

# QFD Green Belt<sup>®</sup> Certificate Training

[www.qfdi.org/qfd-green-belt-training](http://www.qfdi.org/qfd-green-belt-training)

## 2024 Public Training Schedule

- April 1–3 @ 11:00–15:00 EDT
- September 9–11 @ 9:00–13:00 EDT

Internationally acclaimed introduction to Modern Blitz QFD<sup>®</sup> and ISO 16355, the QFD Green Belt<sup>®</sup> Certificate training is now offered as a live online workshop. It is designed for businesses and people who wish to learn cutting-edge best practice for agility, innovation and leadership that are essential to compete in today's global market.

In this 3-day virtual training (4-hours x 3 days, public curriculum), you will be introduced to the latest advancements in quality, design, and project management that are not yet taken up by the traditional approach seen elsewhere, including:

- Blitz QFD<sup>®</sup>
- ISO 16355 (the new QFD standard)
- Wishbone Diagrams
- Semantic and Situation Analysis
- Analytical Hierarchy Process (AHP)
- Customer Gemba visits, and more.

For those who had previously studied a traditional House of Quality or 4-phase model, this Training is essential to staying current.

This workshop is part of the international program in Quality Function Deployment and ISO 16355. It is compatible with ISO-9001, Six Sigma, DFSS, Stage Gate, EFQM, TQM, Baldrige, and other quality initiatives.

## Who Should Attend?

- **This training has No Prerequisites.**

Recommended for:

- New product / service development teams, project managers;
- Project team members from Marketing & Sales, R&D, Design, Manufacturing, Service, Quality, Business Development, and those who are key to the success of the new product / business / organizational strategy;
- Training scouts who will report to their management;
- Quality consultants, Six Sigma / Lean Sigma / DFSS / DFSS black belts and master black belts;
- Trainers, facilitators, internal Quality / Sigma gurus, organizational excellence champions, university professors who teach innovation and the topics;
- Those who are familiar with classical QFD and HoQ or 4-phase methods from the 1980s;
- Anyone who seeks better designs, quality, and innovation.

## Registration:

### Registration Fee: US\$2,415 per attendee

The price includes all materials including modern QFD templates, case studies, and after-class support.

Note: **Registration Form** included in this document shows more registration options. For questions, please contact [registration@qfdi.org](mailto:registration@qfdi.org)

## CORE Blitz QFD<sup>®</sup> Tools

This step-by-step, hands-on workshop will show you these core Blitz QFD<sup>®</sup> tools:

- Project Goals table
- Customer Segments table
- Gemba visit table
- Customer Process Model
- Customer Voice table
- Affinity Diagram
- Hierarchy Diagram
- Analytic Hierarchy Process (AHP)
- Maximum Value Table
- Modern House of Quality (HOQ)
- Downstream QFD Deployments (generic deployment in public training)

## Associated Methods

You will be also introduced to these associated methods:

- Kansei Lifestyle Deployment
- Kano Model of Expected vs Exciting Quality
- TRIZ (Theory of Inventive Problem Solving)
- New Lanchester Strategy for Sales and Marketing
- ISO 16355
- Integration with Design for Six/Lean Sigma (DFSS/DFLS)

## What do I need to take this online training?

**Internet connectivity and Zoom account** -- You will need adequate Internet connectivity and a Zoom account (free), to take this virtual live training. Please test your device well ahead of the time.

**A laptop computer** with MS Excel<sup>®</sup> and Adobe Acrobat<sup>®</sup> reader -- as you will receive the modern QFD templates and case studies in digital format.

**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. NOTE: There is no need to reveal any confidential data. The goal is to make the QFD exercises meaningful to you! If that is unfeasible, you may join others or use a generic or hobby project when we practice tools in the classroom.

## QFD Belt<sup>®</sup> Certification:

A provisional QFD Green Belt<sup>®</sup> Certificate will be issued upon successful completion of this training.

Students desiring to receive a full certification must submit a completed QFD project to the Instructor within 18 months, demonstrating their ability to use the modern QFD Blitz<sup>®</sup> tools taught in the training. Consult with the instructor.

# How to Register for a QFD Training



## Send the Registration Form.

Please use one of these methods:

- **Online registration:**  
<https://www.qfdi.org/registration-qfd-gb>
- **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](mailto: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](mailto:registration@qfdi.org)

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

# Registration Form

QFD Green Belt® Training

Please complete this form, scan or take a photo, then send it to:

[registration@qfdi.org](mailto:registration@qfdi.org) –or- [contact@qfdi.org](mailto:contact@qfdi.org)

<b>Attendee Name</b> (This name will be printed on your certificate)
<b>Job Title</b>
<b>Organization</b>
<b>Industry</b>
<b>Complete Address</b> to be printed on your Invoice
<b>Registration Option:</b> Please select one.
<input type="checkbox"/> <b>QFD Green Belt® ONLY</b> = <b>US\$2,415</b> per attendee
<input type="checkbox"/> <b>Facilitators' Package (QFD Green Belt® + QFD Black Belt®)</b> = <b>US\$7,925</b> per attendee
<b>Select the QFD Green Belt® Dates that you wish to attend:</b> Please select one.
<input type="checkbox"/> <b>April 1–3 @ 11:00–15:00 EDT</b>
<input type="checkbox"/> <b>September 9–11 @ 09:00–13:00 EDT</b>
<b>Payment Method:</b> Please select one.
<input type="checkbox"/> <b>Pay by Credit Card*</b> (Visa, MasterCard, Amex, or Discover)
<input type="checkbox"/> <b>Pay by Check **</b> (US\$ drawn on US bank)
<input type="checkbox"/> <b>Pay by ACH bank transfer *</b> (US banks only)
<input type="checkbox"/> <b>Pay by Wire Transfer ***</b> (non-US banks only; see the Terms & Conditions on the next page)
<b>Attendee Email Address</b> (We will send your Invoice and Receipt to this email address)
<b>Attendee Telephone Number</b>

# Registration Terms & Conditions

## 2024 QFD Green Belt® Virtual Training

**Registration** will be confirmed upon receipt of full payment.

**\*\* 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® without penalty (or QFD Black Belt® training, subject to eligibility). 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 the QFD Green Belt® Certificate Training; please inform us as soon as possible.

**Access to the Internet and Zoom:** The attendees will need adequate Internet connectivity and a Zoom account (free account), to take this virtual training. Please make the necessary setup and test the system well ahead of the time.

**Something to Consider:**

- A **US\$100 per person discount** when three (3) or more employees from the same company sign up for the 2024 QFD training, in any program combinations. The discount will be reflected on the invoice of the third employee and thereafter.
- **Facilitators' Package** also reflects a discount for combined registrations of both 2024 QFD Green Black Belt® and 2024 QFD Black Belt®.

For questions, please contact: [registration@qfdi.org](mailto:registration@qfdi.org)