

The event of the year for Lean Six Sigma professionals worldwide



# Lean Six Sigma Summit West

**Pre-Conference Workshops:**  
October 25, 2005

**Main Conference:**  
October 26 & 27, 2005

**Round the World Reception:**  
October 26, 2005

**Post Conference Workshops:**  
October 28, 2005

**Venue:**  
The Venetian, Las Vegas



**Kevin Kent**  
Director of Quality and Digital Six Sigma  
**Motorola Mobile Devices Business**



**Brad Dalton**  
Senior Vice President  
**Bank of America**



**Dave Rowlands**  
Vice President – Lean Six Sigma Deployment  
**Xerox North America Operations**



**Bob Morgan**  
Executive – Lean Business Processes  
**Delphi**



**Thom Keenan**  
Americas Demand Management Leader  
**GE Plastics**

Hit the ground running with the latest integration strategies for Lean Six Sigma and achieve end-to-end process excellence

The Summit series heads west to the lights of Las Vegas with over **50** of the top Lean Six Sigma case studies from around the globe. **8** dedicated streams will give you all the answers you need to achieve end-to-end process excellence:

- **Engage your larger management community:** **Delphi** give guidance on their learning-by-doing management strategies
- **Give your company a competitive advantage:** Develop and deploy your attack on COPQ in your supply chain with **WR Grace**
- **Don't fix it, prevent it!:** **Bausch & Lomb** and **Honeywell** identify how to align Design for Six Sigma with your overall business needs

FREE 6 month membership to ISSSP!

## Candid accounts from the world's best Lean Six Sigma companies

Xerox North America Operations	Motorola Mobile Devices Business	Samsung Petrochemical Co., Ltd.
Sun Microsystems	Standard Register	VHA Inc.
Federated Department Stores	Bank of America	BlueCross BlueShield of Florida
GE Plastics ARC	Bausch & Lomb Inc.	U.S. Customs and Border Protection
Automotive Virtua Health	Delphi	Modernization Office
Bay Medical Center	Rath & Strong / Aon	Honeywell International
WR Grace	Management Consultants	The Coca-Cola Company
Breakthrough Management Group	GE Global Research	Merrill Lynch
Constellation Energy	Health Services Advisory Group	Kopp Investments
Pratt & Whitney Rocketdyne	George Group	City of Fort Wayne, Indiana
Tregaskiss Ltd.	Air Canada	Maytag Corporation
Rogers Cable	Decoma International Inc.	NUWC Division
	Dell	Keyport
	National Starch & Chemical	ALSTOM Power

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# Join the world's leading Lean Six Sigma professionals

Here's just a selection of the unparalleled speaker line up



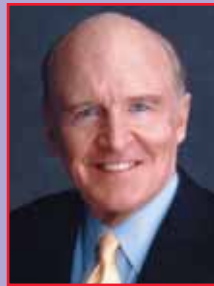
**Kevin Kent**  
Director of Quality and Digital Six Sigma  
Motorola Mobile Devices Business



**Brad Dalton**  
Senior Vice President, Quality & Productivity Transition Executive  
Bank of America



**Dave Rowlands**  
Vice President – Lean Six Sigma Deployment  
Xerox North America Operations



**Jack Welch**  
former CEO & Chairman, GE



**Bob Morgan**  
Executive – Lean Business Processes  
Delphi



**Thom Keehan**  
Americas Demand Management Leader  
GE Plastics



**Roger Hoerl**  
Manager – Applied Statistics Lab, GE Global Research



**Frank Cruz**  
Vice President Six Sigma  
Federated Department Stores



**Zafar Khan**  
Director – Business Process Excellence  
The Coca-Cola Company



**Maurice Ghattas**  
Vice President, Global Supply Chain  
WR Grace



**John Pelton**  
Director, Corporate Productivity  
WR Grace



**Edward Abramowich**  
Renowned author of  
“Six Sigma for Growth”



**Sung Hoon Park**  
Vice President  
Samsung Petrochemical Co., Ltd.



**Mayor Graham Richard**  
City of Fort Wayne  
Indiana



**Brian Spiegel**  
Principal Engineer & Six Sigma Black Belt  
Honeywell International



**David Mortimore**  
Lean, TOC & Six Sigma Manager  
NUWC Division Keyport



**Susan McGann**  
Master Black Belt  
Virtua Health



**Mary Jim Montgomery**  
Chief Operating Officer  
Bay Medical Center



**Guy D. Taylor**  
Director, Program Control  
U.S. Customs & Border Protection  
Modernization Office



**Gregory Eads**  
Master Black Belt  
BlueCross BlueShield of Florida



**Eric Lussier**  
Manager of Operational Excellence  
ARC Automotive



**Jim Hartwig**  
Project Design Engineer  
Maytag Corporation



**Bob Crescenzi**  
Vice President Business Excellence  
Standard Register



**Warren Barbour**  
Senior Manager of Process Engineering  
Rogers Cable



**Sanjay Gupta**  
Six Sigma & Information Technology Manager  
Tregaskiss Ltd.

**Motorola set out to take \$3 billion of cost out of operations in 2004.**

**Bank of America aimed for a smooth and rapid merger with FleetBoston Financial Corporation.**

**Standard Register targeted a seven-fold ROI increase in 4 years.**

## ***Critics said they couldn't. Lean Six Sigma made it happen.***

And these are just 3 of the top **50** war stories to be showcased at 2005's **Lean Six Sigma Summit West**. So come and hear the lowdown at the most comprehensive event ever to be staged for Lean Sigma professionals worldwide. This is your one-stop-shop to gain vital strategic information on the hurdles, the pitfalls, the highlights and the low lives of Six Sigma, Lean and, most importantly, integration.

This is a once-in-a-lifetime opportunity to put your questions direct to the man himself, **Jack Welch**. And not only Jack, the top-level speaker panel from the likes of **Bausch & Lomb**, **Dell**, **Xerox**, **Samsung** and **Honeywell** will also show you that, to stay competitive and truly satisfy your customer, you must expand beyond simple process improvement. Through multifaceted Lean and DMAIC integration, you can achieve the cleanest, sleekest, most efficient processes that your customers will have ever experienced.

Plus, with **8** dedicated streams, you're sure to find answers to your most pressing concerns, whether you are just starting out or are well on your way:

- Become the best in the game: Get competitive with your Sales and Marketing strategies through the experiences of **Motorola**, **Coca Cola** and **Sun Microsystems**
- Focus on a fresh direction to Lean Six Sigma integration: **GE Global Research** shows you how to reap the benefits through a simpler approach
- Accelerate success in your training strategies: **Merrill Lynch** and **Virtua Health** give the need-to-know information on their tactics to value optimization
- Complete the jigsaw: Take Six Sigma to customers in your supply chain with tips from **WR Grace**
- Engage your larger management community and gain steadfast buy-in: **Delphi** and **Samsung** examine their approach to human capital development

So what are you waiting for? Come and join the biggest event ever of its kind in the sunshine of Las Vegas. I look forward to meeting you there!



Carol James  
Event Director  
six sigma IQ

***P.S. You can't do all this alone  
- why not bring your Quality  
team? Teams of 5 or more get  
40% off!***

## **Networking Entertainment**



**Oct  
25**

At 6.30, straight after the workshops, what better way to unwind from the day than to enjoy some delicious wine and cheese sponsored by Instantis? Continue networking with your peers, relax and start the evening in style!

