



Many people have heard of Dr. W. Edwards Deming, however, most are not aware of how his body of work affects them. While Dr. Deming left both a written and visual body of knowledge about his thinking, the impact of his teachings on the people around him has not been captured in video format.

We believe testimonials, remembrances, and stories are an excellent source of conveying meaning to future generations, and have a profound educational significance.

We also feel there is a real urgency to:

- 1) Look towards new media to connect with future learners. Today's students rely heavily on video as a primary means to gain understanding of concepts.
- 2) While the media labeled Dr. Deming as a curmudgeon, people who knew him mention his kindness. Dr. Deming's image must be improved.
- 3) It has been 20 years since Dr. Deming's death. We are on the brink of losing testimonials and first hand accounts of interactions with Dr. Deming – FOREVER!
- 4) Create a repository of recorded stories for future, as yet unknown uses

Why audio-visual recordings? Society is currently in a generational/cultural change about how people interact with video and text. Nonverbal communication accounts for 66% - 85% of all communication. Environmental conditions, physical characteristics and behaviors of the speakers are crucial in communications.

- 65% of people are visual learners
- 90% of information that comes to the brain is visual
- Visual aids improve learning by up to 400%

Audio-Visual media is pivotal in this rapidly evolving new world of visual literacy and social media.

- Provide short, visual answers to immediate questions
- Promote learning through educational use of visual testimonials

We are dedicated to recording, archiving, preserving, and making accessible audio-visual stories and oral history from those who wish to share their experiences.

Only YOU Can Tell Your Story!

 Please Contribute 
demingstories@gmail.com

Starter Questions

(Suggestions)

If you need something to start the conversation here are a few suggested questions. Feel free to ask others:

- Tell me the story about how you first learn about Dr. Deming? What was your first impression? Skeptical? Intrigue? Inspired?
- What difference did it make in your life? Professional and Personal?
- What was your 'ah-ha' moment, where the pieces came together and you saw things in a new way? What did you understand differently?
- What do you consider the most important thing you learned from Dr. Deming's ideas?

Related Questions:

- 1) What did Dr. Deming say that resonated with you the most?
- 2) What drove you to the first meeting/seminar/class? How did you hear about it?
- 3) Tell us why were you drawn to his teachings? How did his teachings influence you?
- 4) What makes you passionate or fascinated about his approach?
- 5) When did you have your 'moment-of-truth' or 'instant sense' or 'Ah-Ha' moment?
- 6) How has Dr. Deming's theories make a difference in your life?
- 7) How have Dr. Deming's theories inspired you?
- 8) How do you pass along your enthusiasm or knowledge to others?
- 9) How would you suggest someone new to Dr. Deming's theories learn more?