

QFD Black Belt® UPDATE

Live Virtual Training

March 4–5, 2024

11:00–15:00 EDT

\$1,725 per person

www.qfdi.org/qfd-black-belt-update

The **QFD Black Belt® UPDATE** is now offered as a live online training (4-hours x 2 days). It is a semi-private continuing education exclusively for those who have earned the QFD Institute's full status or provisional QFD Black Belt® Certificate.

ISO 16355 for QFD is now in publication since 2015. QFD Black Belts® are in a unique position to advance the standard, as it follows a similar logic and flow.

This Update offers you an opportunity to bring up to date and enhance your QFD knowledge and skills learned in your previous trainings, as well as assists you in transitioning to the new ISO standard.

You will receive a copy of the latest QFD Green Belt® and QFD Black Belt® training manuals and templates, plus a 2-year extension of your provisional Black Belt status. You may bring your QFD deployment samples for critique and coaching, or send your questions in advance.

Who Is Eligible to Attend?

Prerequisites: Full-status or Provisional QFD Black Belt® certificate, issued by the QFD Institute authorized instructors.

You Will Learn: (* new 2015–2024)

- ISO 16355 *;
- Improved algorithms for defining Customer Needs (Demanded Quality) for "new-to-world" products and services;
- New Gemba Analysis tools;
- Incorporating Blitz QFD® into Modern Comprehensive QFD to speed up the process;
- Integration of AHP throughout the QFD process;
- Replacement of ordinal scale calculations with ratio scale calculations of customer needs priorities, sales point, competitive benchmarking, and matrix relationship weights to improve the meaningfulness / accuracy of QFD in a Six Sigma world;

- Hoshin Kanri and deploying to new product strategy;
- Enhancing Quality Planning Table with measures, targets, and Kano categories*;
- Improved FMEA with AHP;
- Introduction to General Theory of Innovation (GTI), a next generation TRIZ-evolved business innovation method for general business management *; and
- Cost Deployment matrices with proportional distribution.

Benefits and Learning Outcomes:

This Update will guide you in transitioning to ISO 16355 with the latest enhancements to the QFD process as taught in recent QFD Black Belt® trainings and the most up-to-date QFD tools and methods, in addition to any review that you may wish to have.

- Get the interchanges between ISO 16355-1, -2, -4, -5, and -8 and the QFD Black Belt® training chapters.
- Get the bibliographic references papers from QFD Symposia listed in the ISO standards;
- Bring up to date and enhance your QFD knowledge and skills learned in your earlier training;
- Get additional coaching. You might have encountered questions since attending the previous training. This is a good chance to get help in completing the assignment toward earning your Full Status QFD Black Belt®;
- Keep yourself up to date on the latest advancements in QFD and new-to-world concepts. Get informed on what other countries are doing with QFD and how your business might draw on Modern QFD to create a competitive edge;
- Your Provisional Status had expired if you attended the QFD Black Belt® more than 24 months ago and did not complete the Full Status Review. By attending this Update, you will get the Provisional Status reinstated and extended for 24 months from the date of this Update.

Recommended Things To Prepare:

- **A laptop computer** (MS Excel®, MS Word®, Adobe Acrobat® reader). Training materials will be provided in digital format.
- **Relevant marketing & technical data** for a small project or a part of a large project that you are currently working on or plan to work on in the future. If not feasible, you may use a generic or hobby project to practice tools in the classroom. **There is no need to reveal any confidential data.**
- **Adequate access to the Internet and a Zoom account.**

How to Register for a QFD Training



Send the Registration Form.

Please use one of these methods:

- **Online Registration:**
www.qfdi.org/registration-qfd-bb-update
- **Registration Form** is also found in this PDF brochure. Send your completed form (scanned or photo copy) by email: registration@qfdi.org

Pay your registration fee.

Within 24 hours, you will receive an Email Invoice (PDF) from us.

To pay by credit card or wire transfer, **use the link** ["View & Pay Invoice"] provided in the email invoice.

It will take you to a **secure online payment page**.

Registration is confirmed.

When the payment is processed, we will issue a Receipt (PDF) by email.

This confirms your registration. Thank you.

If you have questions, please contact us: registration@qfdi.org

PS: You will also receive a separate PDF file that explains how to prepare data for this training.

2024 QFD Black Belt® UPDATE Registration Form

Please complete this form, scan or take a photo, then send it to:
registration@qfdi.org -or- contact@qfdi.org

Attendee Name (This name will be printed on your certificate)
Job Title
Organization
Industry
Complete Address to be printed on your Invoice
Registration for:
<input checked="" type="checkbox"/> QFD Black Belt® UPDATE: US\$1,725 per attendee.
Payment Method: Please select one.
<input type="radio"/> Pay by Credit Card * (Visa, MasterCard, Amex, or Discover)
<input type="radio"/> Pay by Check ** (US\$ drawn on US bank)
<input type="radio"/> Pay by ACH Bank Transfer * (US banks only)
<input type="radio"/> Pay by Wire Transfer *** (non-US banks only; see Terms & Conditions on the next page)
Email Address (We will send your Invoice and Receipt to this email address)
Telephone Number

QFD Black Belt® Update

Registration Terms & Conditions

Registration will be confirmed upon receipt of full payment. Early registration is recommended.

**** Payment by Check:** Checks must arrive at least two (2) weeks before the start of the program(s) that you are attending. Checks must be drawn on a U.S. bank in U.S. dollars. Please make the check PAYABLE To: **QFD Institute, 1140 Morehead Ct., Ann Arbor, Michigan 48103**

***** Payment by Wire Transfer:** Wire transfer instructions will be found in your invoice email. The bank fees associated with wire transfer are the responsibility of the attendee; please instruct your accounting department and bank to add such fees when determining the dollar amount to be sent. The fund must arrive at least two (2) weeks before your training start.

Cancellations after Registration: If you cannot attend a registered training, you may attend a future QFD Black Belt® Update without penalty. If a cancellation is requested, please note that a 10% card processing fee will be assessed for a refund of credit card registration.

Substitutions are permitted without penalty any time, subject to prerequisites.

Your registration fee includes: The latest version of the QFD training manual, modern QFD templates in MS Excel (including AHP, modern House of Quality matrix, Maximum Value Table), ISO 16355 reference materials, and select case studies. After-class support is also available.

Team Discounts: A US\$100 per person discount when three (3) or more employees from the same company attend 2024 QFD trainings, in any program combinations. The discount will be applied on the Invoice of the third attendee and thereafter.

For questions, please contact: registration@qfdi.org