**Such an outstanding event. Indeed the best Six Sigma event  
we've ever attended.**

Fred Arndt, I&CIM Director, Delphi on the Six Sigma Summit 2005



**Join the Party! Top of the World Dinner - October 25 at 7.30**

What better way to meet your peers than to head to an amazing restaurant after the cocktail party? You will be treated to a night on the town with a fine three-course meal with wine/beer at the world famous "Top of the World" restaurant at the peak of the Stratosphere Hotel.

**Oct  
25**

**It's been terrific! The diversity of the participants has been of  
tremendous value and has enabled significant benchmarking.**

Jerry Porreca, Director of Six Sigma Quality, Becton Dickinson on the Six Sigma Summit 2005



### **TRAVEL ALL OVER THE GLOBE - IN JUST ONE EVENING...**

Grab your Summit passport and join us as we travel around the world sampling the flavours, scents and cocktails of far-flung countries! six sigma IQ is transforming the exhibition zone into a whirlwind tour of international cuisines and beverages. Let us bring the best of the world's culinary delights to you, from America's burgers and beer to Spain's tapas and sangria! Drop off your Summit passport once you've

visited each of the country's stands and you will be eligible to enter the free prize draw! So why not join in the networking, or sponsor a country and host your own corner of the globe!

Call +44 (0)20 7368 9500 or email [sponsorship@iqpc.co.uk](mailto:sponsorship@iqpc.co.uk) to find out more about sponsorship opportunities

**Oct  
26**



## Lean Six Sigma Summit West Advisory Board 2005

six sigma IQ would like to thank the esteemed members of the advisory board who have helped during the research phase of this event.



**Edward Alberque**  
Senior Vice President –  
Quality & Productivity  
**Ceridien**



**Allison Barber**  
Vice President - Quality  
**Starwood Hotels**



**Ellen Bovarnick**  
Vice President –  
Business Process  
Quality  
**The Coca-Cola Company**



**Frank Cruz**  
Vice President – Six  
Sigma  
**Federated Department  
Stores**



**Bryce Currie**  
Vice President – Quality  
**TRW Automotive**



**Phil Burroughs**  
Lean Enterprise Leader -  
GCSD  
**Harris Corp.**

## The Venetian, Las Vegas

The Venetian sets a new standard for hospitality, luxury and convenience. Surround yourself in casual elegance in the large sunken living rooms; enjoy meticulously appointed suites and bathrooms, each designed to impress the most sophisticated traveller. There's nothing "standard" about the standard suites: with an average of 700 square feet of pure luxury, it's approximately twice the size of the typical Las Vegas room.

The Venetian offers delegates three levels of suite accommodations to suit every taste and style, including the new Venezia hotel tower.

Delegates will discover a new sense of refinement adjacent to world-class gaming and entertainment.



## Sponsorship & Exhibition Opportunities

**Call us today to reserve the best package at Lean Six Sigma Summit West**

If you want to position your company's solutions and expertise in front of the most senior decision makers in Six Sigma, then **call us on +44 (0)20 7368 9500** to discuss a package tailored to your business goals. Based on the needs of the delegate audience, Lean Six Sigma Summit West is accepting limited sponsorship in each of the following categories:

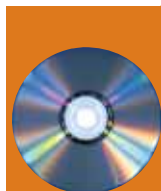
- Six Sigma and Lean consultants
- Six Sigma software developers
- DfSS Consultants
- Business Process Improvement consultants
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- E-Learning solution providers

The earlier you contact us, the greater the branding and promotional opportunities available. **Call Sponsorship on +44 (0)20 7368 9500 or email [sponsorship@iqpc.co.uk](mailto:sponsorship@iqpc.co.uk) to discuss your requirements.**

## Summit Take Aways



A limited number of free copies of "**Six Sigma and MINITAB**", the #1 bestselling Six Sigma pocket guide and training tool by QSB Consulting, will be distributed to delegates. Cutting through Six Sigma's strange terminology, this guide delivers Six Sigma in a down to earth and logical format. Containing detailed MINITAB instructions where necessary, this guide is now "standard issue" training material within many leading Six Sigma organisations.



### Free CD of conference proceedings – value \$499!

A digital recording of all the presentations and conference proceedings in audio format will also be available to buy after the conference – a must-have item for all corporate libraries!

## FREE 6 month membership to ISSSP!



The International Society for Six Sigma Professionals has teamed up with six sigma IQ to offer delegates a chance to become part of their worldwide network with 6 months FREE membership. All non-members will be given a registration pack at the conference.



six sigma IQ is delighted to announce that renowned author and Director of Six Sigma at Sun Microsystems, **Edward Abramowich**, will be presenting this year.

His new book, *Six Sigma for Growth*, will soon be available in the US and is bound to provide an unparalleled useful resource for professionals looking to implement Six Sigma into their processes. The event will give you a once-in-a-lifetime chance to speak personally to one of the world's foremost leading authorities on Six Sigma and Edward will be happy to sign copies of the book at the event. Make sure you order today and don't forget to bring your copy with you!

**For more information and to order, visit**

**[www.sixsigmagrowth.com](http://www.sixsigmagrowth.com)**

# LEAN SIX SIGMA SUMMIT WEST AT A GLANCE

## Pre-Conference Workshops: Tuesday October 25, 2005

**Workshop A. Rath & Strong's Lean Six Sigma Courier Simulation™ Workshop**  
Cary Paulin, *Vice President,*  
Rath & Strong/ Aon Management Consultants

**Workshop B. Fast Innovation: Driving superior differentiation, speed to market, and sustained organic growth**  
Kimberly Watson-Hemphill, *Director, George Group*

**Workshop C. The Principles of Six Sigma and Lean – Part 1 (Joint workshop with Workshop E)**  
Paula Feldman Parmeter, *Initialization Deployment Leader, Breakthrough Management Group*

**Workshop D. Simulation and optimization as effective design tools**  
This workshop will be led by  
Decisioneering – Crystal Ball

**Workshop E. How to Deploy Six Sigma and Lean – Part 2 (Joint workshop with Workshop C)**  
Paula Feldman Parmeter, *Initialization Deployment Leader, Breakthrough Management Group*

## Day One: Wednesday October 26

7.30 Registration and Continental Breakfast

8.15 Chair's opening address

8.30 **A fresh approach to integrating Lean and Six Sigma**  
Roger Hoerl, *GE Global Research*

9.15 **Using Six Sigma as a competitive weapon**  
Kevin Kent, *Motorola Mobile Devices Business*

