

# QFD Black Belt® Certificate Course

**September 12–16, 2016**

Mon–Thurs 8AM – 5 PM;

Friday 8 AM– 1:30 PM

**Boise, Idaho USA**



## Registration Options:

- QFD Facilitator's Package (9 days) \$6,745 (No prerequisites)
- QFD Black Belt® Package #1 (7.5 days) \$5,520
- QFD Black Belt® Package (7 days) \$5,220

Registration Form (2 pages) is included in this document, or visit [www.qfdi.org/registration.html](http://www.qfdi.org/registration.html)

## Above options all include:

- Sept 9–10 International Symposium (8:30am – 4:30pm both days)
- QFD Black Belt® training manual
- ISO modern QFD templates
- Select case studies
- ISO 16355 series bibliographic reference papers **NEW** (1,000 pages e-Book, \$149 value)
- Entire set of symposium transactions 1989–2016
- Akao prize reception (Sept 9)
- Lunch (Sept 7–10)

**Venue:** Hampton Inn & Suites Boise Downtown (495 S. Capitol Blvd., Boise, Idaho 83702 USA)

**Contact us:** [contact@qfdi.org](mailto: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 scout and project managers to test the water.

The only internationally recognized QFD certificate programs authorized by 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 DFLS/DFSS, as well as advanced Quality Design and organizational methodologies such as Kansei Engineering, Hoshin, New Kano Model, TRIZ, and ISO 16355.

## Who is eligible to attend

- You can attend this QFD Black Belt® Course without prerequisites when you select **Facilitator's Package**.
- Otherwise, the following **prerequisites** apply:
  - You have a full-status QFD Green Belt® or provisional QFD Green Belt® issued by the QFD Institute.
  - If your provisional QFD Green Belt® was earned more than 18 months ago, you may be required to refresh your skills in the **QFD Green Belt® UPDATE** before attending this advanced course.

## 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, etc.;
- 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 expertly link QFD with Design for Six Sigma / Lean Sigma (DFSS / DFSL) ;
- 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;
- 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 CD, 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 bring 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.)

# 2016 Registration Form (page 1 pf 2)

1. Download this PDF file
2. "Highlight Existing Fields" (green top banner)
3. Complete details and save
4. Email the saved file to: [registration@qfdi.org](mailto:registration@qfdi.org) or Fax +1 206-203-3575

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

| Program   | You will attend                       | Registration Fees                |
|---|---------------------------------------|----------------------------------|
| <b>International Symposium Only</b>   | 2 Days<br>Sept 9 – 10                 | <input type="checkbox"/> \$480   |
| <b>QFD Green Belt® Package</b><br><a href="#">QFD Green Belt®</a><br>+ <a href="#">Symposium</a>  | 4 Days<br>Sept 7 – 10                 | <input type="checkbox"/> \$2,145 |
| <b>Facilitator's Package</b><br><a href="#">QFD Green Belt®</a><br>+ <a href="#">Symposium</a><br>+ <a href="#">QFD Black Belt®</a>             | 9 Days<br>Sept 7 – 10<br>Sept 12 – 16 | <input type="checkbox"/> \$6,720 |
| <b>QFD Black Belt® Package #1</b><br><a href="#">Symposium</a><br>+ <a href="#">QFD Green Belt® Update</a><br>+ <a href="#">QFD Black Belt®</a> | 7.5 Days<br>Sept 9–12                 | <input type="checkbox"/> \$5,520 |
| <b>QFD Black Belt® Package #2</b><br><a href="#">Symposium</a><br>+ <a href="#">QFD Black Belt®</a>   | 7 Days<br>Sept 9–10<br>Sept 12 – 16   | <input type="checkbox"/> \$5,220 |
| <b>QFD Black Belt® Update Package</b><br><a href="#">Symposium</a><br>+ <a href="#">QFD Black Belt® Update</a>                                  | 3 Days<br>Sept 9 – 11                 | <input type="checkbox"/> \$1,470 |
| <b>QFD Green Belt® Update Package</b><br><a href="#">Symposium</a><br>+ <a href="#">QFD Green Belt® Update</a>                                  | 2.5 Days<br>Sept 9 – 11               | <input type="checkbox"/> \$1,020 |

**Registration Terms & Conditions**, on page 3 of this document, explains the prerequisites for QFD courses, what are included in your registration fees, discounts, cancellation / substitution policy, etc.

