

FOR IMMEDIATE RELEASE

Monday, February 24, 2013

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Steele to Present at 20th Annual International Deming Research Seminar at Fordham University, NYC

INDIANAPOLIS - David E. Steele, Managing Principal of The Steele Group, LLC and adjunct faculty member at Indiana University, Kelley School of Business - Indianapolis (IUPUI), has been invited to present a research paper at the 20th Annual International Deming Research Seminar. The meeting will be held March 3-4, 2014 on the campus of Fordham University in New York City.

Steele has been a student of the teachings of the late Dr. W. Edwards Deming for over 25 years, and has also been active in quality forums with leading thinkers and practitioners of organizational transformation during this time period. Steele's long term study and work using Dr. Deming's System of Profound Knowledge has caused him to consider current approaches to Deming's work, and how it can be shaped for emerging business strategy and future generations of leaders.

Steele's paper examines many similarities between Dr. Deming's teachings and how they can link to the Malcolm Baldrige National Quality Award Criteria and TED (Technology Entertainment, Design). Steele will provide insight as well on approaches that all organizations, in all sectors could link to the teaching and practice of Deming using the framework of Baldrige. Additionally, he provides insight into how TED Talks could use Deming theory in applications of big ideas and solutions to the complex issues that form their agenda. The paper then links all of these concepts, with insight into how to reach younger audiences and students. Steele believes TED Talks are an avenue to do help build followers of Deming through a new venue exploring the complexities of our global market.

Mr. Steele's extensive business experience and diverse background ranges from corporate officer level positions to entrepreneurial roles. Steele's international experience includes Europe, Canada and India. He is a Certified Management Consultant, Six Sigma Black Belt and served for five years as a member of the Board of Examiners for the Malcolm Baldrige National Quality Award. He has also completed executive education for The Shingo Prize.

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About The Steele Group:

The Steele Group is a privately held management consultancy specializing in the customer side of business success. The company supports clients in all business sectors with a focus on customer expectation, acceptance and integration of emerging process applications designed to yield financial and customer satisfaction improvement. The Steele Group is headquartered in Indianapolis, Indiana and may be found on the web at www.thesteelgroup.us.