

QFD Black Belt® Certificate Training

Weekly 4-hour session x 10 meets (total 40 hrs.)

2024 September 16, 23, 30

2024 October 7, 14, 21, 28

2024 November 4, 11, 18.

Class times will be determined based on attendees' preferences. Dates and times are subject to adjustment, depending on participants.

This is an advanced QFD training for facilitators, project leaders, black belts and master black belts of Lean Sigma / DFSS / Phase-gates, and professionals in Design, Quality, Marketing, Innovation, NPD, Customer Requirements Management (CRM), Corporate Excellence, and champions of business transformation, corporate innovation and other important initiatives.

This is also a good place for corporate training scouts and project managers to test the water for in-company training.

The only internationally recognized QFD certificate programs authorized by Dr. Akao (founder of QFD), you will learn in this fast-paced, information-packed training:

- Advanced techniques of Modern QFD;
- Modern Comprehensive QFD and ISO 16355 for new product development;
- How to correctly create and use a House of Quality matrix and carry out downstream deployments;
- Advanced Quality Design and organizational methodologies such as Kansei Engineering, Hoshin Kanri, New Kano Model, TRIZ, and ISO 16355.

Registration Options

Option #1

QFD Black Belt® Only: US \$5,625 per attendee.

Please see ❖ **Prerequisites** in the "Terms & Conditions" (the last page of this document).

Option #2

QFD Update Package (QFD Green Belt® Update and QFD Black Belt®): **US \$6,700 per attendee.**

Please see ❖ **Prerequisites** in the "Terms & Conditions".

Option #3

Facilitators' Package (QFD Green Belt® and QFD Black Belt®): **US \$7,925 per attendee.**

Option #3 has no prerequisites.

Registration Form is included in this document.

This Training Will Offer

- Hands-on practice of Modern QFD on a team project;
- Step-by-step instruction of several standard QFD deployments;
- In-depth review of important Modern QFD tools and deployments
- Understanding of the full depth and breadth of Modern Comprehensive QFD;
- Implementation and auditing strategies for ISO 16355;
- The QFD Black Belt® training manual (about 1,000 pages) and templates.

This workshop is part of the international program in [Quality Function Deployment](#) and [ISO 16355](#); it is the *only* QFD curriculum authorized by the late Dr. Akao, founder of QFD.

This advanced QFD training is compatible with Six Sigma, DFSS, Stage Gate, EFQM, TQM, Baldrige, and other quality initiatives. It will be taught by [Glenn H. Mazur](#), international authority on QFD and ISO 16355. As a training offered by the QFD Institute, you are assured of unparalleled excellence on this subject.



Tools and Techniques You Will Learn

- Advanced tools and analytic methods for quality, strategy, management, product planning, decision making, invention, and design, including those specified in ISO 16355;
- Voice of **Gemba** — QFD's unique approach to customer visits, and how to design Gemba Visits and new Gemba Analysis tools;
- Semi-customized deployments common to most industries, such as project, customer, quality, technology, function, reliability, cost, manufacturability, production, service, etc.;
- How to input, process, and output field data for each deployment;
- Incorporating **Blitz QFD**® into Dr. Akao's Comprehensive QFD to speed up the process;
- Improved algorithms for defining Customer Needs (Demanded Quality) for "new-to-world" products and services;
- Why and how of replacing ordinal scale calculations with ratio scale calculations of customer needs priorities, sales point, competitive benchmarking, and matrix relationship weights, how to improve the accuracy of your QFD analysis for Six /Lean Sigma;
- How to apply **Reverse QFD**;
- Introduction to Lifestyle Deployment and emotional quality with **Kansei Engineering** ;
- Integration of **New Kano methods** and enhancing Customer Need Hierarchy Diagram with measures, targets, and Kano categories ;
- Using **Customer Voice Table** with specification documents ;
- Introduction to **TRIZ**-evolved new-to-world business innovation method for general business management.
- **New ISO 16355 standard for QFD.**

Resulting Benefits

- Mastery of generic Modern QFD tools and deployments and knowledge of how Comprehensive QFD works
- Knowledge of new-to-world methods in product development, quality and innovation, and how they can be incorporated into projects
- Knowledge of how to facilitate a QFD project team
- Provisional QFD Black Belt® Certificate upon successful completion of this training.

Recommended Things to Prepare

1. **Your laptop computer or tablet** with MS Excel® and Adobe Acrobat® -- for the QFD software templates and case studies in digital format.
2. **Relevant marketing and 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. [IMPORTANT: There is no need to reveal any confidential data. The goal is to make the QFD exercises real and meaningful to you! If it is not feasible to bring such data, you may join others or use a generic or hobby project.]
3. **Access to the Internet and Zoom:** You will need adequate Internet connectivity and a Zoom account (free account). Please make the necessary setup and test your device well ahead of the time.

Textbooks and Materials

- QFD Black Belt® Training Manual (1,000 pages)
- Modern QFD templates (QFD/ISO 16355 Black Belt® Level)
- Case studies and papers from the QFD Institute Symposium 1989 - 2019 (digital copy)
- ISO 16355 series bibliographic reference papers (e-Book) from QFD Symposia. (ISO copyright does not permit us to distribute the ISO 16355 standard, but links to purchase will be provide.)

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
- **Registration Form** is also found in this PDF brochure. Please scan or take a photo of your completed form and send it 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.

Registration Form

QFD Black Belt® Registration

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 Options: Please select one. (❖ Please see the prerequisites on the next page)
<input type="checkbox"/> QFD Black Belt® ONLY ❖: US \$5,625 per attendee
<input type="checkbox"/> QFD Update Package ❖: US \$6,700 per attendee (QFD Green Belt® Update + QFD Black Belt®)
<input type="checkbox"/> QFD Facilitator's Package: US \$7,925 per attendee (QFD Green Belt® + QFD Black Belt®; no prerequisites)
Payment Method: Please select one.
<input type="checkbox"/> Pay by Credit Card* (Visa, MasterCard, Amex, or Discover)
<input type="checkbox"/> Pay by Check ** (US\$ drawn on US bank)
<input type="checkbox"/> Pay by ACH bank transfer * (US banks only)
<input type="checkbox"/> Pay by Wire Transfer *** (non-US banks only; see the Terms & Conditions on the next page)
Email Address (We will send your Invoice and Receipt to this email address)
Telephone Number

Registration Terms & Conditions

Registration will be confirmed upon receipt of full payment. Class sizes are limited; 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 sessions start.

Cancellations after Registration: If you cannot attend a registered training, you may attend a future QFD Green Belt® or QFD Black Belt® training 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 for **QFD Green Belt® Training**; please inform us as soon as possible. Substitutions for **QFD Black Belt® Training** are permitted, subject to prerequisites.

❖ 2024 QFD Black Belt® Registration Options:

- **QFD Black Belt® only:** This registration option is for *fully certified* QFD Green Belts® (with Gold Seal on your certificate) and attendees of 2023 and 2024 QFD Green Belt® trainings.
- **QFD Update Package:** This option is for those who earned a Provisional QFD Green Belt® in 2022 or earlier; the package includes a 4-hour QFD Green Belt® Update to refresh your knowledge and QFD Black Belt®.
- **QFD Facilitators Package:** This option allows, **without prerequisites**, those who are new to the QFD Institute training to enroll in the 2024 QFD Green Belt® and 2024 QFD Black Belt®.

Your registration fee includes: the latest version of the QFD Green Belt® or QFD Black Belt® 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