For questions, please Contact [registration@qfdi.org](mailto:registration@qfdi.org), TEL +1 734-995-0847.

# 2016 Registration Form (page 2 of 2)

1. Download this PDF file
2. "Highlight Existing Fields" (green top banner)
3. Complete details and save
4. Email the saved file to: [registration@qfdi.org](mailto:registration@qfdi.org) or Fax +1 206-203-3575

## 2. Please provide the Attendee Information.

|   |  |  |
|---|--|--|
| <b>Attendee Name</b> to be printed on <b>Name Badge</b>   |  |  |
| <b>Attendee Name</b> to be printed on <b>QFD Certificate</b>  |  |  |
| <b>Job Title</b>  |  |  |
| <b>Company</b>  |  |  |
| <b>Complete Address</b> , to be printed on your Receipt / Invoice   |  |  |
| <b>Industry</b>   |  |  |
| <b>Email Address</b>  |  |  |
| <b>Telephone</b>  |  |  |
| Alternative Email or Telephone (optional)   |  |  |
| Food allergy, special dietary, barrier free requirements if any:  |  |  |
| I give permission to include my conference photos in the QFDI Flickr album : YES <input type="checkbox"/> NO <input type="checkbox"/> |  |  |

## 3. Please select the Payment Method.

Your Total Fees: US \$: \_\_\_\_\_

**Pay by Credit Card** (Visa, MasterCard or Amex)

By providing the card information, you agree to the credit card charge by the QFD Institute of the amount above.

|   |  |  |
|---|--|--|
| Card Number   |  |  |
| Expiration Date (month / year)  |  |  |
| Name on the card  |  |  |
| CVC Code  |  | ← small 3 digits on the back of Visa / MC / Discover;<br>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 on the next page )

**Wire Transfer** (Please see Terms & Conditions on the next page )

★★★Your registration will be acknowledged by e-mail within 24 hours. ★★★  
This email will accompany your receipt confirmation or invoice as a PDF attachment.

# Registration Terms & Conditions

## 2016 ISQFD & Training

**Registration** will be confirmed upon receipt of full payment. Class sizes are limited; early registration is recommended.

**Payment by Check:** Checks must arrive by August 20, 2016. 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.

**Cancellations after Registration:** When notified by July 05, 2016, 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 July 05, 2016, but substitutions are accepted, subject to the course prerequisites.

**Substitutions** are permitted without penalty any time, subject to course prerequisites (see below).

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

|                                |   |
|--------------------------------|---|
| QFD Green Belt® Package        | No prerequisites.   |
| Facilitator's Package          | No prerequisites.   |
| QFD Black Belt® Package #1     | You have a Provisional QFD Green Belt® earned <i>before</i> March 2015.   |
| QFD Black Belt® Package #2     | You have a Provisional QFD Green Belt® earned <i>after</i> March 2015.<br>Or, You have a Full-status QFD Green Belt®. |
| QFD Black Belt® Update Package | You have a Provisional or Full-status QFD Black Belt®.  |
| QFD Green Belt® Update Package | You have a Provisional or Full-status QFD Green Belt®.  |

### What are included in Registration Fees?

| 2016  | QFD Green Belt® | QFD Black Belt®         | QFD Green Belt UPDATE | QFD Black Belt UPDATE | Symposium only |
|---|-----------------|-------------------------|-----------------------|-----------------------|----------------|
| Applicable QFD Course Training Manual   | YES             | YES                     | YES                   | YES                   | X              |
| ISO Modern QFD templates (MS Excel)   | YES             | YES                     | YES                   | YES                   | X              |
| Select case studies   | YES             | YES                     | YES                   | YES                   | X              |
| <a href="#">Int'l Symposium</a> (Sept 9–10) and symposium transactions (digital copy) | YES             | YES                     | YES                   | YES                   | YES            |
| Lunch   | Sept 7–10       | Sept 9–10<br>Sept 12–16 | Sept 9–10             | Sept 9–11             | Sept 9–10      |
| Akao Prize Reception (Sept 9)   | YES             | YES                     | YES                   | YES                   | YES            |
| ISO 16355 series bibliographic reference papers (1,000 pages e-Book)                  | YES             | YES                     | YES                   | YES                   | X              |
| Entire set of symposium transactions 1989-2016  | X               | YES                     | X                     | YES                   | X              |

