

Theory must drive Practice

“Knowledge is prediction, and knowledge comes from theory. Experience teaches us nothing without theory.

“Do not try to copy someone else's success. Unless you understand the theory behind it, trying to copy can lead to chaos.”

W. Edwards Deming the creator of *Total Quality Management* had a profound impact on the understanding and success of organisations and businesses across the world. To achieve success in an organisation, Dr. Deming really understood why theory must drive practice. This 1982 quote is evidence of his insight.



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