

# QFD Black Belt® Certificate Course

## 2019 September 9–13

8 am – 5 pm on 9/9–9/12

8 am – 1:30 pm on 9/13

Boise, Idaho USA

[www.qfdi.org/bb\\_public.html](http://www.qfdi.org/bb_public.html)

This is an advanced QFD training for facilitators, project leaders, black belts and master black belts of Lean Sigma / DFSS / Phase-gates, and professionals in Design, Quality, Marketing, Innovation, NPD, Customer Requirements Management (CRM), Corporate Excellence, and champions of business transformation, corporate innovation and other important initiatives.

This is also a good place for corporate training scouts and project managers to test the water for in-company training.

The only internationally recognized QFD certificate programs authorized by Dr. Akao (founder of QFD), you will learn in this fast-paced, information-packed training:

- Advanced techniques of Modern QFD;
- Modern Comprehensive QFD and ISO 16355 for new product development;
- How to correctly create and use a House of Quality matrix and carry out downstream deployments;
- Advanced Quality Design and organizational methodologies such as Kansei Engineering, Hoshin Kanri, New Kano Model, TRIZ, and ISO 16355.

This workshop is part of the international program in **Quality Function Deployment** and **ISO 16355**; it is the *only* QFD curriculum authorized by the late Dr. Akao, founder of QFD.

This 5-day course is compatible with Six Sigma, DFSS, Stage Gate, EFQM, TQM, Baldrige, and other quality initiatives. It will be taught by [Glenn H. Mazur](#), international authority on QFD and ISO 16355.



As a course offered by the QFD Institute, you are assured of unparalleled excellence on this subject. (See [Testimonials & Companies](#) that have sent employees to this training.)

## Registration Options

### Facilitator's Package

\$6,620 until July 6 | \$6,820 after July 6.

This is a 3-in-1 Package without prerequisites.

1. QFD GREEN BELT® (Sept 4–5)
2. ISQFD (Sept 6–7)
3. QFD BLACK BELT® (Sept 9–13)

### QFD Black Belt® Package #1

\$5,420 until July 6 | \$5,620 after July 6.

This is a 3-in-1 Package with prerequisites.

1. ISQFD (Sept 6–7)
2. QFD GREEN BELT® UPDATE (Sept 8)
3. QFD BLACK BELT® (Sept 9–13)

### QFD Black Belt® Package #2

\$5,120 until July 6 | \$5,320 after July 6.

This is a 2-in-1 Package with prerequisites.

1. ISQFD (Sept 6–7)
2. QFD BLACK BELT® (Sept 9–13)

❖ **Registration Form** is included in this document.

## Who is eligible to attend

To attend this QFD Black Belt® Course, you must satisfy one of the following conditions:

- You are attending the Facilitator's Package; OR
- You have a full-status QFD Green Belt® (please select QFD Black Belt® Package #2); OR
- You have a provisional QFD Green Belt® issued by the QFD Institute in the last 18 months (please select QFD Black Belt® Package #2); OR
- You have a provisional QFD Green Belt® that was earned more than 18 months ago (please select QFD Black Belt® Package #1).

## This Course Will Offer

- Hands-on practice of Modern QFD on a team project;
- Step-by-step instruction of several standard QFD deployments;
- In-depth review of important Modern QFD tools and deployments
- Understanding of the full depth and breadth of Modern Comprehensive QFD;
- Implementation and auditing strategies for ISO 16355;
- The QFD Black Belt® training manual (about 1,000 pages) and templates.

## Tools and Techniques You Will Learn

- Advanced tools and analytic methods for quality, strategy, management, product planning, decision making, invention, and design, including those specified in ISO 16355;
- Voice of **Gemba** — QFD's unique approach to customer visits, and how to design Gemba Visits and new Gemba Analysis tools;
- Semi-customized deployments common to most industries, such as project, customer, quality, technology, function, reliability, cost, manufacturability, production, service, etc.;
- How to input, process, and output field data for each deployment;
- Incorporating **Blitz QFD®** into Dr. Akao's Comprehensive QFD to speed up the process;
- Improved algorithms for defining Customer Needs (Demanded Quality) for "new-to-world" products and services;
- Why and how of replacing ordinal scale calculations with ratio scale calculations of customer needs priorities, sales point, competitive benchmarking, and matrix relationship weights, how to improve the accuracy of your QFD analysis for Six /Lean Sigma;
- How to apply **Reverse QFD**;
- Introduction to Lifestyle Deployment and emotional quality with **Kansei Engineering** ;
- Integration of **New Kano methods** and enhancing Customer Need Hierarchy Diagram with measures, targets, and Kano categories ;
- Using **Customer Voice Table** with specification documents ;
- Introduction to **TRIZ**-evolved new-to-world business innovation method for general business management.
- New **ISO 16355 standard for QFD**.

## Resulting Benefits

- Mastery of generic Modern QFD tools and deployments and knowledge of how Comprehensive QFD works
- Knowledge of new-to-world methods in product development, quality and innovation, and how they can be incorporated into projects
- Knowledge of how to facilitate a QFD project team
- Provisional QFD Black Belt® Certificate upon successful completion of this course.

## Things to Bring

1. **Your laptop computer or tablet** with MS Excel® and Adobe Acrobat® as you will receive QFD software templates and case studies on USB or by Email.
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. → Detailed instructions on this will be sent to you with your registration receipt or 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.
3. (Optional) You may also bring your project team and learn as your work on a real project.

