

2017
MARCH
28 – 29

8 AM – 4 PM both days

Detroit
Michigan
USA

QFD GREEN BELT[®] CERTIFICATE COURSE

This workshop is part of the international program in
**Quality Function Deployment
and ISO 16355**



Strategies to Stay Ahead of the Game



www.qfdi.org

registration@qfdi.org
Tel/Fax: 206-203-3575
1140 Morehead Ct.
Ann Arbor, MI 48103 USA

Internationally acclaimed introduction to **Modern Blitz QFD[®]** and **ISO 16355**, this course is designed for businesses and people who wish to learn the cutting-edge best practice for **agility, innovation** and **leadership** essential to compete in today's global market.

This workshop is part of the international program in Quality Function Deployment, the only QFD curriculum authorized by the late Dr. Akao, founder of QFD. As a course offered by the QFD Institute, you are assured of unparalleled excellence on this subject. **No prerequisites.**

QFD for Successful Product & Business Process Development

This step-by-step, hands-on workshop will show you:

- Brief history / principles of Quality Function Deployment (QFD) — *What it is* and *How it works*;
- The advantages of Modern QFD over Traditional QFD;
- How to translate Voice of Customer into spoken and unspoken customer needs;
- How to prioritize customer needs and focus the development process;
- How to translate key customer needs into product specifications;
- How to deploy these needs end-to-end to each business function;
- Examples of QFD for manufactured goods, service and business process, chemical and food products, and software;
- QFD and ISO 16355 **NEW**.

Core Blitz QFD® tools that you will learn:

- Customer Gemba studies
- Customer Voice table
- Customer Segments table
- Affinity Diagram and Hierarchy Diagram
- Analytic Hierarchy Process (AHP)
- Maximum Value Table
- House of Quality (modernized)
- Downstream QFD Deployment (generic deployment in public course)

Associated methods you will be introduced:

- Kansei Engineering
- TRIZ (Theory of Inventive Problem Solving)
- New Lanchester Strategy for Sales and Marketing
- ISO 16355 **NEW**
- Integration with Design for Six / Lean Sigma (DFSS / DFLS)

Textbooks and Materials

- QFD Institute QFD Green Belt® training manual
- Modern QFD templates (QFD/ISO 16355 Green Belt® Level)
- Select case studies (digital copy)
- ISO 16355 series bibliographic reference papers (1,400+ page e-Book) from QFD Symposia **NEW**

Who Should Attend

- New Product Development Teams
- Project managers/team members involved with Market Research, Sales & Marketing, IT, Design, Service, Quality, Design, Engineering, R&D, Customer Requirements Management, CTQs requirements management, VOC analysis, etc.
- Training scouts who will report on QFD to their management
- Quality consultants and BB / MBB in Lean Sigma, Design for Lean Sigma, Phase-gates
- Trainers, facilitators, and internal quality gurus
- Those who have taken classical QFD courses such as the ones offered at universities and quality institutions including ASI, GOAL/QPC, JUSE, ASQ, EFQM, etc.
- Anyone who wishes to learn the latest, solid QFD basics, tools, and best practices. Anyone who seeks better designs, quality, and innovation.
- **No prerequisites.**

Instructor

Glenn H. Mazur

- Executive Director, QFD Institute and International Council for QFD (ICQFD)
- Certified QFD Red Belt® (international)
- Certified QFD-Architekt #A21907 (QFD Institut Deutschland)
- 1998 Akao Prize® winner for Excellence in QFD
- Academician, International Academy for Quality
- Convenor of ISO Working Group writing the ISO 16355 international standard for QFD

Recommended Things to Bring

- **Your laptop computer or tablet** with MS Excel and Adobe Acrobat as you will receive QFD templates and case studies on USB, or Email.
- **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. → **Upon registration, you will receive a PDF document explaining this in details.**

There is no need to reveal any confidential data. The goal is to make the QFD exercises real and meaningful to you!

- You may also enroll your project team and learn together as you work on a real project or you may join others.

Registration

US\$2,145 per person

Please use the “Registration Form” in this document or register online:

www.qfdi.org/registration_gb_dtw.html

The above fee includes your training manual, case studies, modern QFD templates, and lunch.

A \$100 per person discount is offered when 3 or more people attend from the same organization. (The discounts will be applied on the 3rd attendee’s receipt/ invoice.)

Certificate

A provisional QFD Green Belt® Certificate will be issued upon successful completion of this course.

Students desiring to receive a full certification must submit a completed QFD project to the Instructor within one (1) year, demonstrating their ability to use all the modern Blitz QFD® tools taught in the course. Students may send work-in-process to the instructor for review,

Venue

This course will be held at the following hotel, from 8 AM – 4 PM on both March 28 (Tue) and March 29 (Wed). Please plan your travel accordingly. Late arrival and early departure might jeopardize your receiving the certificate.

Hampton Inn & Suites Detroit/Airport–Romulus
31700 Smith Road

Romulus, Michigan 48174 USA

TEL: 734-595-0033

Hotel Reservations should be made directly with this Hampton Inn. Our group rate is **\$119 + taxes** per room/night for the nights of March 27 and March 28 (subject to availability).

Online Reservation: <http://bit.ly/2iQ8WWT>

How to Get There: This Hampton Inn is located 1 mile (1.6 km) from the **Detroit Metro Airport** (airport code **DTW**) and provides **complimentary airport shuttle service**. Please use the courtesy phone in the airport baggage area, or call +1 734-595-0033.

For driving directions, please see <http://goo.gl/vQL45Z>

Hotel Amenities & Services:

Hot breakfast (free), High-speed Internet access (free), Business center, Fitness room and pool, Coin laundry / valet laundry, On-site convenience store, Local transportation within a few miles, Located within a short walking distance of restaurants.



Testimonials from past attendees

www.qfdi.org/training/greenbelt_testimonials.html

Companies who sent employees to this course

www.qfdi.org/training/greenbelt_testimonials.html#companies

Registration Form

QFD Green Belt® Certificate Course: March 28–29, 2017

Detroit Airport, Michigan USA

Complete this form, save the file, then send to: registration@qfdi.org | FAX +1 206-203-3537

ATTENDEE INFORMATION:

Attendee Name	
Job Title	
Company	
Address to be printed on your Receipt / Invoice	
Industry	
Email	
Telephone	
Alternative Email or Telephone	
Dietary or barrier-free requirements if any	

REGISTRATION FEE (US dollars)

\$2,145 per person.

- **Team Discounts:** \$100 per person discount when three (3) or more people attend from the same company. The discounts will be reflected on the invoice of the 3rd attendee.

PAYMENT METHOD

- Pay by Credit Card** (Visa, MasterCard, Amex, Discover)

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 BACK of Visa / MC / Discover; 4 digits on FRONT of AMEX
Billing Address of this Card, including street address, city, and postal code.	
Cardholder's Email Address	

- Pay by Check** [Please make checks PAYABLE TO: QFD Institute, 1140 Morehead Ct., Ann Arbor, MI 48103 USA
Check must be drawn on a U.S. bank in U.S. dollars and arrive at least 2 weeks prior to the start of the course.]

- Pay by Wire Transfer** [Wiring 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 for funds to arrive at least 2 weeks prior to the start of the course.]

Cancellations notified at least 6 weeks prior to the course dates will be refunded in full minus a 10% card processing fee if payment was made by a credit card, or minus the applicable bank fees if paid by wire transfer. (No processing fee if paid by check.) **Substitutions are permitted without penalty;** please notify any changes in advance, so we will have the correct name for certificate printing.