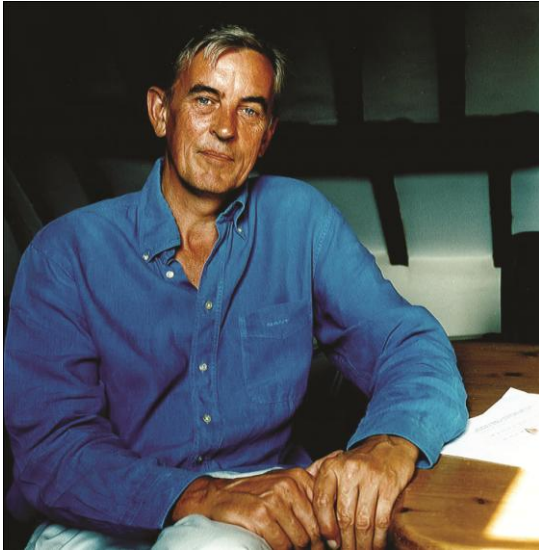


John Seddon presents



the man who developed the Vanguard Method

Systems Thinking: the Leaders Summit

November 25th, Milton Keynes

An overview of the Summit

John Seddon writes:

I am proud to present the Leaders Summit and I am excited about the veritable feast of profound improvement that will be on display. All of the leaders presenting have employed the Vanguard Method to change their service organisations from a conventional 'command-and-control' design to a systems design. You'll hear about the outstanding results, what was learned through the method and the challenges this brings.

The Leaders Summit starts with Portsmouth housing. The City Council and its suppliers Comserv and MTS have developed a repairs service that does repairs on the day and at the time tenants want. It is a jaw-dropping design; if BT could learn to do that we'd all cheer! But as they will show, learning to do that means un-learning most of what is considered 'normal' in designing and managing repairs organisations. The Summit starts with a bang, an economic benchmark.

After a short break we move to the private sector, where the Vanguard Method was originally developed. Two financial services organisations, Aviva UK and BNP Paribas Fortis Bank will talk about the profoundly better economics (better customer service at much lower costs), the transformation in morale produced by enabling the workforce and they will also describe the challenges en-route. It is the numbers that gives systems thinking a fair wind against the many challenges from conventional thinking, which come from all quarters: management, risk analysts, auditors and regulators, to name a few.

Following lunch we have a group of leaders from local authorities, Stockport, East Devon and Stoke City are just three of the many local authorities using the Vanguard Method. All are achieving great results of course, but these presentations will take us behind the results and discuss the difficulties and challenges that come with taking the systems approach. One difficulty was dealing with the Audit Commission, whose inspectors were bureaucratically hostile. But closing down the Audit Commission does not necessarily take away the sources of antagonism to profound improvement.

And then to Advice UK, whose analysis of demand into voluntary agencies throws the spotlight on the failure of central government agencies to provide services for people in need. As well as throwing down the gauntlet to central government Advice UK is re-designing advice services to make them work for people who are the most vulnerable in our society. The story is both economic and human.

If your head still has room for more, the final presentation is of the first application of the Vanguard Method in health care. Better care for stroke patients at much lower costs; but yes, again, many challenges to be overcome, not least from the Department of Health. I can also promise a profound revelation, something that has been learned by studying health as a system, which shows the enormous opportunity we have in health care if we take the systems approach. It is truly a bombshell, and you'll have to be there to hear it.

So I recommend the Leaders Summit, you won't be disappointed, although your head might hurt a little.

Professor John Seddon

Vanguard Consulting

To register for *Systems Thinking: The Leaders Summit* - visit: www.systemsthinking.co.uk (for a booking form), email pr@vanguardconsult.co.uk or call Vanguard on 01280 822255. Delegate rate: only £295 plus VAT. (For group bookings and discounts please contact us).