## Textbooks and Materials

- QFD Black Belt® Course Training Manual (1,000 pages)
- Modern QFD templates (QFD/ISO 16355 Black Belt® Level)
- Case studies and papers from the QFD Institute Symposium 1989 - 2019 (digital copy)
- ISO 16355 series bibliographic reference papers (e-Book) from QFD Symposia. (ISO copyright does not permit us to distribute the ISO 16355 standard, but links to purchase will be provide.)

NOTE: Please plan extra room in your suitcase to take your course manual home, or plan to ship it home at the end of the course (we can help you make shipping arrangements if you would like).

# Registration Form: 2019 ISQFD & Training

1. Please complete the 2-page registration form.
2. Save it on your device.
3. E-mail the saved file to [registration@qfdi.org](mailto:registration@qfdi.org)

Please select the program that you wish to attend.

Program	You will attend	Registration Fees
<b>International Symposium on QFD (ISQFD)</b>	2 Days Sept 6 – 7	<input type="checkbox"/> \$495
<b>QFD Green Belt® Package</b> <a href="#">QFD Green Belt®</a> + <a href="#">Symposium</a>	4 Days Sept 4 – 7	<input type="checkbox"/> \$2,245
<b>Facilitator's Package</b> <a href="#">QFD Green Belt®</a> + <a href="#">Symposium</a> + <a href="#">QFD Black Belt®</a>	9 Days Sept 4 – 7 Sept 9 – 13	<input type="checkbox"/> \$6,820
<b>QFD Black Belt® Package #1</b> <a href="#">Symposium</a> + <a href="#">QFD Green Belt® Update</a> + <a href="#">QFD Black Belt®</a>	7.5 Days Sept 6–13	<input type="checkbox"/> \$5,620
<b>QFD Black Belt® Package #2</b> <a href="#">Symposium</a> + <a href="#">QFD Black Belt®</a>	7 Days Sept 6–7 Sept 9 – 13	<input type="checkbox"/> \$5,320
<b>QFD Black Belt® Update Package</b> <a href="#">Symposium</a> + <a href="#">QFD Black Belt® Update</a>	3 Days Sept 6 – 8	<input type="checkbox"/> \$1,520
<b>QFD Green Belt® Update Package</b> <a href="#">Symposium</a> + <a href="#">QFD Green Belt® Update</a>	2.5 Days Sept 6 – 8	<input type="checkbox"/> \$1,170

Attendee Name																			
Job Title																			
Organization																			
Industry																			
Complete Address to be printed on your invoice / receipt																			
Email Address and Telephone Number																			
Payment Method: Please select one.																			
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Food allergy, special dietary / barrier free needs, if any:																			
Photo Permission:																			
<input type="checkbox"/> I give permission to QFDI to use my event photos in the email newsletters and Flickr album. This would be done without revealing my personal information (such as name, organization, etc.).																			
Attendees from Overseas: Non-ESTA countries																			
<input type="checkbox"/> I need an official letter of invitation for U.S. visa application.																			

Your registration will be acknowledged within 24 hours.

## 2019 Registration Terms & Conditions

Registration will be confirmed upon receipt of full payment. Early registration is recommended as class sizes are limited. For questions, please contact us: TEL: +1 734-995-0847, [registration@qfdi.org](mailto:registration@qfdi.org)

**\* Payment by Check:** Check must be drawn on a U.S. bank in U.S. dollars. Please make a check payable to:

**QFD Institute, 1140 Morehead Ct., Ann Arbor, MI 48103**

The check shall arrive by August 15, 2019.

**\*\* Payment by Wire Transfer** (for payment over \$1,500):

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. Please arrange the fund to arrive no later than August 15, 2019 (this allows time to clear the bank process).

**\* Online Payment Link and ACH Bank Transfer:** If you opted for these payment methods, please send the attendee information on the Registration Form, but skip the credit card information. We will e-mail you an electronic Invoice (including a PDF attachment). Please use the "View & Pay Invoice" button in the email, to complete your registration.

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

- **QFD Green Belt® Package** = **US\$100** per person discount
- **Facilitator's Package, QFD Black Belt® Package #1, or QFD Black Belt® Package #2** = **US\$200** per person discount.
- The discounts will be applied beginning from the statement(s) of the 3rd attendee.

**Cancellation after Registration:** When notified by July 06, 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 July 06, 2019, but substitutions are accepted, subject to the course prerequisites.

**Walk-in Registrations:** Walk-ins are welcome for the symposium with credit card payment on-site. To assure your seat and materials, 24-hr advance notice is recommended. All QFD courses require pre-registration.

### Prerequisites for QFD Courses

QFD Green Belt® Package	<b>No prerequisites.</b>
Facilitator's Package	
QFD Black Belt® Package #1	You have a provisional QFD Green Belt® earned <i>before</i> March 2018.
QFD Black Belt® Package #2	You have a provisional QFD Green Belt® earned <i>after</i> March 2018; OR— You have a full status QFD Green Belt®; OR— You have a full status QFD Black 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 my Registration Fees?

	QFD Green Belt®	QFD Black Belt®	QFD Green Belt® UPDATE	QFD Black Belt® UPDATE	ISQFD only
<a href="#">Int'l Symposium on QFD</a> (Sept 6–7, 2019) transactions (digital copy)	YES	YES	YES	YES	YES
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
ISO 16355 series bibliographic reference papers (1,000 pages e-Book)	YES	YES	YES	YES	X
Lunch	Sept 4–7	Sept 6–7; 9–13	Sept 6–7	Sept 6–8	Sept 6–7
Reception (Saturday, Sept 7)	YES	YES	YES	YES	YES