

QFD Green Belt® Certificate Course Package

September 7–10, 2016

8 am – 4 pm both days

Boise, Idaho USA



This is a 4-day package consisting of these two (2) programs:

- Sept. 7-8 **QFD Green Belt® Certificate Course** (8 am – 4 pm both days); and
- Sept. 9-10 **The 22nd International Symposium on QFD** (8:30 am – 4:30 pm both days)

Registration Fee:

- **\$2,145** per person for 4 days

The price include:

- Your training manual
- ISO QFD templates
- Select case studies
- ISO 16355 series bibliographic reference papers (1000-page eBook, \$149 value)
- 2-day international symposium (www.qfdi.org/symposium.html) with transactions
- award reception (Sept 9)
- lunch (Sept 7–10)

Registration Form is included in this document, or visit www.qfdi.org/registration.html

NOTE: \$300 team discount when three (3) people register from the same company.

You can also opt to include the QFD Black Belt® Course (QFD Facilitator's Package, \$6,720 for 9 days).

Venue:

Hampton Inn & Suites Boise Downtown (495 S. Capitol Blvd., Boise, Idaho 83702 USA)

Contact us:

contact@qfdi.org

This workshop is part of the international program in Quality Function Deployment;
it is the *only* QFD curriculum authorized by Dr. Akao, founder of QFD.

Internationally acclaimed introductory to **Modern Blitz QFD®**, 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.

The curriculum incorporates the latest advancements in quality, design, and project management that are not yet taken up by the traditional approach seen elsewhere.

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

- Brief history and principles of 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 translate key customer needs into product specifications;
- How to prioritize customer needs and focus the development process;
- 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;
- How to implement **ISO 16355**.

Basic Blitz QFD® tools you will learn

- 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)

Who should attend

- **No Prerequisites.**
- New Product Development Teams and Project Managers;
- QFD project team members including marketing and sales, R&D, design, manufacturing, service, quality, etc.;
- Training scouts who will report on QFD to their management;
- Quality consultants, Six/Lean Sigma/DFLS/DFSS Black Belts and Master Black Belts;
- Trainers, facilitators, internal Quality / Sigma gurus, Organizational Excellence champions;
- Those who have taken traditional QFD courses such as those offered at universities and quality institutions such as A SI, GOAL/QPC, J USE, 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.
- Companies that have sent employees to this training.
- Attendees from overseas are also welcomed.

Recommended things to bring

1. **A 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.)
3. (Optional) You may also bring your project team and *both* learn *and* work on a real project.

IMPORTANT: 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.

First step toward becoming a QFD leader/ facilitator

Upon successful completion of this course, students receive a provisional QFD Green Belt® Certificate from the QFD Institute. To assure the integrity of the Certificate as demonstrated by application, full status will be earned upon successful completion of:

- Having a QFD Master Black Belt® custom-tailor a QFD process for your company; and
- Submitting two QFD work objects from an actual project using your tailored process for successful review by a QFD Master Black Belt® within one (1) year.

The graduates of this course are eligible to enroll in the **QFD Green Belt® Update** and **QFD Black Belt® Certificate Course** — the next step toward becoming a successful QFD team leader or facilitator.

2016 Registration Form (page 1 of 2)

1. Download this PDF file
2. "Highlight Existing Fields" (green top banner)
3. Complete details and save
4. Email the saved file to: registration@qfdi.org or Fax +1 206-203-3575

1. Please select the program that you wish to attend.

Program	You will attend	Registration Fees
International Symposium Only	2 Days Sept 9 – 10	<input type="checkbox"/> \$480
QFD Green Belt® Package QFD Green Belt® + Symposium	4 Days Sept 7 – 10	<input type="checkbox"/> \$2,145
Facilitator's Package QFD Green Belt® + Symposium + QFD Black Belt®	9 Days Sept 7 – 10 Sept 12 – 16	<input type="checkbox"/> \$6,720
QFD Black Belt® Package #1 Symposium + QFD Green Belt® Update + QFD Black Belt®	7.5 Days Sept 9–12	<input type="checkbox"/> \$5,520
QFD Black Belt® Package #2 Symposium + QFD Black Belt®	7 Days Sept 9–10 Sept 12 – 16	<input type="checkbox"/> \$5,220
QFD Black Belt® Update Package Symposium + QFD Black Belt® Update	3 Days Sept 9 – 11	<input type="checkbox"/> \$1,470
QFD Green Belt® Update Package Symposium + QFD Green Belt® Update	2.5 Days Sept 9 – 11	<input type="checkbox"/> \$1,020

Registration Terms & Conditions, on page 3 of this document, explains the prerequisites for QFD courses, what are included in your registration fees, discounts, cancellation / substitution policy, etc.

For questions, please Contact registration@qfdi.org, TEL +1 734-995-0847.

2016 Registration Form (page 2 of 2)

1. Download this PDF file
2. "Highlight Existing Fields" (green top banner)
3. Complete details and save
4. Email the saved file to: registration@qfdi.org or Fax +1 206-203-3575

2. Please provide the Attendee Information.

Attendee Name to be printed on Name Badge		
Attendee Name to be printed on QFD Certificate		
Job Title		
Company		
Complete Address , to be printed on your Receipt / Invoice		
Industry		
Email Address		
Telephone		
Alternative Email or Telephone (optional)		
Food allergy, special dietary, barrier free requirements if any:		
I give permission to include my conference photos in the QFDI Flickr album : YES <input type="checkbox"/> NO <input type="checkbox"/>		

3. Please select the Payment Method.

Your Total Fees: US \$: _____

Pay by Credit Card (Visa, MasterCard or Amex)

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 the back of Visa / MC / Discover; 4 digits on the front of AMEX
Billing Address of this Card, including street address, city, and postal code		
Cardholder's Email Address		
Cardholder's Signature		

Pay by Check (Please see Terms & Conditions on the next page)

Wire Transfer (Please see Terms & Conditions on the next page)

★★★Your registration will be acknowledged by e-mail within 24 hours. ★★★
This email will accompany your receipt confirmation or invoice as a PDF attachment.

