

## QFD Green Belt® Certificate Course

**17th–18th January, 2017**

**8:30–17:00 on both days**

**Tallinn, Estonia**

This authoritative introduction to **Modern Blitz QFD®** 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.



Strategy to Stay Ahead

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:

- ISO 16355 (the new QFD standard)
- Design for Lean Sigma (DFLS) / Six Sigma (DFSS)
- Emotional Design using Lifestyle QFD
- Analytical Hierarchy Process (AHP)
- TRIZ (Theory of Inventive Problem Solving)
- New Lanchester Strategy for Marketing, and more.

**This workshop is part of the international program in Quality Function Deployment;** it is 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 the excellence in training unparalleled to others on this subject.

This 2-day course will be taught in **English**. It is held in partnership with **Estonian Association for Quality (EAQ)**. (Attendees of this course are offered free admission to the EAQ conference on January 19, if they would like.) **Please contact [tiia.tammaru@eaq.ee](mailto:tiia.tammaru@eaq.ee) (EAQ) for questions.**

**Estonian page (Eesti lanugage):** <http://eaq.ee/sisu/disainikvaliteedi-koolitus-qfd-green-belt>

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## This Step-By-Step, Hands-On Workshop Will Show You:

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

## Associated Methods That You Will Be Introduced:

- Kansei Lifestyle Deployment
- 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)

## Your Instructor: Glenn H. Mazur, QFD Red Belt®

This Tallinn course will be taught by **Glenn H. Mazur**. Mr. Mazur is widely considered the world's leading expert in the theory and practice of Quality Function Deployment (QFD).

In 1985 he served as an interpreter and translated the lectures of Akashi Fukuhara of the Central Japan Quality Control Institute that were delivered at Ford Motor Company as a follow-up to Yoji Akao's 1983 pioneering lectures in the United States on this subject. Based on this work he was asked to translate a series of QFD papers written by Dr. Akao which was published by Productivity Press in the title of "Quality Function Deployment integrating Customer Requirements into Product Design" in 1990.



Mr. Mazur served as translator of the GOAL/QPC Research Committee and since 1986 has been the primary translator for Dr. Akao. He has been certified as a QFD Red Belt® by Dr. Akao, and in 1998 he was awarded the International Akao QFD Prize® for his work in developing and disseminating the practice of QFD globally.

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Mr. Mazur has also been designated a QFD Architekt by the QFD Institut Deutschland. In addition to his work in the QFD, he has also been trained in the Analytic Hierarchy Process (AHP) by its developers Drs. Thomas Saaty and Ernest Forman and has integrated this methodology into the QFD priority scoring system.

Mr. Mazur serves as Executive Director of the QFD Institute (QFDI) and the International Council for QFD (ICQFD) which coordinates research and international symposia that are focused on advancing the QFD methodology.

## Who Should Attend:

- **This course has No Prerequisites.**
- **Anyone who seeks better designs, quality, and innovation.**
- New product and service development teams, project managers, and those who are key to the success of the new product / business / organizational strategy, including Marketing, Sales, R&D, Design, Manufacturing, Service, Quality, etc.;
- Training scouts who will report to their management, trainers, facilitators, consultants;
- Six Sigma / Lean Sigma / DFSS / DFSS Black Belts and Master Black Belts, internal quality 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 traditional QFD and House of Quality from 1980s.

Student testimonials and companies that have sent employees to this course:

[http://qfdi.org/what\\_is\\_qfd/testimonials.html](http://qfdi.org/what_is_qfd/testimonials.html)

## Recommended Things To Bring:

1. **Your laptop computer** (with CD drive, MS Excel®, MS Word®, and Adobe Acrobat® reader) or calculator -- as you will receive a CD or memory stick with QFD software templates and case studies.
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. (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.

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## 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. Students may send work-in-process to the instructor for review, following the classroom portion of the training.

## Registration:

### Fees:

- Basic fee for 1 student: € 1,900 + 20% VAT.
- Fee for the members of Estonian Association for Quality: € 1,200 + 20% VAT.

