

2011
MARCH 7-8
Orlando
Florida, USA

8 AM – 4 PM both days

QFD GREEN BELT[®]

CERTIFICATE COURSE

This workshop is part of the international program in
Quality Function Deployment.



Strategies to Stay Ahead of the Game



QFD Institute

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Fax: +1 206-203-3575
registration@qfdi.org
www.qfdi.org

Internationally acclaimed introduction to QFD, the **QFD GREEN BELT[®] CERTIFICATE COURSE** will show ways in which QFD can solve issues you face in product, service, software, and process development. It is a first step toward earning a QFD Black Belt[®].

For beginners, team members, anyone and any business who wishes to learn state-of-the-art **Modern QFD** to compete in the 21st century global market, as well as for companies who wish to explore best training options. No prerequisites.

QFD for Successful Product & Business Process Development

In this step-by-step, hands-on QFD workshop, you will learn:

- Brief history and principles of QFD – *What it is* and *How it works*;
- How to understand spoken and unspoken requirements (Voice of Customers);
- 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 functional group;
- Examples of QFD for manufactured goods, service and business process, software, chemical and food products;

Basic QFD tools that you will learn about in this Course include:

- Customer Context Table
- Customer Voice Table
- Affinity Diagram
- Hierarchy Diagram, Matrix
- Analytic Hierarchy Process (AHP)
- Maximum Value Table
- House of Quality
- Downstream QFD Deployment (generic deployment in public course)

You will also be introduced to associated quality methodologies such as:

- Blitz QFD®
- Kansei Engineering
- TRIZ
- New Lanchester Strategy for Sales and Marketing
- Critical Chain Project Management
- Design for Six Sigma (DFSS)

Who Should Attend

- New Product Development Teams
- 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 and Six Sigma/Design for Six Sigma Black Belts
- Trainers, facilitators, and internal quality gurus
- There are no prerequisites to register for this course.

First Step toward Becoming a QFD Team Leader or 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 year.



Having a QFD Green Belt® (provisional or full status) is a prerequisite for enrolling in a QFD Black Belt® Certificate Course – the next step toward becoming a successful QFD team leader or facilitator.

The attendees of this course are eligible to enroll in the **2011 public QFD Black Belt® Certificate Course** (Dec. 5 – 9, 2011 San Diego), as well as **QFD Green Belt® Update Courses** in the future.

Textbooks and Materials

- The latest release of the QFD Institute QFD Green Belt® training manual
- CD-ROM with the latest Modern QFD templates and case studies

Recommended Things to Bring

- **Your laptop computer** with CD drive, with MS Excel, Word, and Adobe Acrobat as you will receive a CD with QFD software templates.
- **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. The goal is to make the QFD exercises real and meaningful to you! You will not be asked to reveal any confidential data.

You may also bring your project team and learn as you work on a real project or you may join others.

Registration

The fee for this course is **US\$1,795 per person**.

Registration Form is included in this document.

The fee includes your course textbooks and materials including the training manual and templates CD, plus lunch and coffee breaks.

Instructor

Glenn H. Mazur (www.mazur.net)

- Executive Director, QFD Institute and International Council for QFD (ICQFD)
- Certified QFD Red Belt® (international)
- Certified QFD-Architekt #A21907 (QFD Institut Deutschland)
- 1998 Akao Prize® winner for Excellence in QFD
- Academician, International Academy for Quality
- Application / implementation expert
- Trained over 2,000 QFD Green Belts® worldwide
- Kansei Engineering Lifestyle QFD expert
- Convenor of ISO Working Group 2 Technical Committee 69 Subcommittee 8 (writing the international standard for QFD)
- President, Japan Business Consultants, Ltd.
- Senior Member of ASQ
- Member of Japanese Society for Quality Control
- National Academies of Science Board, Innovation (ret.)
- Adjunct faculty, University of Michigan (ret.)

Venue Hotel

This course will be held from **8AM–4PM** on March 7 & 8 at the venue hotel below. **Please plan on full days** on both days. Late arrival and early departure might jeopardize your receiving a certificate.

Venue Hotel:

Hampton Inn Orlando Convention Center / International Drive Area
8900 Universal Blvd., Orlando, Florida 32819
Telephone: 407-354-4447

Reservations: Hotel reservation shall be made directly with this Hampton Inn by calling **407-354-4477**. Be sure to identify yourself as an attendee of the QFD Institute event, to receive the QFDI group rate.

QFDI Group Rate: \$129 plus taxes (single / double occupancy per room per night; non-commissionable rate). Includes complimentary hot breakfast and high-speed Internet access. Rooms at this rate are limited and available on a first-come-first-served basis until **February 20, 2011** or until they sell out, whichever comes first.

Hotel Cancellation Policy: Due to the special rate, please note that, hotel cancellations notified less than 72 hours prior to your original arrival date will be assessed a cancellation penalty equal to the first night's room and tax.