Registration Terms & Conditions

2016 ISQFD & Training

Registration will be confirmed upon receipt of full payment. Class sizes are limited; early registration is recommended.

Payment by Check: Checks must arrive by August 20, 2016. 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.

Cancellations after Registration: When notified by July 05, 2016, 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 05, 2016, but substitutions are accepted, subject to the course prerequisites.

Substitutions are permitted without penalty any time, subject to course prerequisites (see below).

Prerequisites: For questions, please contact registration@qfdi.org

QFD Green Belt® Package	No prerequisites.
Facilitator's Package	No prerequisites.
QFD Black Belt® Package #1	You have a Provisional QFD Green Belt® earned <i>before</i> March 2015.
QFD Black Belt® Package #2	You have a Provisional QFD Green Belt® earned <i>after</i> March 2015. Or, You have a Full-status QFD Green 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 Registration Fees?

2016	QFD Green Belt®	QFD Black Belt®	QFD Green Belt UPDATE	QFD Black Belt UPDATE	Symposium only
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
Int'l Symposium (Sept 9–10) and symposium transactions (digital copy)	YES	YES	YES	YES	YES
Lunch	Sept 7–10	Sept 9–10 Sept 12–16	Sept 9–10	Sept 9–11	Sept 9–10
Akao Prize Reception (Sept 9)	YES	YES	YES	YES	YES
ISO 16355 series bibliographic reference papers (1,000 pages e-Book)	YES	YES	YES	YES	X
Entire set of symposium transactions 1989-2016	X	YES	X	YES	X

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

- QFD Green Belt® Package or QFD Update Packages: \$100 per person.
- Facilitator's Package, QFD Black Belt® Package #1, or QFD Black Belt® Package #2: US\$200 per person discount.
- The discounts will be reflected on the invoice of the third attendee.

Walk-in registrations are accepted for the Symposium with credit card payment. All QFD courses require pre-registration.

Late Registrations for QFD courses – within 24 hours of the course start time --- might be assessed a 20% surcharge due to the extra costs in material preparation.

Venue Hotel

Hampton Inn & Suites Boise Downtown

495 S. Capitol Blvd.

Boise, Idaho 83702 USA

Tel: +1 208-331-1900

Hotel Reservation Page: <http://bit.ly/28JKu4Y>

- Hotel reservations should be made directly with the hotel. The QFDI group rate is **US\$135 + taxes** (per room per night, single or double occupancy) until August 15, 2016, subject to availability.
- This hotel offers complimentary hot breakfast and WiFi, as well as complimentary airport shuttle to the QFD hotel guests.
- Hotel amenities includes a business center, snack shop, 24-hr gym, heated indoor pool, self-laundry facility, and special parking pass (self-parking) at the adjacent garage, more.
- This venue hotel is located in the heart of downtown Boise, just steps away from many restaurants, pubs, shops, movie theaters, Idaho State Capitol, Boise State University, and Boise River Greenbelt Park.



Air Travel to Boise

Boise is served by the **Boise Airport (BOI)** which is located about 4 miles (6km) from the downtown Boise where our venue, Hampton Inn & Suites Boise Downtown, is located.

Non-stop Flights (Please check the latest information with airlines)



Airlines	Connecting Cities (Airports Code)
Alaskan / Horizon	Lewiston (LWS) ; Portland (PDX) ; Reno (RNO) ; Sacramento (SMF) ; Salt Lake City (SLC) ; Reno–Tahoe (RNO) ; San Diego (SAN) ; San Jose (SJC) ; Seattle (SEA) ; Spokane (GEG)
Delta / SkyWest	Los Angeles (LAX) ; Minneapolis (MSP) ; Salt Lake City (SLC) ; Seattle (SEA)
Frontier	Denver (DEN)
Southwest	Chicago Midway (MDW) ; Denver (DEN) ; Las Vegas (NV) ; Oakland (OAK) ; Phoenix (PHX) ; Sacramento (SMF) ; Spokane (GEG)
United / Continental	Chicago O'Hare (ORD) ; Denver (DEN) ; Houston (HOU) ; San Francisco (SFO) ; Los Angeles (LAX)
US Airways/American	Phoenix (PHX)

From Boise Airport to Hampton Inn & Suites Downtown

Complimentary Shuttle

1. Go to the "Baggage Claim" area on the 1st floor of the airport terminal.
2. Exit the building and walk to the "Courtesy Shuttle Van" area (Pedestrian Island) just across the airport building.
3. Telephone the hotel 208-331-1900 and ask to send a complimentary shuttle (red and green van).



Taxis are also readily available at the airport (about US\$16 + tip / one-way to downtown).

Uber cars are also available in Boise: www.uber.com/cities/boise

Rental Cars at Boise Airport: www.iflyboise.com/parkingground-transit/ground-transit/car-rental/