10.00 Coffee & Networking

10.30 **A Conversation with Jack Welch**



Stream A: Linking Lean Six Sigma with Other Methodologies	Stream B: Excellence Awards Winners	Stream C: Managing the Cultural Change	Stream D: Lean Six Sigma for regional offices & Small to Medium Businesses
<b>Combining the powers of Lean and Six Sigma</b> Cary Paulin, Rath & Strong / Aon Management Consultants	<b>Critical to Quality: Delivering the desired results for your customers</b> Zafar Khan, The Coca-Cola Company	<b>How Six Sigma accelerated the Bank of America merger process</b> Brad Dalton, Bank of America	<b>Shrinking the parameters: What works and what doesn't in the small firm</b> Sanjay Gupta, Tregaskiss Ltd.
<b>Breaking out of Six Sigma rules: When to stop benefit tracking</b> Frank Cruz, Federated Department Stores	<b>Applying Six Sigma methodologies to achieve defect elimination in a Service &amp; Transaction model</b> Warren Barbour, Rogers Cable	<b>Growth means change: Achieving it successfully through business transformation</b> Roger C Cockroft, Constellation Energy	<b>Integrating the balanced scorecard, Voice of the Customer, and Lean Six Sigma to drive higher levels of customer loyalty and revenue growth</b> Bob Crescenzi, Standard Register
<b>Adding Lean muscle to your supply chain</b> Maurice Ghattas, WR Grace John Pelton, WR Grace	<b>Design for Six Sigma in virtual reality</b> Jim Hartwig, Maytag Corporation	<b>Innovating Six Sigma itself: How to apply Artificial Intelligence in Six Sigma</b> David Silverstein, Breakthrough Management Group	<b>Start small, think big: Utilizing Lean Six Sigma concept to capture office product supply chain savings</b> Mike Dittmore, VHA Inc.
<b>Into the mix: Utilizing other methodologies alongside Lean Six Sigma</b> Beatriz Garcia Stamps, Health Services Advisory Group	<b>Align sales process to product/service market positioning in the plant business</b> Fabio Dinale, ALSTOM Power	<b>Quality is power: The benefits of a systemic approach to continuous process improvement and market performance</b> Craig Robinson, Kopp Investments	<b>Overcoming cultural difficulties of Six Sigma and Lean Manufacturing in small- to medium-sized organizations</b> Eric Lussier, ARC Automotive
4.40 <b>To infinity (and zero) and beyond: Reflections on the fabric of Lean and Six Sigma quality</b> Bill Bellows, Pratt & Whitney Rocketdyne, A United Technologies Company		5.50 Chairman's remarks – End of Day 1	
		7.00 <b>Round the World extravaganza – see page 3 for more details</b>	

## Day Two: Thursday October 27

7.30 – 8.45 **Breakfast by invitation only to ISSSP's Leadership Circle and Master Black Belt Circle**

8.00 Registration and Continental Breakfast

9.00 Chair's opening address

9.15 **Meeting the challenges of productivity and growth through Lean Six Sigma**

Dave Rowlands, *Xerox North America Operations*

10.00 **Fast Innovation: Building a sustainable engine for growth**

Kimberly Watson-Hemphill, *George Group*

10.30 Coffee & Networking

11.00 **Solving problems: Using Six Sigma to engage your larger management community**  
Bob Morgan, *Delphi*

11.45 **Use your customer as the Kanban: Creating the Lean supply chain**  
Thom Keehan, *GE Plastics*

Track E: Design for Six Sigma	Track F: Lean Six Sigma for Government	Track G: Leadership and Six Sigma	Track H: Taking Six Sigma to your customers
<b>Achieving Lean Design with DfSS</b> Brian Spiegel, <i>Honeywell International</i>	<b>Faster, cheaper and better! Consolidating divisional stove pipe processing</b> Guy D. Taylor, <i>U.S. Customs and Border Protection Modernization Office</i>	<b>Taking leveraging to new heights: Capitalizing on Six Sigma with best demonstrated practices</b> Gillian Mann, <i>Air Canada</i>	<b>Modifying the classical tool set and strategy to achieve profitable growth</b> Edward Abramowich, <i>Sun Microsystems</i>
<b>As easy as pie: Key ingredients for successful DfSS deployment</b> Jeffrey L. Slutsky, <i>Bausch &amp; Lomb Inc.</i>	<b>Deploying Lean Six Sigma in a government transactional environment</b> Mark Price, <i>George Group</i>	<b>Transforming your organization into a model Six Sigma company</b> Sung Hoon Park, <i>Samsung Petrochemical Co., Ltd.</i>	<b>Knowledge for sale: Training your customers in Lean Six Sigma</b> George Pesansky, <i>National Starch &amp; Chemical</i>
<b>NETWORKING BREAK</b>			
	<b>Fixing Potholes in 4 Hours, Not 4 Days: High performance government using Lean Six Sigma</b> Mayor Graham Richard, <i>City of Fort Wayne, Indiana</i>	<b>Improving operations while developing leadership competencies using Lean Six Sigma</b> Mary Jim Montgomery, & Brit Watts, <i>Bay Medical Center</i>	<b>Deployment evolution: The experiences of Merrill Lynch</b> Rainer Rogers, <i>Merrill Lynch</i>
<b>Moving Six Sigma into Product Development</b> Kevin Smithwick, <i>Decoma International Inc.</i>	<b>Implementing Lean, Six Sigma, and Theory of Constraints in a non-profit environment</b> David Mortimore, <i>NUWC Division Keyport</i>	<b>May the force be with you: Making leaders out of your black belts</b> Susan McGann, <i>Virtua Health</i>	<b>Dual impact: Improving internal costs without causing harm to the customer</b> Gregory Eads, <i>BlueCross BlueShield of Florida</i>
4.50 <b>Grounding organizational success in your people and culture</b> Christina Y. Chen, <i>Dell</i>	5.30 Chairman's closing remarks		

## Post Conference Workshops: Friday October 28, 2005

**Workshop F. Strategic Six Sigma for Business: Assure that your Six Sigma initiatives deliver results most important to your business**  
Jeff Watts, *Vice President, Corporate Marketing, Instantis*

**Workshop G. Creating a Six Sigma Culture Across Your Organization**  
Paul Hesselschwerdt, *President, Global Partners Inc*

**A**

8.30 - 3.00

Lunch  
included

## Rath & Strong's Lean Six Sigma Courier Simulation™ Workshop

From the firm that first brought Lean to the United States from Japan, this workshop is specifically designed to show how the integrated Lean Six Sigma toolkit structured under the DMAIC framework works for companies that want one approach to problem solving. Versions of this workshop have been wildly successful at leading companies such as GE, Johnson & Johnson, Siemens and Quest Diagnostics.

During Rath & Strong's Lean Six Sigma Courier Simulation™ workshop, delegates will experience a dynamic and fast-paced interactive learning exercise that is designed to introduce Lean Six Sigma technologies and show how this integrated toolkit can work within your organization. Through Rath & Strong's Lean Six Sigma Courier Simulation™, Cary will show how participants can achieve breakthrough thinking with everyone who is critical to process - from senior executives to the service professionals who deal directly with customers. Delegates will walk away with practical knowledge of how the principles of Lean Six Sigma and Process Improvement apply to almost any process by exploring:

- How Value Stream Mapping can be used as a common tool to guide organizations using an integrated Lean Six Sigma program
- How Lean tools can be applied to their existing processes
- How to use Six Sigma tools to build upon Lean process improvements (VOC, data displays, process sigma, cause and effect diagramming, root cause analysis)

**Cary Paulin, Vice President,**  
Rath & Strong/  
Aon Management Consultants

**B**

8.30 - 11.30

## Fast Innovation: Driving superior differentiation, speed to market, and sustained organic growth

Innovation is a critical driver of organic growth, yet based on our research, only a small percent of companies know how to effectively use innovation to sustain long-term, profitable growth. This workshop provides a blueprint for exploiting the strategic and operational dimensions of innovation as well as specific actionable solutions for driving disruptive and sustaining innovation at the strategic, portfolio and project level.

