

# QFD Black Belt® UPDATE Course

**September 8, 2019**

8:00 am –3:30 pm

**Boise, Idaho USA**

[www.qfdi.org/bb\\_update.html](http://www.qfdi.org/bb_update.html)

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. The **QFD Black Belt® UPDATE Course** is now a 1-day, semi-private continuing education exclusively for those who have earned the QFD Institute's full status or provisional QFD Black Belt® Certificate. This Update course will assist you in transitioning to the new standard.

Many enhancements to QFD are included in the ISO 16355 standard. This Update Course is an opportunity to bring up to date and enhance your QFD knowledge and skills learned in your previous courses. You will receive a copy of the latest QFD Green Belt® and QFD Black Belt® training manuals / templates and 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.

This Update course will be taught by Glenn H. Mazur, the world's leading authority on QFD and ISO 16355.



## 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 2015–2019)

- 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;

- Lifestyle Deployment with Kansei Engineering \*;
- Integration of latest Kano methods and Kano categories \*;
- 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 course will guide you in transitioning to ISO 16355 with the latest enhancements to the QFD process as taught in recent QFD Black Belt® courses 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® course 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 course;
- Get additional coaching. You might have encountered questions since attending the previous course. 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® Course 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 course.

## Recommended Things To Bring:

- **A laptop computer** (MS Excel®, MS Word®, Adobe Acrobat® 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. If it is not feasible to bring work data, you may use a generic or hobby project to practice tools in the classroom. **There is no need to reveal any confidential data.**



## Registration:

### QFD Black Belt® UPDATE Package:

- ISQFD (Sep 6–7) and QFD BLACK BELT® UPDATE (Sep 8)  
\$1,520 per attendee

To attend, please use the **2-page Registration Form** included in this document. If you have questions, please email to: [contact@qfdi.org](mailto:contact@qfdi.org)

## Venue:

### Hampton Inn & Suites Boise Downtown

495 S. Capitol Blvd., Boise, Idaho 83702 USA

Tel: +1 208-331-1900

- **QFDI group rate:**  
\$140 + tax per room/night
- **Online hotel reservation:**  
<https://bit.ly/2tRncWt>

Please make hotel reservations ahead of time directly with the hotel.



Hotel amenities includes hot breakfast, WiFi, business center, 24-hr gym, heated indoor pool, self-laundry facility.

Located in the heart of downtown Boise, this hotel is just steps away from many restaurants and pubs, shops, movie theaters, museums, zoo, Boise State University, Idaho State Capitol, and Boise River Greenbelt parks.

## International Symposium on QFD (ISQFD)

The 25th International Symposium on QFD (ISQFD) on September 6–7, 2019 is complimentary to the attendees of the “QFD Black Belt® Update Package.”

The ISQFD continues the tradition of bringing innovative ideas and application examples to the public, through the presentation of the latest case studies and research from around the world.

This year's program includes a tutorial on "Business Transformation" and a forum on emerging topics of importance such as Security Deployment, Value Creation, and the new ISO 16355 QFD standard.

### ISQFD main page:

[www.qfdi.org/symposium.html](http://www.qfdi.org/symposium.html)

### Presentation List:

[www.qfdi.org/symposium\\_presentations.html](http://www.qfdi.org/symposium_presentations.html)

## Boise, Idaho

**Weather:** Boise, Idaho has high-desert climate with low humidity. Average daily temperatures for September range from 79 °F / 26 °C (HIGH) to 51 °F / 11 °C (LOW). Average precipitation is 0.59 inches (1.5 cm).

**Time Zone:** Boise is in the Mountain Daylight Time (MTD) zone. (MDT is +1hr ahead of West Coast such as Los Angeles; –2hr behind New York; –1 hr behind Minneapolis / Chicago / Houston.)

**Altitude:** 2,704 ft (824 m) above sea level.

### Things to Enjoy in Boise:

[www.qfdi.org/sym\\_sights2.html](http://www.qfdi.org/sym_sights2.html)

## Travel:

Boise is served by the **Boise Airport (BOI)** which is about 4 miles (6km) from our venue in downtown Boise.



### Ground transportation from Boise Airport:

- Free airport shuttle [www.qfdi.org/sym\\_travel\\_shuttle.html](http://www.qfdi.org/sym_travel_shuttle.html)
- Taxis – Black curb outside the airport building
- Uber [www.uber.com/cities/boise/](http://www.uber.com/cities/boise/)
- Lyft [www.lyft.com/rider/airports/boi](http://www.lyft.com/rider/airports/boi)
- Rental car <https://bit.ly/2UNsLR2>



# Registration Form: 2019 ISQFD & Training

1. Please complete the 2-page registration form.
2. Save it on your device.
3. E-mail the saved file to [registration@qfdi.org](mailto:registration@qfdi.org)

Please select the program that you wish to attend.

