

QFD Green Belt® Certificate Course

November 8–9, 2017

8:00 am –4:00 pm on both days

Detroit Metro Airport (DTW), USA

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

The curriculum incorporates the latest advancements in quality, design, and project management that are not yet taken up by the traditional approach seen elsewhere. You will be introduced to all of these topics in this course:

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

This workshop is part of the international program in Quality Function Deployment (QFD); it is the only Modern QFD curriculum authorized by the late Dr. Yoji Akao, founder of QFD. As a course offered by the QFD Institute, you are assured of the excellence in training unparalleled to others on this subject.

Who Should Attend:

- **No Prerequisites.**
- New product/service development teams and project managers;
- Project team members from Marketing & Sales, R&D, Design, Manufacturing, Service, Quality, Business Development, IT, and those who are key to the success of the new product / business /organizational strategy;
- Quality consultants, Six Sigma / Lean Sigma / DFLS / DFSS Black Belts and Master Black Belts;
- Trainers, facilitators, internal Quality and Sigma gurus, Organizational Excellence champions;
- University professors and researchers in the fields of new product development, innovation, entrepreneurship, Voice of Customer analysis and related topics;
- Those who are familiar with classical QFD and House of Quality methods from 1980s;
- Training scouts who will report to their management;
- **Anyone who seeks better designs, quality, and innovation.**

Registration:

Course Fee: US\$2,145 per attendee (Includes all materials)

Registration Page: www.qfdi.org/registration_gb_dtw.html

For questions, please email to: contact@qfdi.org

Venue:

Hampton Inn & Suites Detroit/Airport-Romulus

Address: 31700 Smith Road, Romulus, MI 48174

Telephone: +1 734.595.0033

Hotel Reservation: <http://bit.ly/2fBwclJ>

Hotel reservations should be made ahead of time directly with this Hampton Inn. The QFDI rate at this hotel is **\$126** per room/night plus taxes. This hotel provides **complimentary airport shuttle service** from **Detroit Metro Airport (DTW)**. Please use the courtesy phone located at the airport baggage area, or call the hotel.

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. (You will receive detailed instructions on this with your registration receipt/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 when we practice tools in the classroom.

QFD Belt® Certification:

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 the modern QFD Blitz® tools taught in the course. For this purpose, they may send work-in-process to the instructor for review, following the classroom portion of the training.

This 2-day course will be taught by **Glenn H. Mazur**, the world's leading authority on QFD and ISO 16355.