Join this interactive simulation to discuss:

- Why current approaches to innovation fail
- A new strategic and tactical plan that will help your company dramatically reduce time-to-market by 50 to 80 percent
- Finding out what your customers really want (not just what they say they want)
- Tools and methods for turning customer insights into ideas that will generate significant ROI
- The key levers that senior leadership must engage to create innovation capability across the business

Attendees will receive a copy of "Fast Innovation" (McGraw-Hill 2005). Written by Mike George, James Works, and Kimberly Watson-Hemphill, this book is a business leader's guide to increasing the success rate of innovations and dramatically reducing crucial time-to-market.

**Kimberly Watson-Hemphill, Director, George Group**

*Kimberly is the co-author of the new book, "Fast Innovation". She has built a reputation over the last 12 years as a leading expert in the field of Innovation and Design across many different product, service and business model applications. Kimberly is a leading expert in powerful innovation and design tools and specializes in working with Fortune 500 companies to create innovation capability and to internalize these tools.*

**C**

12.00 - 3.00

Lunch  
included

## The Principles of Six Sigma and Lean – Part 1 (Joint workshop with Workshop E)

New to Six Sigma and/or Lean? Don't miss this introductory workshop designed specifically for individuals who have an interest in implementing these initiatives within their company. In this session, you'll learn not only the basics of Six Sigma and Lean but what they mean to your organization, and what it will take to deploy them for optimal results. This workshop will provide you with the information you need to get the most out of the conference, giving you a clear framework in which to put conference teachings into perspective for your organization.

Topics to be covered include:

- Six Sigma and Lean defined – when to use what tools for optimal results
- Options for deployment models – what works and what doesn't
- Where to start – how to locate and define projects for success
- The role of senior leadership in your deployment
- Getting to results – what it will take and what you can expect

Attendees who attend this workshop are encouraged to join the afternoon session E - "How to Deploy Six Sigma and Lean."

**Paula Feldman Parmeter, Initialization Deployment Leader,**  
Breakthrough Management Group

*An expert in Six Sigma deployment of best practices, Paula has trained and mentored over 500 executives and upper managers on Six Sigma methodologies and tools. She is a senior facilitator of knowledge management, team dynamics, project management, models, and the use of new technologies in a curriculum development and development learning research models.*





**D**

3.30 - 6.30

## Simulation and optimization as effective design tools

Simulation and optimization techniques can provide Design for Six Sigma (DfSS) practitioners with reduced reliance on physical prototypes, rapid time-to-market, minimal defects and post-design rework. These advantages lead to quantifiable benefits within the product development lifecycle, in terms of time and cost.

Through a series of case studies, this workshop will provide Six Sigma, Process Excellence and Lean practitioners with the rationale for spreadsheet simulation and optimization in DFSS initiatives. Discussion topics will include:

- Role of simulation and optimization in the DMADV methodology
- Disadvantages of not quantifying uncertainty in DFSS projects
- Differences between deterministic and stochastic optimization
- Tradeoff considerations when running optimizations

Attendees will learn practical techniques for efficiently identifying robust, high quality solutions through the use of Monte Carlo simulation and optimization.

This workshop will be led by **Decisioneering – Crystal Ball**



**E**

3.30 - 6.30

## How to Deploy Six Sigma and Lean - Part 2 (Joint workshop with Workshop C)

Just getting started with Six Sigma or Lean?

Find out what it takes to successfully deploy Six Sigma and/or Lean within an organization. This workshop will discuss aligning goals with strategic objectives, how and when to get executives engaged, where to start, what to expect, as well as the roles each member of the community will play.

This is a perfect adjunct to the introductory lunch session, "The Principles of Six Sigma and Lean", or can be taken as a stand-alone workshop for individuals that have a clear sense of the methodologies but want to determine the best place to start.

Attendees will receive personalized guidance from the workshop leader and leave with:

- An understanding of what they need to get started and be successful
- The ability to gauge the need for a deployment at their organization
- Clear guidance on how to build stakeholder support
- Personalized guidance about how the deployment planning process should work for them
- An understanding of what it takes to put together a deployment plan and what the deployment roadmap looks like

**Paula Feldman Parmeter, Initialization Deployment Leader, Breakthrough Management Group**



**F**

8.30 - 11.30

## Strategic Six Sigma for Business: Assure that your Six Sigma initiatives deliver results most important to your business

Today, Six Sigma is no longer simply about quality and consistency within isolated projects. It is about improving your entire business. By applying a business-orientated approach to your initiative, strategic Six Sigma can become an essential foundation to assure that business units consistently achieve their key goals within their day-to-day operations. From more effective sales and marketing to improved margins and revenues, Six Sigma for business can help your teams deliver a far greater return on investment and achieve deeper executive support much sooner in your initiative.

Learn how strategic Six Sigma for business can:

- Focus project selection to key business objectives
- More effectively engage key executives and business unit leaders
- Better define marketing focus and product development
- Increase efficiency and accountability in advertising and communications
- Improve customer services and loyalty

This workshop will review case studies, best practices and available software solutions to best drive meaningful and significant business advantages from each Six Sigma team.

**Jeff Watts, Vice President, Corporate Marketing, Instantis**



Over the past six years, Jeff has lead marketing teams in Web Services, Composite Application platforms, eCommerce and Financial Services Networks for market pioneers like Intershop and Commerce One. Jeff has worked within advertising and marketing agencies for global leaders like Microsoft, McDonalds, Blockbuster Video and others.



**G**

12.00 - 3.00

## Creating a Six Sigma Culture Across Your Organization

To successfully drive Six Sigma throughout any organization, you need to create and sustain a culture based on the core concepts of Six Sigma. Achieving this however, poses a considerable challenge. Core concepts such as, measuring process performance, managing with data and using the Voice of the Customer to focus and drive improvements are so foreign to some business areas that even introducing these concepts is met with significant resistance. Learn how to shift the thinking and behaviours of managers through a series of logical steps.

- Linking Six Sigma to the organization's most important business strategies and results
- Clearly demonstrating how Six Sigma tools and methodologies can be successfully applied, not only in traditional functions such as manufacturing and engineering groups, but also in HR, Finance, Sales and Marketing
- Achieving visible and significant results by selecting and implementing the Six Sigma projects that address the organization's most urgent business challenges
- Accelerating change by leveraging these initial projects across the organization
- Global Partners has worked with clients to create lasting change in such areas as R&D for a major Biotech company, sales force transformation for a leading supplier of healthcare solutions and bringing Six Sigma into sales and marketing organizations for a major supplier of industrial products.

Suitable for: Six Sigma project and deployment leaders, Change Management Directors, Directors of Strategy and Planning.

**Paul Hesselschwerdt, President, Global Partners Inc**

Paul Hesselschwerdt is the President of Global Partners Inc., a Boston-based consulting and management development firm. He focuses on helping clients to build knowledge and capabilities in order to achieve major business initiatives and grow their businesses worldwide. Paul has worked with many global organizations, including Crane Company, Alstom, General Electric, Serono Biotech and Schneider Electric to improve their sales and marketing capabilities and achieve breakthrough improvements in performance and results.



Lunch included

## Day One: Wednesday October 26

7.30 Registration and Continental Breakfast

8.15 Chair's opening address

### 8.30 A fresh approach to integrating Lean and Six Sigma

There is little debate today that organizations need the incremental benefit from both Six Sigma and Lean. Even GE has changed its mantra from Six Sigma to Lean Six Sigma. When you take an objective look at the literature on how to integrate these initiatives, however, much of it appears to be based on faulty assumptions about what Six Sigma and Lean actually are, and what they actually do. A closer examination of the fundamentals of Six Sigma and Lean leads to a fresh approach to their integration, one that is both simpler and likely more effective than today's standard practice.

