

QFD Green Belt® Certificate Course

17th–18th October 2017

9:00–17:00 on both days

Stuttgart, GERMANY

This authoritative introduction to Modern Blitz QFD® 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)
- 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 (QFD); it is the only Modern 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 by **Glenn H. Mazur**, the world's leading authority on QFD and ISO 16355.

It is held in partnership with QFD Institut Deutschland e.V. Members of QFD-ID are entitled to a US\$100 discount.



Mr. Mazur has been certified as a QFD Red Belt® (the highest level) by late Dr. Akao. In 1998 Mr. Mazur was awarded the International Akao Prize® for his work in developing and disseminating the practice of QFD globally. Mr. Mazur serves as the Executive Director of the QFD Institute and International Council for QFD which coordinates international research and symposia toward advancement of the QFD methodology. Mr. Mazur is also the convener of ISO 16355 technical committee.

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, 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;

Who Should Attend: (continues)

- 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.**

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.

Registration:

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

- **US\$100 per person discount** for members of QFD-ID (QFD Institut Deutschland), or when three (3) or more persons attend from your organization.

TO ATTEND, reserve your seat, or ask questions, please contact QFD Institute (USA), contact@qfdi.org

Register Online: www.qfdi.org/registration_gb_stuttgart.html

Notes: The above prices do not include the costs of attendee travel or accommodation. Please contact the [QFD Institute](http://www.qfdi.org) if you need assistance with finding accommodations or if you wish to inquire about the curriculum details and more options.