events - I was blown away by how genuine the crew was in wanting to help businesses.

Thanks to our wonderful donors, 21 scholarships totaling \$17,000 were awarded for DemingNEXT and the 2-Day Seminar!

Amanda, Scholarship Recipient

I have greatly appreciated the opportunity to come and learn at this event! My perspective and knowledge has developed, but even more so it was encouraging. It speaks greatly to my passion to be able to share it with others and see the impact it's making throughout the country. I look forward to all my Deming journey has in the future.



Chris, Scholarship Recipient

I've been working with my crew at our restaurant talking about the Deming method. The crew is in-line with Deming and where we want to go. These are the future owners of the business, future leaders in the restaurant industry. The kind of people that will fight for their crew and the community, continuing our legacy. And, they will do it Deming. Deming thinking is having a resounding impact on our community and will have long-lasting positive ramifications for a small town in Texas and beyond.



Joan, Scholarship Recipient

The Deming philosophy is a central part of my education and a core part of my professional competency that I am trying to build into my management and expertise in the non-profit sector. Indeed, I have found Deming's fourteen points, and the SoPK indispensable in working with people with disabilities over the years. Getting the scholarship to attend the seminar was so helpful in continuing my education and will have a big impact on the organizations I work with in the future.



Our Community is Strong

YouTube
Subscribers
9,190

Facebook
Members
5,800

X (Twitter)
Followers
5,641

LinkedIn
Followers
6,265

Email
Subscribers
10,168

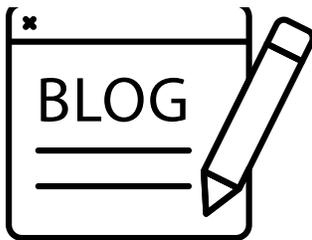
46 Episodes & 27,865 downloads



3 new podcast series started in 2023:

- Awaken Your Inner Deming
- Deming in Schools Case Study
- Role of a Manager After the Transformation

12 New Posts



Articles include:

- Best Efforts on a Sinking Ship
- Deming Systems Thinking and Cyberwarfare
- The Insanity of Extrinsic Motivation

5th Annual Bryce Canyon Society Deming Forum Southern Utah University



65 learners came together for the workshop:
*From Red Square Puzzles to Blue Pen Companies –
Discover and Address Hidden Barriers to Teamwork.*

DemingNEXT[®]

815 Learners

From a variety of sectors

- Healthcare providers
- Nonprofit professionals
- Educators
- Graduate students
- Manufacturing teams
- Lumber companies
- High school innovation program
- Small businesses
- and more!

300+ Total Courses

New in 2023

- Control Charts, Part 1
- Brain Brew Whiskey Case Study
- Deming in Education Series
- 51 Additional videos and articles

Popular Courses

- Psychology
- The Trouble with Tools
- Deming Lens: Cash Flow
- Case Studies



A Text Book Case of Applying Deming to K-12...

(10 minutes)



Air Force One

(Featured video; 4 minutes)



Applying Deming to Education

(35 minutes)



Applying Deming to Government

(47 minutes)



Applying PDSA in a Fitness Company

(32 minutes)



Enrolled

Bama Companies

(Featured video; 5 minutes)



Brain Brew Whiskey

(Featured video; 6 minutes)



Enrolled

Carr Engineering

(Featured video; 5 minutes)



Culture Change and the Deming Philosophy

(17 minutes)



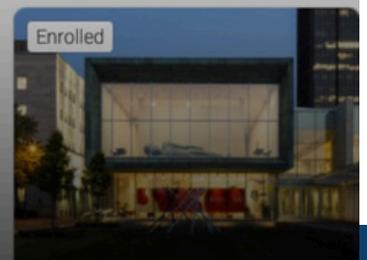
Deming Lessons from a Coca-Cola Bottling...

(29 minutes)



Deming's Ideas Applied at Intermountain Healthcare

(12 minutes)



Enrolled

DesignGroup

(Featured video; 5 minutes)

What is Your Legacy?

As The Deming Institute embarks on its fourth decade, we reflect with gratitude on the impact we've made with the support of individuals like you. Together, we've touched lives, transformed organizations, and created ripples of positive change.

Now imagine a future where Dr. Deming's teachings continue to shape and inspire lives, for generations to come. We invite you to learn about The Deming Legacy Society, which celebrates individuals who have made a planned gift to the Institute, often through the simple step of including a gift in their will.

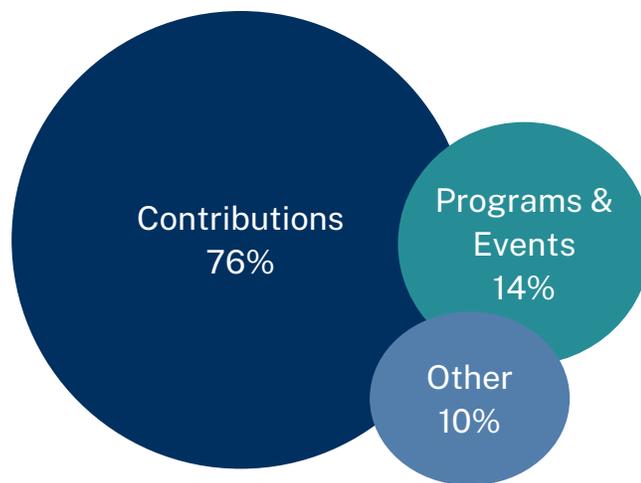
To learn more about how planned giving can help you achieve your philanthropic goals, visit <https://deming.org/planned-giving/>



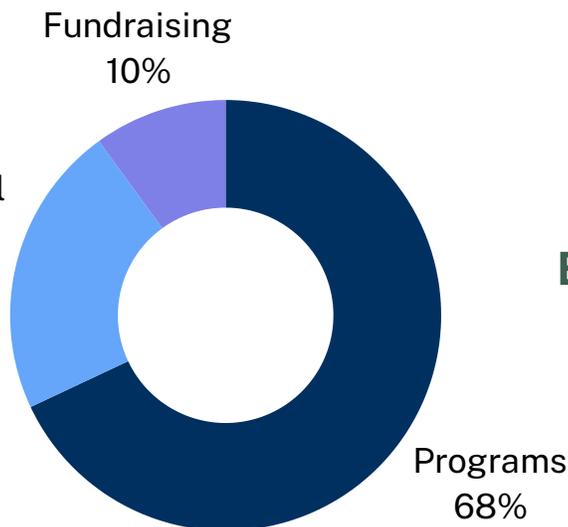
Financial Highlights*

In 2023, 76% of our revenue came from donations, primarily from individuals.

Revenue



Expenses



The W. Edwards Deming Institute is recognized by the IRS as a 501(c)(3) nonprofit organization.

Federal tax identification number 52-1856624

*unaudited financial statements

Our Team

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J. Vincent Cahill
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Steven Haedrich
Doug Hall
Paula Marshall
Beth Savage
Keith Sparkjoy

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