- Clarifying the fundamentals of Six Sigma and Lean
- Providing a simpler approach to integration
- Enabling organizations to reap the benefits of Six Sigma and Lean more effectively



**Roger Hoerl**, Manager – Applied Statistics Lab,  
GE Global Research

### 9.15 Using Six Sigma as a competitive weapon

Motorola set out to take \$3 billion of cost out of operations in 2004, which they achieved. This presentation is about using Six Sigma to understand what cost reductions are possible and how to set-up and drive the organization to achieve them. Kevin will use actual 2004 data to illustrate this process and will present the case study of how Motorola made it happen. He will discuss:

- Structure of the implementation
- Aligning scorecards to drive cost reductions
- Use of digital cock-pits
- Training and resource requirements
- Rigor necessary to review and drive programs
- Reward and recognition for achievements



**Kevin Kent**, Director of Quality and Digital Six Sigma,  
Motorola Mobile Devices Business



10.00 Coffee & Networking

### 10.30 A Conversation with Jack Welch (via satellite)

*"Ultimately, [Six Sigma] drives leadership to be better by providing tools to think through tough issues"*

**JACK: Straight From The Gut by Jack Welch**

Engage in a dialogue with Jack Welch, one of the most admired CEOs of the 21st century. This unique opportunity will give you insight on:

- Leadership • Management • Execution
- Six Sigma and beyond...

*"It is fair to say that for many people, the concept of Six Sigma feels like a trip to the dentist. But Six Sigma couldn't be less like a root canal or any other awful procedure. Done right, it is energizing and incredibly rewarding. It can even be fun."*

**Winning by Jack Welch with Suzy Welch**

In his 20 years at General Electric, Jack Welch transformed the company from a bureaucratic behemoth to a dynamic and revered powerhouse. During his tenure, GE market value grew from \$13 billion to \$500 billion. In the process, Welch's management innovations have made him one of the most influential CEOs of his era.



12.00 Networking Lunch

## Stream A: Linking Lean Six Sigma with Other Methodologies

### Combining the powers of Lean and Six Sigma

From the firm that first brought Lean to the United States, Rath & Strong is the first consulting firm to truly integrate Lean and Six Sigma under the DMAIC problem-solving methodology. Now you can combine the power of Six Sigma to eliminate defects and variation with the power of Lean to eliminate waste and create continuous flow. Cary will discuss the two major pillars of structured problem solving in the late 20th century - Lean and Six Sigma and how these two methodologies fit together and how one uses the combined toolkit in a practical situation.

**Cary Paulin**, Vice President, **Rath & Strong/ Aon Management Consultants**



## Stream B: Excellence Awards Winners

### Critical to Quality: Delivering the desired results for your customers

The approach to Six Sigma within The Coca-Cola Company is a holistic model that focuses on three areas:

- Top Level Indicators (TLIs) - critical customer needs and business indicators
- Process Management Control Systems – the real time management of processes whose outputs are linked to and drive the TLIs
- Process Improvement – the use of improvement methodologies; DMAIC to improve existing processes and DMADV to design or redesign new processes, products or services

Delegates will learn how, together, these three areas of focus improve processes that are not delivering the desired results. The benefits of this approach is the discovery of what is critical to the customer and The Coca-Cola Company's business financials; alignment, visibility, accountability and transparency all build capability and drive towards a process improvement culture.



**Zafar Khan**, Director - Business Process Excellence, **The Coca-Cola Company**



**Double Winners of the 2005 Excellence Awards:  
DFSS & Defect Elimination in Service & Transaction**

## Stream C: Managing the Cultural Change

**Chair: Roxanne O'Brasky**, President,  
ISSSP



### How Six Sigma accelerated the Bank of America merger process

When Bank of America announced plans to acquire FleetBoston Financial Corporation in October 2003, investors and analysts were skeptical of the transaction. Today, the success of the merger transition has belied the skepticism. Brad will discuss how the transition teams are leveraging Hoshin Kanri disciplines to establish breakthrough goals and manage for results. Learn how Six Sigma tools are being used in the planning and execution for each phase of the transition.

- Six Sigma deployment when combining two significant cultures
- Executive management's influence when building associate awareness and adoption of Six Sigma
- Leveraging Six Sigma and the DMAIC tollgates to get approval for activities and system functionality



**Brad Dalton**, Senior Vice President, Quality & Productivity Transition Executive, **Bank of America**



## Stream D: Lean Six Sigma for regional offices & Small to Medium Businesses

### Shrinking the parameters: What works and what doesn't in the small firm

Is implementation of a wide-ranging initiative such as Six Sigma the same at large and small companies? In fact a small company enjoys certain advantages and faces different challenges than the larger business. Is the number of black belts and green belts and the savings they generate calculable from commonly available data? This session is for companies seeking to deploy Six Sigma for the first time or wanting to evolve their program. Learn what works and what doesn't at the small firm: Sanjay will present Six Sigma projects in HR, Customer Service, Manufacturing as well as Sales and Marketing.

- Advantages and challenges of implementing Six Sigma in the small organization
- Do big company metrics apply to small companies also?
- Aligning Six Sigma strategically in the small firm
- Project examples: HR, Customer Service, Manufacturing, Sales and Marketing



**Sanjay Gupta**, Six Sigma and Information Technology Manager, **Tregaskiss Ltd.**



1.30 – 2.05



## Breaking out of Six Sigma rules: When to stop benefit tracking

FDS have been implementing Six Sigma for the past four years to great success. Last year they realized they spent more time tracking the benefits of Six Sigma than actually doing it! In a rare break from the normal rules of Six Sigma, certain divisions are now piloting the strategic “non-use” of benefit tracking and instead are concentrating on the overall business goals. In this session, Frank will show what effect this change of style has had on their future implementation plans.

- If stockholders can't see the \$millions, why tell them about it?
- Making the turn to being business metric driven instead of Six Sigma metric driven
- Keeping a close connection between the upper strategic goals and the tactical objectives of the business



**Frank Cruz**, Vice President Six Sigma,  
Federated Department Stores

**Federated**  
DEPARTMENT STORES, INC.

## Applying Six Sigma methodologies to achieve defect elimination in a Service & Transaction model

Rogers Cable scored big wins with the deployment and application of Six Sigma. Canada's largest cable television company, serving close to 2.3 million subscribers with high-speed broadband Internet access, VoIP home phone services and the most advanced of digital home entertainment services, successfully rolled out a company-wide initiative to drive substantial improvements in quality and elimination of waste within its core order fulfillment transactional process. Join them in this session as Warren shares how they used the tools and strategies of Six Sigma to deliver real bottom-line savings and increased customer satisfaction.

- Evaluating the state of Six Sigma culture at Rogers Cable
- Applying the tools and strategies
- Achieving real process improvement
- Assessing the results achieved to date
- Challenges faced and lessons learned



**Warren Barbour**, Senior Manager of Process Engineering, **Rogers Cable**

**Honorary Mention in the 2005 Excellence Award for Defect Elimination in Service & Transaction**

## Growth means change: Achieving it successfully through business transformation

Changing a culture is never easy – but changing the culture of the oldest utility in the US (179 years old) so that it embraces continuous improvement through Lean and Six Sigma presents a real challenge. The issue is not a technical one. No amount of DOE, Regression or Chi Square will help here. In this session, learn how the fastest growing contender in the Fortune 500 list has changed the roots of its culture, what that really means for the people who work there and how to sustain change in a meaningful way.