### To register and reserve your seat in this class:

- Please contact [tiia.tammaru@eaq.ee](mailto:tiia.tammaru@eaq.ee) NOW (Estonian Association for Quality).

### Notes:

- Discounts are available when more than one student attend from your organization.
- The above prices do not include the costs of student travel or accommodation. Please contact the Estonian Association for Quality if you need assistance with finding accommodations.

## Venue:

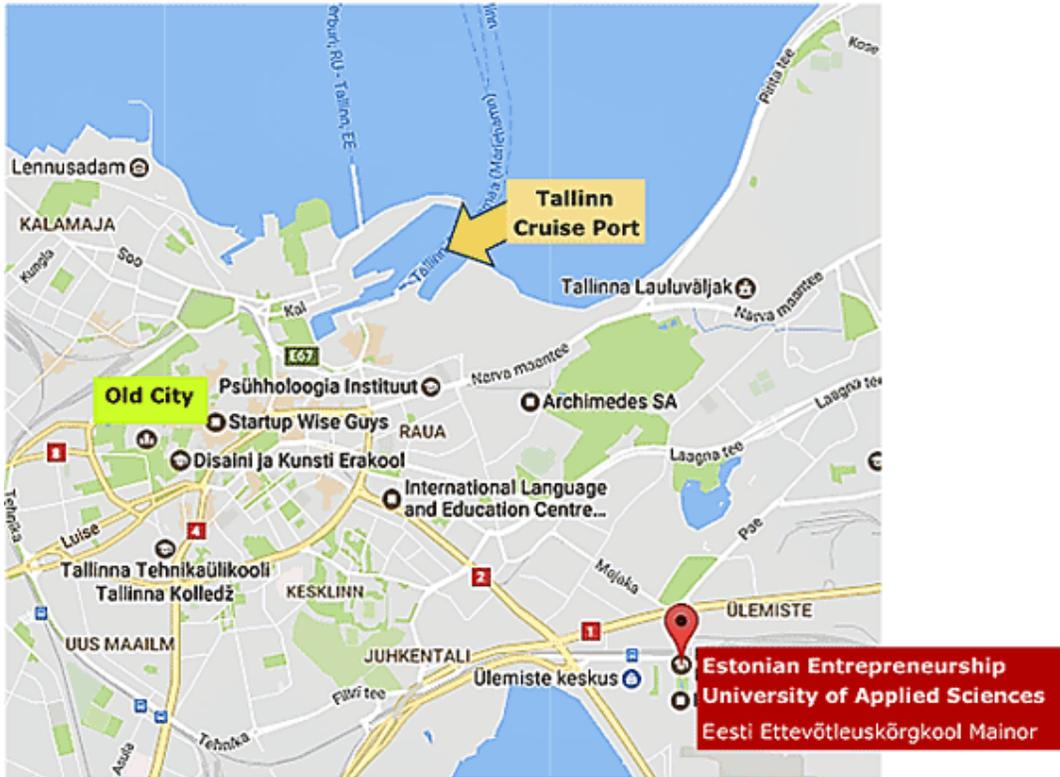
This course will be held on 17<sup>th</sup>–18<sup>th</sup> of January 2017 (from 8:30 to 17:00 on both days) at the [Estonian Entrepreneurship University of Applied Sciences](#) (Eesti Ettevõtleuskõrgkool Mainor, Suur-Sõjamäe 10a, Tallinn, Estonia).

This university is about 15 minutes (5.5 km) by car from the [Old City Harbor / Vanasadam](#) (Port of Tallinn), and about 3 minutes (1.5 km) by car from [Lennart Meri Tallinn Airport](#) (airport code = TLL).

Maps can be found on the next page.

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Map of Tallinn ([Click for Google map](#))



## Contact

Please feel free to contact us if you have any questions:

- **Estonian Association for Quality:** [tiia.tammaru@eaq.ee](mailto:tiia.tammaru@eaq.ee)

We look forward to welcoming you in this course.