**Team Discounts:** When three (3) or more people register from the same company (in any program combinations):

- QFD Green Belt® Package or QFD Update Packages: \$100 per person.
- Facilitator's Package, QFD Black Belt® Package #1, or QFD Black Belt® Package #2: US\$200 per person discount.
- The discounts will be reflected on the invoice of the third attendee.

**Walk-in registrations** are accepted for the Symposium with credit card payment. All QFD courses require pre-registration.

**Late Registrations** for QFD courses – within 24 hours of the course start time --- might be assessed a 20% surcharge due to the extra costs in material preparation.

## Venue Hotel

### Hampton Inn & Suites Boise Downtown

495 S. Capitol Blvd.

Boise, Idaho 83702 USA

Tel: +1 208-331-1900

**Hotel Reservation Page:** <http://bit.ly/28JKu4Y>

- Hotel reservations should be made directly with the hotel. The QFDI group rate is **US\$135 + taxes** (per room per night, single or double occupancy) until August 15, 2016, subject to availability.
- This hotel offers complimentary hot breakfast and WiFi, as well as complimentary airport shuttle to the QFD hotel guests.
- Hotel amenities includes a business center, snack shop, 24-hr gym, heated indoor pool, self-laundry facility, and special parking pass (self-parking) at the adjacent garage, more.
- This venue hotel is located in the heart of downtown Boise, just steps away from many restaurants, pubs, shops, movie theaters, Idaho State Capitol, Boise State University, and Boise River Greenbelt Park.





## Air Travel to Boise

**Boise** is served by the **Boise Airport (BOI)** which is located about 4 miles (6km) from the downtown Boise where our venue, Hampton Inn & Suites Boise Downtown, is located.

**Non-stop Flights** (Please check the latest information with airlines)



| Airlines                    | Connecting Cities (Airports Code)  |
|-----------------------------|--|
| <b>Alaskan / Horizon</b>    | Lewiston (LWS) ; Portland (PDX) ; Reno (RNO) ; Sacramento (SMF) ; Salt Lake City (SLC) ; Reno–Tahoe (RNO) ; San Diego (SAN) ; San Jose (SJC) ; Seattle (SEA) ; Spokane (GEG) |
| <b>Delta / SkyWest</b>      | Los Angeles (LAX) ; Minneapolis (MSP) ; Salt Lake City (SLC) ; Seattle (SEA)   |
| <b>Frontier</b>             | Denver (DEN)   |
| <b>Southwest</b>            | Chicago Midway (MDW) ; Denver (DEN) ; Las Vegas (NV) ; Oakland (OAK) ; Phoenix (PHX) ; Sacramento (SMF) ; Spokane (GEG)  |
| <b>United / Continental</b> | Chicago O'Hare (ORD) ; Denver (DEN) ; Houston (HOU) ; San Francisco (SFO) ; Los Angeles (LAX)  |
| <b>US Airways/American</b>  | Phoenix (PHX)  |

## From Boise Airport to Hampton Inn & Suites Downtown

### Complimentary Shuttle

1. Go to the "Baggage Claim" area on the 1st floor of the airport terminal.
2. Exit the building and walk to the "Courtesy Shuttle Van" area (Pedestrian Island) just across the airport building.
3. Telephone the hotel 208-331-1900 and ask to send a complimentary shuttle (red and green van).



**Taxis** are also readily available at the airport (about US\$16 + tip / one-way to downtown).

**Uber** cars are also available in Boise: [www.uber.com/cities/boise](http://www.uber.com/cities/boise)

**Rental Cars** at Boise Airport: [www.iflyboise.com/parkingground-transit/ground-transit/car-rental/](http://www.iflyboise.com/parkingground-transit/ground-transit/car-rental/)