- Executive sponsorship: Gaining real support from the top
- Alignment to the business plan: Making it easier to achieve your goals
- Communication: Opening up dialogue meaningfully to the whole organization
- Building commitment: Making people want to change
- Managing success: Balancing results with the need to change
- Managing the resource dynamic: Too many jobs and never enough people



**Roger C Cockcroft**, Corporate Vice President, Business Performance Improvement,  
**Constellation Energy**



## Integrating the balanced scorecard, Voice of the Customer, and Lean Six Sigma to drive higher levels of customer loyalty and revenue growth

In an increasingly commoditized industry, learn how Standard Register is transforming itself through the adoption of the Balanced Scorecard, Lean Six Sigma and a continuous focus on the customer to deliver innovative products and services.

- Aligning Six Sigma with your business strategy
- Utilizing your “Voice of the Customer” approaches to deliver unique value to your customers
- Equipping your customer facing employees with Lean Six Sigma tools to enable them to serve your customers better
- Integrating Six Sigma into your sales processes



**Bob Crescenzi**, Vice President Business Excellence, **Standard Register**



## Adding Lean muscle to your supply chain

The powerful integration of Lean and Six Sigma in the supply chain provides the plan of attack and tools to increase process speed, lower the total cost of ownership, champion higher quality and develop a culture that thrives on continuous improvement. Attendees in this session will learn how WR Grace deployed Lean Six Sigma across the breadth and depth of its supply chain, while attacking the COPQ, with the goal of defect free manufacturing.

- Engaging the top leaders in your company
- Developing and deploying a plan to attack the COPQ in your supply chain
- Employing the suitable tools that accelerate success in the supply chain
- Creating the tools to monitor and accelerate project progress



**Maurice Ghattas**, Vice President, Global Supply Chain, **WR Grace**



**John Pelton**, Director, Corporate Productivity, **WR Grace**

**GRACE**

## Design for Six Sigma in virtual reality

This presentation describes how the Lean Sigma process of DMAIC was married with virtual analytical engineering tools to solve a product problem of excessive deflection. During the design/development phase of the Maytag Neptune TL washer, the inner tub exhibited deflections under high speed spin when subjected to clothes load separation. The problem was solved through the marrying of creative brainstorming, following the Six Sigma methodology of DMAIC and with the use of virtual numerical analysis. This allowed a quick and low cost solution to a problem that threatened the timely product launch of a high efficiency top load washer into the market place. In this session, Jim will examine:

- The benefits of using the DMAIC process within a product development program
- The cost benefits of solving problems in the virtual world versus the “guess, test and revise” methodology
- How Lean Sigma process and its tools can work together successfully with conventional FEA and other engineering numerical analytical tools



**Jim Hartwig**, Project Design Engineer, **Maytag Corporation**



**Honorary Mention in the 2005 Excellence Award for Design for Six Sigma**

## Innovating Six Sigma itself: How to apply Artificial Intelligence in Six Sigma

How do we achieve monumental breakthrough in the way Six Sigma is applied to business today? How do we make it easier, faster, and more effective? Consider that 1 in 10 Six Sigma projects requires the use of sophisticated statistical tools, however, 40% or more classroom time is dedicated to teaching such tools. Now imagine a technology that eliminates the need for much of that statistical analysis. Sounds too good to be true? It's not. Artificial Intelligence applications have finally been brought down to the desktop level in such a user-friendly manner that with a few hours of education, anyone can use it. Technology today has the ability to produce a more capable Black Belt using less training time. In this session, David Silverstein, President and CEO of Breakthrough Management Group, will provide a basic understanding of Artificial Intelligence using genetic algorithms along with extraordinary case studies that demonstrate the future of Six Sigma.

**David Silverstein**, President and CEO, **Breakthrough Management Group**



## Start small, think big: Utilizing Lean Sigma concept to capture office product supply chain savings

A common area in which businesses often struggle to control cost is with office supplies. Take a comprehensive look at how a group of hospitals and clinics maximized their purchasing power, reduced waste, reduced cost, eliminated SKUs and increased efficiency and customer satisfaction. This approach is applicable for most types and sizes of businesses, especially those with multiple departments and/or offices within a community.

- Defining the opportunity for improvement
- Choosing/working with a Office Product Distributor
- Leveraging the technology
- Gaining buy-in on private label products
- Implementing the changes
- Benefits derived from the improvements

**Mike Dittmore**, RN, BS, MBA, Black Belt, **VHA Inc.**



### Into the mix: Utilizing other methodologies alongside Lean Six Sigma

Lean Six Sigma can be an essential tool to achieve success when seeking quality improvements. In the healthcare industry, it can be integrated into the Pay-for-Performance programs that are being sponsored by CMS, employer coalitions and health plans. In addition, Lean Six Sigma can also be integrated into other quality seeking programs such as hospital JCAHO certification and improvement of hospital processes. Today CMS oversees benefits for over 76 million Americans at a cost of \$425 billion annually. With increasing costs and the prospects of Medicare bonus or penalty payments, this presentation will focus on the different Pay-for-Performance goals. Identification of quality measures and details regarding the public reporting strategies and quality initiatives for hospitals and physicians will be discussed. In addition, the alignment of these goals with Six Sigma will be defined.



**Beatriz Garcia Stamps**, MD, MBA, Physician Advisor, **Health Services Advisory Group**

### Align sales process to product/service market positioning in the plant business

Marketing and commercialization processes are key to launching new product/services in the market. Inconsistencies and/or misalignment between and within these processes might result in slow market penetration and eventually abandonment of the initiative. It is important to monitor these processes and capture signals of difficulties ahead of time so that, after understanding the root causes of the problems appropriate corrective actions can be taken. But how do you do this? In this session, learn how to creatively apply Six Sigma methodology and tools to proactively manage and monitor sales and marketing processes of complex product/service offering.

- Creating a tool to identify product/service perception gaps between sales process and market positioning
- Enabling perception gaps bridging
- Appraising importance of the perception gaps
- Standardizing the selling process approach
- Deploying a continuous monitoring system to control deviations

**Fabio Dinale**, Business Application Manager, **ALSTOM Power**



**Winners of the 2005 Excellence Award for Most Innovative Project**

### Quality is power: The benefits of a systemic approach to continuous process improvement and market performance

Jack Robinson pioneered the concept of looking at Quality factors to assess a company's system of management in the 1970s when he became aware of Total Quality Management. This idea of quality as a significant factor in the market, in development for over 25 years, matured in the late 1990s with the advent of the Q-100®. The national standards of a commitment to quality are definable, and as such the results are quantifiable. The speaker, Craig, is Jack's son, and in 1998 he and Mark Billeadeau developed a proprietary scoring methodology that analyzes the effect of quality.

- Grading yourself based on success of attaining quality goals and achieving national recognition
- Benchmarking against the 100 highest scoring companies, chosen from a cross section of economic sectors
- Achieving a distinctive, enhanced way of investing in large-cap stocks

**Craig Robinson**, Co-founder of the Q-100®, **Kopp Investments**



### Overcoming cultural difficulties of Six Sigma and Lean Manufacturing in small- to medium-sized organizations

Much attention has been focused on the successful deployments of Six Sigma and Lean in large-scale companies like AlliedSignal and General Electric. However, the small to medium sized organizations have been somewhat left out in trying to understand how to scale the deployment relative to their size. Using a case study approach, this session will help you understand 1) the key elements to any successful Six Sigma / Lean deployment regardless of size 2) how to create the culture of Six Sigma and Lean and 3) what are the common issues and startup mistakes to be avoided.