How to Get There: This hotel is located 12 miles east of **Orlando International Airport** (airport code: MCO). Ground transportation to the hotel is readily available at the airport by taxi, shuttle bus, rental cars and limousine.

The hotel is 0.2 miles from the Orange County Convention Center and within walking distance of International Drive, restaurants, shops and night life.

Testimonials from past Course attendees

"Instructors' knowledge was impressive and the materials were presented well.

"Excellent course. Well done.

"The instructor was clearly an expert, well-versed in all subjects, had a wealth of examples and anecdotes based on his experience, and covered everything that I would have imagined for a course targeting a QFD team member."

"The work that you've done to advance the traditional QFD to more effectively align business goals to solution development and delivery is truly outstanding... the penny dropped for me why Modern QFD is the fundamental process for speed and accuracy of decision making."

"We would like to send our heartiest thanks to **Glenn** for his clear enthusiastic teaching and valuable experience at the QFD Green Belt® Course. We have learnt so much from him."

"Until I attended this course, I did not realize that some of the things I had learned previously elsewhere were wrong or outdated. Now it makes sense." (Author of an advanced QFD book)

Registration Form

March 7–8, 2011 QFD Green Belt® Certificate Course, Orlando, Florida USA

Please type or write clearly.

Your Full Name		
	⚠ This name will be used to print your certificate. Please be clear and accurate.	
Job Title		
Company		
Street Address		
City		
State/Province		
Postal Code		
Country		
Industry		
Work Email		
Telephone		
Alternative Email or Telephone		
Dietary or barrier free requirements if any		

REGISTRATION FEE: US\$1,795 per attendee

- The fee includes the latest release of the QFD Green Belt® training manual, case studies, Modern QFD templates on a CD, your diploma upon completion of the course, plus lunch and coffee breaks.
- A US\$100 per person discount for registrations of three (3) or more attendees from the same company.

YOUR TOTAL FEES: US\$

PAYMENT METHOD

Credit Card

Visa,
MasterCard, or
Amex

Card Number	
Expiration Date	
Name on the card	
Billing Address of this Card (Include street address, city, postal code)	
Cardholder's Email Address	
Cardholder's Signature	
CVC code	The last 3 digits on the back of Visa / MasterCard; 4 digits on the front of Amex
<input type="checkbox"/> I agree to the credit card charge by the QFD Institute of the amount typed above.	

* **Check**

** **Wire Transfer**

Please send the completed form to: **FAX: +1 206-203-3575 EMAIL: registration@qfdi.org**
(Or Register Online: www.qfdi.org/registration_gb_dtw.htm)

An e-mail acknowledgement will follow within 24 hours of receipt of your Registration.

Registration Terms and Conditions

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*** Payment by Check:** Checks must be in US\$ drawn on a US bank. The check must arrive by February 21, 2011, unless other arrangements are made with the QFD Institute in advance. PAYABLE TO: QFD Institute, 1140 Morehead Ct., Ann Arbor, MI 48103 (Registration will be confirmed upon receipt of full payment check.)

**** Payment by Wire Transfer:** Wire transfer instructions will be e-mailed to you upon receipt of your registration. The transferred funds must arrive by February 21, 2011. The attendee pays all bank fees associated with wire transfer services; please instruct your purchasing department and bank to add applicable bank fees to your registration fees. (Registration will be confirmed upon receipt of full payment.)

Cancellations After Registration & Substitutions: Full refund or credit will be given when cancellation is notified in writing by a pre-paid attendee by 5 pm February 01, 2011 (US Eastern Time). No refund will be made after that. However, substitutions are permitted without penalty.

Course Cancellations by the QFD Institute: The QFD Institute will make every effort to keep the scheduled course dates. In the event of course cancellation by the QFD Institute, the QFDI's liability is specifically limited to refunding the applicable course and/or program fees and excludes any incidental or consequential damages.

Late Registrations & Cut-off Date: Registrations received after **3 pm March 4, 2011** may be subject to a 20% late registration surcharge due to the extra costs in material preparation. Registrations may close subject to seat availability or at 5 pm March 5, 2011, whichever comes first. All deadlines are by U.S. Eastern Time.

Start and End Time: This course will be held from **8:00 AM to 4:00 PM** on both days. Please plan on full days on both days and schedule your travel accordingly. Late arrival and early departure before 4pm on the second day could jeopardize your receiving the certificate.

This course requires pre-registration and pre-payment. Registration will be confirmed upon receipt of full payment. No walk-ins will be accepted.

QFD Institute reserves the right to refuse sales of any product or service to anyone or any organization. The QFD Institute products and services are available only where legally permitted. Registrations with untrue, inaccurate, or incomplete information may not be processed; fraudulent use of credit card will be reported to authorities. Registrations with overseas P.O. box addresses and free domain email addresses may not be accepted.

For questions, please contact registration@qfdi.org
TEL +1 734-995-0847 (M-F 9 am - 5 pm U.S. Eastern Time)