

QFD Black Belt® Certificate Course

April 16–20, 2018

Mon–Thurs: 8 am – 5 pm;

Friday: 8 am– 2:00 pm.

Michigan USA

Contact: contact@qfdi.org



This is an **advanced QFD training** for Facilitators, Project Leaders, Lean Sigma / DFSS / Phase-gates BB/MBB, and professionals in Design, Quality, Marketing, Innovation, NPD, Customer Requirements Management (CRM) and Corporate Excellence.

This is also a good place for corporate training scouts and project managers to test the waters.

The only internationally recognized QFD certificate programs authorized by the late Dr. Akao (founder of QFD), in this fast-paced, information-packed training, you will learn advanced techniques of Modern QFD, Comprehensive QFD, how to correctly create and use a House of Quality matrix, downstream deployments, how to expertly link QFD and DFSS/DFSS, as well as advanced Quality Design and organizational methodologies such as Kansei Engineering, Hoshin, New Kano Model, TRIZ, ISO 16355, and Reverse QFD.

Prerequisites: Who is eligible to attend

- You have a full-status QFD Green Belt® or provisional QFD Green Belt® issued by the QFD Institute. This includes the attendees of the April 2018 QFD Green Belt®.
- If your provisional QFD Green Belt® was earned more than 18 months ago, please refresh your skills in the **QFD Green Belt® UPDATE Course** before attending this advanced course. (For convenience, the Update Course is scheduled one day before the public QFD Black Belt® course on April 15, 2018. See the Registration Form.)

This course 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; and
- The QFD Black Belt® training manual (about 1,000 pages) and templates.

You will learn

- Advanced, Modern QFD tools and analytic methods for quality, strategy, management, product planning, decision making, invention, and design;
- 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;
- How to input, process, and output field data for each deployment;
- Incorporating **Blitz QFD**[®] (matrix-free QFD for immediate results) 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, to improve the meaningfulness and accuracy of QFD in a Six Sigma / Lean Sigma world;
- How to apply **Reverse QFD**;
- Introduction to Lifestyle Deployment and emotional quality with Kansei Engineering ;
- Integration of New Kano methods ;
- Enhancing Customer Need Hierarchy Diagram with measures, targets, and Kano categories ;
- Using Customer Voice Table with specification documents ;
- Introduction to General Theory of Innovation, a TRIZ-evolved new-to-world business innovation method for general business management ;
- New **ISO 16355 standard for QFD**.

Learning outcomes and benefits

The resulting benefits you may expect upon successful completion of this course include:

- 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

To assure the integrity of your certificate as demonstrated in application, full status QFD Black Belt[®] will be earned upon successful completion of:

- Having a QFD Master Black Belt[®] custom-tailor a QFD process for your company, or Academic override;

- Co-facilitating a QFD project with the QFD Master Black Belt® using your custom-tailored QFD process (apprentice); and
- Facilitating by yourself a second QFD project using your custom-tailored QFD process and submitting your work to a QFD Master Black Belt® for approval (journeyman).

Things to bring

1. **Your laptop computer or tablet** with MS Excel® and Adobe Acrobat® as you will receive QFD software templates and case studies on USB or by Email.
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. → Detailed instructions on this will be sent to you with your registration receipt or invoice.

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. (Optional) You may also enroll your project team and learn as your work on a real project.

Textbooks and materials

- QFD Black Belt® Course Training Manual (1,000 pages)
- Modern QFD templates
- Case studies and papers from the QFD Institute Symposium 1989 - 2016 (digital copy)
- ISO 16355 series bibliographic reference papers from QFD Symposia (e-Book).
(ISO copyright does not permit us to distribute the ISO 16355 standard, but links to purchase will be provide.)

NOTE: Please plan extra room in your suitcase to take your course manual home, or plan to ship it home at the end of the course (we will help you make shipping arrangements if you would like.)

Venue

Hampton Inn & Suites Detroit / Airport–Romulus
31700 Smith Road, Romulus, Michigan 48174 USA
TEL: 734-595-0033

Please make hotel reservations directly with this hotel. QFDI group rate is **\$129 + tax** (per room/night) for the nights of 4/11/2018 to 4/20/2018, when reservation is made by 3/19/2018. This hotel provides complimentary airport shuttle to/from Detroit Metro Airport (DTW); telephone from the airport or use the courtesy phone in the bag pick-up area.

2018 Registration Form

(Page 1 of 2)

Please complete 2-page registration form.

Save it on your device, then send to: registration@qfdi.org FAX +1 206-203-3575

1. Please select the program that you wish to attend.

| Program | You will attend | Registration Fees |
|---|----------------------------|----------------------------------|
| QFD Green Belt® April 12–13, Michigan USA | 2 Days No prerequisites | <input type="checkbox"/> \$2,145 |
| QFD Black Belt® April 16–20, Michigan USA | 5 Days | <input type="checkbox"/> \$5,220 |
| QFD Green Belt® + QFD Black Belt® April 12–13 and April 16–20 Michigan USA | 7 Days No prerequisites | <input type="checkbox"/> \$6,995 |
| QFD Green Belt® UPDATE + QFD Black Belt® April 15–20, Michigan USA | 5.5 Days | <input type="checkbox"/> \$5,820 |

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 have selected. 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, MI 48103

Payment by Wire Transfer: Wire transfer instructions will be sent on your invoice. 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 course start.

Cancellations after Registration: When notified by March 1, 2018, full refund will be issued minus a 10% card processing fee if a credit card was used for registration or the applicable bank fees if wire transfer was used for registration (no processing fee if it was paid by check). No refund after March 1, 2018, but substitutions are accepted, subject to the course prerequisites.

Substitutions are permitted without penalty any time, subject to course prerequisites (Please refer to the specific course brochures).

For questions, please Contact registration@qfdi.org, TEL +1 734-995-0847.

2018 Registration Form

(Page 2 of 2)

Send this and previous pages to: registration@qfdi.org FAX +1 206-203-3575

2. Please provide the Attendee Information.

| | |
|---|--|
| Attendee Name to be printed on Name Badge | |
| Attendee Name to be printed on QFD Certificate | |
| Job Title | |
| Company | |
| Complete Address , to be printed on your Receipt / Invoice | |
| Industry | |
| Email Address | |
| Telephone | |
| Alternative Email or Telephone (optional) | |
| Food allergy, special dietary, barrier free requirements if any: | |

3. Please select the Payment Method.

Pay by Credit Card (Visa, MasterCard or Amex)

By providing the card information, you agree to the credit card charge by the QFD Institute for your select program.

| | |
|---|---|
| Card Number | |
| Expiration Date (month / year) | |
| Name on the card | |
| CVC Code |  small 3 digits on the back of Visa / MC / Discover; 4 digits on the front of AMEX |
| Billing Address of this Card, including street address, city, and postal code | |
| Cardholder's Email Address | |
| Cardholder's Signature | |

Pay by Check (Please see Terms & Conditions)

Wire Transfer (Please see Terms & Conditions)

Your registration will be acknowledged by email within 24 hours.
If you need to contact us, please email to contact@qfdi.org Thank you.