- Creating the Six Sigma / Lean Manufacturing culture through goal alignment
- Deploying Six Sigma / Lean in small to medium sized organizations
- Understanding the key elements needed for the support infrastructure



**Eric Lussier**, Manager of Operational Excellence, **ARC Automotive**



#### 4.40 To infinity (and zero) and beyond: Reflections on the fabric of Lean and Six Sigma quality

Controversially, this session is about NOT doing Six Sigma and Lean. Bill will explain a more moderate approach, which he feels can be adapted more beneficially into individual companies. Using his experience at The Boeing Company, he will address the notion that every company needs a little fat - Lean is not always the right method to use. The purpose of this session is to provoke thought on whether or not your company should be adopting Lean Six Sigma or not, and hence more time has been allowed for

inevitable questions and answers:

- Deciding your position: Just how moderate should you be?
- Dispelling the one-size-fits-all thinking
- Stop aiming for Infinity and Zero: How leaders should make the decisions on implementation



**Bill Bellows**, Associate Technical Fellow, Enterprise Thinking Network, **Pratt & Whitney Rocketdyne, A United Technologies Company**

5.50 Chairman's remarks – End of Day 1

#### 7.00 Round the World extravaganza – see page 3 for more details



## Day Two: Thursday October 27



#### 7.30 – 8.45 Breakfast by invitation only to ISSSP's Leadership Circle and Master Black Belt Circle



8.00 Registration and Continental Breakfast

9.00 Chair's opening address

#### 9.15 Meeting the challenges of productivity and growth through Lean Six Sigma

Three years ago Xerox began implementing its Lean Six Sigma program across the entire enterprise, setting ambitious goals for productivity through business process improvements. Focused first on building capability and addressing internal improvements, the global initiative has to date met or exceeded the targets set by Corporate leadership. While continuing and expanding the initiative's internal focus, Xerox has begun to collaborate with customers using its Lean Six Sigma capabilities to create new value for those customers and the company. This presentation will:

- Share Xerox's approach to Lean Six Sigma
- Highlight lessons learned to date
- Present both internal and external case study examples



**Dave Rowlands**, Vice President - Lean Six Sigma Deployment, **Xerox North America Operations**

#### 10.00 Fast Innovation: Building a sustainable engine for growth

Kimberly Watson-Hemphill, co-author of "Fast Innovation", will discuss some of the key elements of 'strategies such as multi-dimensional innovation, improving time-to-market, and understanding the heart of the customer.

**Kimberly Watson-Hemphill**, Director, **George Group**



10.30 Coffee & Networking

#### 11.00 Solving problems: Using Six Sigma to engage your larger management community

At Delphi, Six Sigma is being used as a problem solving technique to broaden the perspective of all managers; the business issues they face on a daily basis are problems that can be solved. With this belief, managers in all areas of the business can start de-layering the counter measures that propagate the additional burdens and overhead structures that exist in so much of our businesses. Temporary work-a-rounds have become the norm so much that daily work routines can no longer tell the difference between work and rework, value and waste. In this session, Bob will examine Delphi's learning-by-doing management skills which have helped his senior management to position their thinking towards their everyday problems:

- Educating managers to behave differently towards solving their problems
- Creating the mindset shift required in management to see work and waste

- Combining structured problem-solving with other Lean work and supervisory tools



**Bob Morgan**, Executive in charge of Lean Business Processes, **Delphi**

#### 11.45 Use your customer as the Kanban: Creating the Lean supply chain

Supply Chain is at the heart of every organization – whether it's managing inventory, setting the production schedule for the factory, or reacting to new customers with different products. Companies must learn to adapt themselves to the strategies of their customer base, irrespective of the product, service or information provided. Thom will talk about the strategy and action needed to create a Lean Supply Chain, utilizing the philosophy of Lean as well as the methodology of Six Sigma. From the sales order to remittance, Thom will show how applying Lean Six Sigma can reduce your cycle times and improve your capability - and ultimately leave your competition behind.

- Creating the Value Stream from customer contact to remittance and redefining what's truly Value Added
- Eliminating the exposed waste that the customer is NOT willing to pay for
- Learn to supply your customers on pull rather than push
- Learning how to set the strategy and apply Lean Six Sigma



**Thom Keehan**, Americas Demand Management Leader, **GE Plastics**



## Stream E: Design for Six Sigma

### Achieving Lean Design with DfSS

Lean Enterprise is a strategic initiative that integrates Six Sigma quality with Lean speed to achieve major cost, inventory, and lead time reductions. Therefore, the challenge is to combine these two methodologies in a way to achieve the maximum benefit for both speed and accuracy. But how do you create a framework to get the most from these two approaches? Brian will guide you, step-by-step, through:

- Guiding principles of Lean Enterprise and Value Creation
- Merging Lean and Six Sigma for maximum savings and minimum defects
- Defining the Value Stream and applying Lean Enterprise tools to drive productivity improvement
- Lean Enterprise Deployment and Execution



**Brian Spiegel**, Principal Engineer & Six Sigma Black Belt, **Honeywell International**

**Honeywell**

### As easy as pie: Key ingredients for successful DfSS deployment

The recipe for successful DfSS deployment must be tailored to the particular enterprise within which it is being deployed. However, there are several key ingredients common to successful deployments. This presentation describes these key ingredients, their linkage and the deployment process being followed at Bausch & Lomb.

- What does success look like?
- Providing internal/external support
- Instilling the best communication practices
- Examining training and certification processes
- Developing product and process mapping

**Jeffrey L. Slutsky**, Director of DFSS, **Bausch & Lomb Inc.**

## Stream F: Lean Six Sigma for Government

Stream Sponsors



### Faster, cheaper and better! Consolidating divisional stove pipe processing in order to create enterprise processes and efficient workflows

This session reviews a methodology to guide stove-piped divisional activities into streamlined enterprise business processes to promote efficiency and quality. Guy will pass on hands-on practical techniques for consolidating divisions, newly acquired organizations, and/or other organizational components' business activities.

- Eliminating wasted / duplicated stove piped process and business activities
- Creating "one way" business processing for enterprise activities and workflows
- Saving approximately 20% in your budget
- Achieving faster and easier institutionalization for employees
- Delivering products and services to the customer



**Guy D. Taylor**, Director, Program Control – U.S. Customs and Border Protection Modernization Office



### Deploying Lean Six Sigma in a government transactional environment

Federal agencies are facing increasing pressure from the public and Congress to reduce costs, streamline operations, and increase service quality. To combat these pressures, many agencies are turning to Lean Six Sigma to build a sustainable method to increase productivity, improve quality and reduce the cost of doing business. Mark will discuss challenges and proven approaches to deploying Lean Six Sigma within federal agencies, including:

- Driving superior results by aligning strategic priorities with project selection
- Focusing on leadership skills as well as technical to increase team effectiveness and efficiency
- Best practices in Lean Six Sigma deployment that will advance implementation and create a unique continuous improvement culture

**Mark Price**, Vice President Client Services, **George Group**



## Stream G: Leadership and Six Sigma

Chair: Roxanne O'Brasky, President, ISSSP



### Taking leveraging to new heights: Capitalizing on Six Sigma with best demonstrated practices

In Six Sigma, a key success element is leveraging of project work: building from experience to minimize the time and resources required to implement change. But by focusing specifically on project work and therefore particular areas or types of processes, opportunities may be missed for leveraging best demonstrated practices that can be applied in many areas and to many projects. In this session, Gillian will discuss the Best Demonstrated Practice (BDP) program established at ACE Aviation to ensure that they identify excellence and communicate it to the Six Sigma community. Six Sigma is about continuous improvement of the business; the BDP program is helping to support the continuous improvement of Six Sigma at ACE by leveraging our intellectual capital.

