

January 2005

**Memorable Quote:**

*"Concentrate all your thoughts on the work at hand. The sun's rays do not burn until brought to a focus."*

Alexander  
Graham Bell

**BRIGHT IDEAS — Getting Started**

W. Edwards Deming is the American statistician who established the Total Quality Movement, first in Japan, then in the rest of the world. Deming's contribution is historically so important that the U.S. News & World Report called him one of the "nine hidden turning points in history".

After over 50 years of statistical study, Deming pointed out that in every process there is a beginning and an end. When you focus on the first 15% of that process and get it correct (its initial conditions), you ensure at least 85% of your desired outcome. By focusing on the first 15% of anything, the remaining 85% will effortlessly follow.

We couldn't agree more. This line of thinking is incorporated into **IDEAS®**, the performance improvement method that *delivers advantage start to finish*, and why we chose to utilize the Human Interaction process model .

[Click here](#) to learn more about our hallmark techniques.

Brought to you by the experts in Workflow Performance Improvement:



Workflow Dynamics, Inc. 1832 Rusticwood Lane, Suite B, Cincinnati, OH 45255  
513-233-flow

[Email](#) or call Workflow Dynamics to learn how using [IDEAS®](#) can improve your organization's performance. Visit our [website](#) for more information. To unsubscribe, click [here](#).