



Nomination for the W. Edwards Deming Medal

Where is quality made? The answer is, by top management. The quality of the output of a company can not be better than the quality determined at the top. What we need is cooperation and transformation to a new style of management.

- W. Edwards Deming

The New Economics for Industry, Government, Education

Nomination due date is October 1

Guideline for Nominations

The Deming Medal is presented to those who, like Dr. Deming, have successfully combined the application of statistical thinking and management so that each supports and enhances the other, thus leading to quality in products and services.

- 1.) The Deming Medal Committee is looking for individuals who, like Dr. Deming, have successfully combined the application of statistical thinking and management in such a way that each supports and enhances the other and leads to quality in products and services.
- 2.) Nominees may be managers, or those who helped manager, to achieve the type of transformation that uses the new style of managing for quality.

The nominee need not be a member of ASQ. Obviously, it is preferred that the nominee be a member of ASQ or another Society interested in the area of quality. It is important that the nominee have the qualifications required.

- 3.) There are some basic qualifications for consideration of a nominee. The nominee must be living at the time of the nomination. There must be evidence that the nominee understands that principles founded by Dr. Deming. Also required is evidence that the nominee contributed to the theory. Finally, it is required that the nominee has applied the theory by transforming a company personally (usually executives) or helping others to transform a company (usually masters and/or consultants.)

We intend to award the Deming Medal to managers, or those who helped managers, achieve the type of transformation taught by Dr. Deming in the past decades. The individual must be or have been a successful, applied practitioner of statistical thinking or statistical quality control; must be primarily a proponent of these techniques in practical industrial application rather than a theoretician; must have made significant contributions by showing the techniques in their practical application in industry. The use of the word statistics does not mean that the recipient need be a statistician. Executives, managers, and others who have applied or contributed to Dr. Deming's theory to achieve a transformation in their organization or that of others are eligible.

Question 1 - asks for evidence of the nominee's understanding in any number of ways. Some evidence consists of writing books and/or articles on the topics Dr. Deming taught. Another way might be to teach or have taught courses on quality technology or management to obtain quality. This may be taught in an educational institution, company, or other setting.

If the nominee assisted in Dr. Deming's work with his clients or at the Four Day Deming Seminars held since 1980, it can be counted as primary evidence of understanding the principles. (Dr. Deming's early seminars were only three days. In the last decade he expanded it to four days.)

These suggestions are not the only way in which evidence of qualification may be forthcoming. The proposer may have other valid ways of showing the understanding of the Deming Philosophy. An understanding of the Deming Philosophy does not indicate abject acceptance. The nominee may demonstrate an alternate route to Quality and Productivity.

Question 2 - looks for evidence of contribution. Some methods of showing evidence of contribution include refereed books, papers, and articles pertaining to the Deming Philosophy or any advance to that Philosophy. Again, these are suggestions to the proposer. The proposer may have other ways of showing the nominee's contribution to the Deming Method.

Among the primary ways of showing contribution to the Deming Philosophy is a statement by Dr. Deming acknowledging a contribution. Such statements are often found in his last three major books on quality – *Quality, Productivity and Competitive Position*; *Out of the Crisis*; or *The New Economics for Industry, Government, Education*. All three books were published by MIT/CAES.

Question 3 - examines how the nominee has applied the theory of management to effect a transformation or be well underway. The best evidence is the statement by a third party that the nominee either accomplished or helped another organization to accomplish a transformation in the style visualized (but not necessarily mandated) by the Deming Quality Principles. Such a transformation need not be completed but has shown significant progress. It suffices that substantial changes can be documented that show that the old way of doing business has given way to the new understanding. Primary examples of such transformations can be found in Dr. Deming's writings. There are, however, not many examples in Dr. Deming's book where he cites the work of others. Most proposers will have to gather their own data to submit.

- 4.) Proposers can be ASQ Sections, Divisions, Technical Committees, International Chapter, other organization, customers, suppliers, or co-workers of the nominee or have any other relationship with the nominee. Proposers should not be listed as 'references'.

It is understood that the proposer may need to elicit from the nominee some of the information requested on the nomination form.

The proposer presents the nomination to any Section, Division, Technical Committee, or International Chapter for their review and transmission to the Deming Medal Committee.

- 5.) The nomination form must not exceed 10 single-sided pages in length (not including five reference letters, each no more than two pages in length.)

It is acceptable to have a cover letter as part of the nomination form. This will be included in the 10-page limit.

Along with the nomination form, please include the following:

- A proposed citation for the presentation document, not to exceed 40 words

- 6.) The last page of the nomination form provides space for listing references who have provided reference letters to be included in the nomination package. Include here the names of five people who:

- Are not the proposers
- Have direct knowledge of the nominee and her/his work
- Can confirm and elaborate on one or more aspects of the nominee's work and impact as described in the nomination form
- Have agreed to be available for contact by the members of the Deming Medal Committee
- Have agreed to provide a reference letter to support this nomination, with a maximum length of two pages

Nomination for the Deming Medal

Nominee:

Question 1. **Give evidence of the nominee's understanding the new style of management as described by Dr. Deming.** (use the space below.)

Nomination for the Deming Medal

Nominee:

Question 2: **Give evidence of contribution to Dr. Deming's Philosophy.** (use the space below.)

Nomination for the Deming Medal

Nominee:

Question 3. Show how the nominee has applied the theory of management to effect a transformation or be well underway. (use the space below.)

Nomination for the Deming Medal

Nominee:

Reference letters:

In addition to the completed nomination form, please include five letters of recommendation, each limited to two pages in length. List the sources of these reference letters below, including their contact information and topics in the nomination form about which the reference is knowledgeable. The focus of the reference letters is at the discretion of the nominator to provide the Deming Medal Committee members with additional depth of understanding of the merit of the nominee and the answers provided to Questions 1 – 3.

1. Name Email Topics in nomination form about which the reference is knowledgeable

2. Name Email Topics in nomination form about which the reference is knowledgeable

3. Name Email Topics in nomination form about which the reference is knowledgeable

4. Name Email Topics in nomination form about which the reference is knowledgeable

5. Name Email Topics in nomination form about which the reference is knowledgeable

A proposed citation for the Deming Medal certificate describing why this individual should be awarded the medal (40 words maximum)