

# QFD Green Belt® Certificate Course

**March 7–8, 2019**

8:00 am – 4:00 pm on both days

**Detroit Metro Airport (DTW)  
Michigan 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 / DFSS / 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)

Please use the **Registration Form** on the next page.

**Team Discounts:** \$100 per person discount when three (3) or more people attend from your organization.

For questions, please email to [registration@qfdi.org](mailto:registration@qfdi.org)

## Venue:

**Hampton Inn & Suites Detroit/Airport-Romulus**

**Address:** 31700 Smith Road, Romulus, MI 48174

**Telephone:** +1 734.595.0033

**QFDI group rate:** \$119 + tax per room/night

Hotel reservations should be made ahead of time directly with this Hampton Inn. The QFDI rate is **\$119** per room/night plus taxes. This hotel provides **complimentary airport shuttle** from **Detroit Metro Airport (DTW)**. Please call the hotel from the airport or use the courtesy phone located at the baggage area.

## 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.



## QFD Green Belt® Course: MARCH 7–8, 2019

# Registration Form

Complete this form, save it, and then send to:  
[registration@qfdi.org](mailto:registration@qfdi.org)    FAX +1 206-203-3575

|  |
|--|
| <b>Attendee Name</b>   |
|  |
| <b>Job Title</b>   |
|  |
| <b>Organization</b>  |
|  |
| <b>Industry</b>  |
|  |
| <b>Complete Address</b> to be printed on your Invoice  |
|  |
| <b>Payment Method:</b> Please select one.  |
| <input type="checkbox"/> <b>Pay by Credit Card</b> (Visa, MasterCard, Amex, or Discover)                           |
| <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 |
| <b>Email Address</b> (We will send your Invoice to this email address)   |
|  |
| <b>Telephone Number</b>  |
|  |
| <b>Food allergy, special dietary / barrier free needs, if any:</b>   |
|  |

After you submit your registration, we will email you a payment invoice (with PDF attachment), within 24 hours.

\* To pay by credit card or ACH bank transfer:

Please click on the blue ["View & Pay Invoice"](#) button in your email invoice.

This will take you to a secure payment web page.

## Registration Terms & Conditions

March 7–8, 2019 QFD Green Belt® Course

**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 are attending. 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 January 31, 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 January 31, 2019, but substitutions are accepted.

**Substitutions** are permitted without penalty any time for the QFD Green Belt® Certificate Course. Please inform us as soon as possible.

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