Program	You will attend	Registration Fees
<b>International Symposium on QFD (ISQFD)</b>	2 Days Sept 6 – 7	<input type="checkbox"/> \$495
<b>QFD Green Belt® Package</b> <a href="#">QFD Green Belt®</a> + <a href="#">Symposium</a>	4 Days Sept 4 – 7	<input type="checkbox"/> \$2,245
<b>Facilitator's Package</b> <a href="#">QFD Green Belt®</a> + <a href="#">Symposium</a> + <a href="#">QFD Black Belt®</a>	9 Days Sept 4 – 7 Sept 9 – 13	<input type="checkbox"/> \$6,820
<b>QFD Black Belt® Package #1</b> <a href="#">Symposium</a> + <a href="#">QFD Green Belt® Update</a> + <a href="#">QFD Black Belt®</a>	7.5 Days Sept 6–13	<input type="checkbox"/> \$5,620
<b>QFD Black Belt® Package #2</b> <a href="#">Symposium</a> + <a href="#">QFD Black Belt®</a>	7 Days Sept 6–7 Sept 9 – 13	<input type="checkbox"/> \$5,320
<b>QFD Black Belt® Update Package</b> <a href="#">Symposium</a> + <a href="#">QFD Black Belt® Update</a>	3 Days Sept 6 – 8	<input type="checkbox"/> \$1,520
<b>QFD Green Belt® Update Package</b> <a href="#">Symposium</a> + <a href="#">QFD Green Belt® Update</a>	2.5 Days Sept 6 – 8	<input type="checkbox"/> \$1,170

Attendee Name																			
Job Title																			
Organization																			
Industry																			
Complete Address to be printed on your invoice / receipt																			
Email Address and Telephone Number																			
Payment Method: Please select one.																			
<input type="checkbox"/> <b>Pay by Credit Card</b> (Visa, MasterCard, Amex, or Discover) You have 2 options for payment by credit card: 1) Complete your registration now. → Please provide the card information below ; or 2) Request a secure online payment link → Skip the card info. We'll email you the link and PDF invoice.																			
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<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)																			
Food allergy, special dietary / barrier free needs, if any:																			
Photo Permission:																			
<input type="checkbox"/> I give permission to QFDI to use my event photos in the email newsletters and Flickr album. This would be done without revealing my personal information (such as name, organization, etc.).																			
Attendees from Overseas: Non-ESTA countries																			
<input type="checkbox"/> I need an official letter of invitation for U.S. visa application.																			

Your registration will be acknowledged within 24 hours.

## 2019 Registration Terms & Conditions

Registration will be confirmed upon receipt of full payment. Early registration is recommended as class sizes are limited. For questions, please contact us: TEL: +1 734-995-0847, [registration@qfdi.org](mailto:registration@qfdi.org)

**\* Payment by Check:** Check must be drawn on a U.S. bank in U.S. dollars. Please make a check payable to:

**QFD Institute, 1140 Morehead Ct., Ann Arbor, MI 48103**

The check shall arrive by August 15, 2019.

**\*\* Payment by Wire Transfer** (for payment over \$1,500):

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. Please arrange the fund to arrive no later than August 15, 2019 (this allows time to clear the bank process).

**\* Online Payment Link and ACH Bank Transfer:** If you opted for these payment methods, please send the attendee information on the Registration Form, but skip the credit card information. We will e-mail you an electronic Invoice (including a PDF attachment). Please use the "View & Pay Invoice" button in the email, to complete your registration.

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

- **QFD Green Belt® Package** = **US\$100** per person discount
- **Facilitator's Package, QFD Black Belt® Package #1, or QFD Black Belt® Package #2** = **US\$200** per person discount.
- The discounts will be applied beginning from the statement(s) of the 3rd attendee.

**Cancellation after Registration:** When notified by July 06, 2019, 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 06, 2019, but substitutions are accepted, subject to the course prerequisites.

**Walk-in Registrations:** Walk-ins are welcome for the symposium with credit card payment on-site. To assure your seat and materials, 24-hr advance notice is recommended. All QFD courses require pre-registration.

### Prerequisites for QFD Courses

QFD Green Belt® Package	<b>No prerequisites.</b>
Facilitator's Package	
QFD Black Belt® Package #1	You have a provisional QFD Green Belt® earned <i>before</i> March 2018.
QFD Black Belt® Package #2	You have a provisional QFD Green Belt® earned <i>after</i> March 2018; OR— You have a full status QFD Green Belt®; OR— You have a full status QFD Black 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 my Registration Fees?

	QFD Green Belt®	QFD Black Belt®	QFD Green Belt® UPDATE	QFD Black Belt® UPDATE	ISQFD only
<a href="#">Int'l Symposium on QFD</a> (Sept 6–7, 2019) transactions (digital copy)	YES	YES	YES	YES	YES
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
ISO 16355 series bibliographic reference papers (1,000 pages e-Book)	YES	YES	YES	YES	X
Lunch	Sept 4–7	Sept 6–7; 9–13	Sept 6–7	Sept 6–8	Sept 6–7
Reception (Saturday, Sept 7)	YES	YES	YES	YES	YES