

QFD Green Belt® Certificate Virtual Course

2021 March 1–3 (Mon–Wed)

@ 11 am – 3 pm U.S. Eastern Time

@17.00 – 21.00 Swedish time

This is a live online training, 4 hours x 3 days.

Internationally acclaimed introduction to ISO 16355 and Modern Blitz QFD®, this course 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 product development approaches seen elsewhere. You will be introduced to all of these topics in this course:

- Blitz QFD®
- ISO 16355 (the new QFD standard)
- Wishbone Diagrams
- Semantic and Situation Analysis
- Analytical Hierarchy Process (AHP)
- Kano Model
- Customer Gemba visits, 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. Yoji 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.

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, IT, and those who are key to the success of the new product / business /organizational strategy;
- Quality consultants, Six Sigma / Lean Sigma / DFSS / DFSS Green Belts, Black Belts, and Master Black Belts;
- Trainers, facilitators, internal Quality and Six / Lean Sigma 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 classical QFD and House of Quality methods from the 1980s;
- Training scouts who will report to their management;
- **Anyone who seeks better designs, quality, and innovation.**

Registration:

Course Fee: 19.800 SEK (Includes all materials)

Registration Forms:

Register at this link: <https://sandholmassociates.lime-forms.se/forms/yE9jzpFhM2KJvstqJ4dq>

Under "Comment", please fill in invoice information

What do I need to take this online course?

- **Internet connectivity and Zoom account** -- You will need adequate Internet connectivity and a Zoom account (free), to take this virtual live training. Please test your device well ahead of time.
- **A laptop computer** with MS Excel® and 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.

This 3-day course will be taught by Glenn H. Mazur, the world's leading authority on QFD and ISO 16355.



About Glenn H. Mazur

Glenn H. Mazur has been active in QFD since its inception in North America in the 1980s, and has worked extensively with the founders of QFD on their teaching and consulting visits from Japan. He is a leader in the application of QFD as well as conducting advanced QFD research, and is the Chair for the International Symposium on Quality Function Deployment. Glenn is the Executive Director of the QFD Institute and International Council for QFD, and retired Adjunct Lecturer on TQM at the University of Michigan College of Engineering and retired senior member of the American Society for Quality (ASQ) and the Japanese Society for Quality Control (JSQC).

Glenn is a certified QFD Red Belt® (highest level), one of two in North America. He is a certified QFD-Architekt #A21907 by QFD Institut Deutschland. He is honorary president of the Hong Kong QFD Association and Asia QFD Association. He is convenor of the ISO Working Group which has written the ISO 16355 series standards for QFD, member of TC69/SC7 writing the ISO 20575 standard for Design for Six Sigma, and liaison to TC 312 writing the ISO/TS 23686 standard for Service Excellence and TC 207 for Environmental Management. He is an Academician of the International Academy for Quality. He is the recipient of the 1998 Akao Prize® for Excellence in QFD and the 2017 Yoshio Kondo Academic Research Prize.