- Developing the program using the DMAIC approach
- Deploying an on-going support requirements
- Examples of recognized BDPs
- Challenges faced and the steps to address them

**Gillian Mann**, Master Black Belt, **Air Canada**



### Transforming your organization into a model Six Sigma company

The passion for the continuous innovation by Six Sigma and the unified corporate culture transformed Samsung Petrochemical into a Six Sigma Company within a short period of time. Six Sigma has been specialized in the leadership, best team selection and other various management systems, which has made distinguished activities and output in cultural change and human capital development. In this session, Sung Hoon Park will demonstrate how the integration of Six Sigma with previous initiatives has created exemplary projects and results.

- Gaining leadership commitment
- Championing projects led by top managers
- Developing culture change and human capital by belt training
- Synergizing Six Sigma with knowledge management systems



**Sung Hoon Park**, Vice President, **Samsung Petrochemical Co., Ltd.**



## Stream H: Taking Six Sigma to your customers

### Modifying the classical tool set and strategy to achieve profitable growth

The focus for major companies is now on becoming truly customer-centric and developing new offerings to bring value to their customers. This has manifested itself in several ways, including the development of customized Six Sigma training programs for customer-facing groups such as Sales and Marketing. These approaches integrate Sales and Marketing tools into the classical Six Sigma tool set. Other organizations have created Six Sigma approaches to new growth initiatives such as solution selling aimed at developing customized offerings that solve customer problems. In this session, Edward will overview how leading companies have modified the 'classical' Six Sigma and Design for Six Sigma tool set and strategy in order to drive revenue growth.



**Edward Abramowich**, Author of Six Sigma for Growth: Driving Profitable Top-Line Results, Director Six Sigma, Global Sales Organization, **Sun Microsystems**

### Knowledge for sale: Training your customers in Lean Six Sigma

As a classic example of how to implement Lean Six Sigma across the whole product to customer chain, National Starch conducts projects, training, and assists in project execution for its customers. George will expand upon their methods in this session so that you can evaluate exactly how to continue Lean Six Sigma outside of your own box.

- Reducing waste and adding efficiency across the value chain
- Breaking down silos between suppliers and customers
- Increase efficiency and customer value
- Leverage Lean and Six Sigma to reduce cost

**George Pesansky**, Senior Manager, Process Solutions Team, **National Starch & Chemical**

1.45 – 2.20

2.25 – 3.00



3.30 – 4.05

**SESSION BREAK:**

4.10 – 4.45

**Moving Six Sigma into Product Development**

Kevin has been directing Decoma's DFSS program for two years, starting out by training just 8 people and now running sessions that are 30 plus in attendance. Current DFSS projects are predicted to total close to \$1million for this year alone. Much of the success is attributed to developing internal training modules that can be more easily geared towards Decoma's individual culture. The modular format of the material allows Kevin to tailor the training to specific functional groups, and also expand the course as Decoma's needs evolve. In this session, Kevin will address:

- Pushing the fundamentals of DFSS: Attaining early VOC data
- Linking VOC data to manufacturing capabilities
- Developing a DFSS approach that complements DMAIC

**Kevin Smithwick**, DFSS Master Black Belt, **Decoma International Inc.**

**Fixing Potholes in 4 Hours, Not 4 Days: High performance government using Lean Six Sigma**

Mayor Graham Richard faced a lot of skepticism when he first brought Six Sigma to Fort Wayne. But it has now been adopted as a way of life. Having gained experience in the private sector, Mayor Richard saw many reasons to bring it to city government. In this session, Mayor Richard will take you on the journey through the challenges of Fort Wayne and will clearly demonstrate how his employees are learning to use data and not intuition to enhance productivity and customer service.



**Mayor Graham Richard**, City of Fort Wayne, Indiana

**Implementing Lean, Six Sigma, and Theory of Constraints in a non-profit environment**

Most implementations of Lean, Six Sigma, and the Theory of Constraints are driven by a company's desire to improve profit margins, market share or market segmentation. However, implementation of these methods in a public sector organization, where revenue growth is discouraged, necessitates modifications on how product lead time, quality, and cost gains are realized, achieved, and returned to the customer. This also provides challenges on work force incentives to exploit Six Sigma tools and methods. In this session, David will assess how these challenges have been integral to Naval Undersea Warfare Center Division Keyport's efforts to improving its engineering, logistical support, depot maintenance, and test and evaluation services to the U.S. Navy as well as its business processes, such as financial management.



**David Mortimore**, Lean, TOC, and Six Sigma Manager, **NUWC Division Keyport**

**Improving operations while developing leadership competencies using Lean Six Sigma**

CEOs are seeking leaders in healthcare who are equipped to face the challenges of a dynamic industry influenced by increased consumerism, financial volatility, operational efficiency and demonstrated clinical quality. Lean Six Sigma is uniquely positioned to address the Voice of the Customer, establish value-added processes, achieve cost reduction targets and align clinical, operational and financial goals. Learn how applying the Lean Six Sigma methodology develops leaders who are able to:

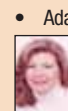
- Understand customer requirements
- Broker stakeholder relationships
- Pursue cross-functional collaboration
- Navigate complex problem solving with definitive cost and quality outcomes

**Mary Jim Montgomery**, Chief Operating Officer & **Brit Watts**, Director of Operations Excellence, **Bay Medical Center**

**May the force be with you: Making leaders out of your black belts**

When selecting the first round of Black Belts at Virtua Health, they looked to their partner GE Healthcare to show them how to make their Black Belts into suitable project leaders. Using Session C, one of the HR components at GE, they took on a structure that made leadership roles imperative for their Black Belts within a 3 year time span: a risky strategy that has been overwhelmingly effective, with just one contract termination since deployment began. In this presentation, Susan will demonstrate the lessons learnt from both sides of the coin:

- Motivating Black Belts to achieve a leadership role
- Evaluating the tools and knowledge gained through Six Sigma projects and applying them to leadership strategies



**Susan McGann**, Master Black Belt, **Virtua Health**

**Deployment evolution: The experiences of Merrill Lynch**

Merrill Lynch, one of the most respected financial institutions in the world, is keenly focused on optimizing value for its clients, employees and shareholders. Six Sigma has been an important tool for many of its business leaders in this pursuit. This presentation will utilize case studies to illustrate the fundamentals of Merrill Lynch's approach to using the methodology. Attention will also be given to how the deployment has changed as the needs of the organization for Six Sigma have developed.

- Adapting the methodology over time to meet the needs of a financial services company
- Changing training programs to meet organizational goals
- Understanding the overall benefits of deployment and individual project efforts

**Rainer Rogers**, Vice President, Deployment Manager, Master Black Belt, **Merrill Lynch**

**Dual impact: Improving internal costs without causing harm to the customer**

The BlueCross BlueShield of Florida deployment was launched with a rigorous DMAIC toolset that targeted internal cost reduction and customer benefit projects. While the initial results exceeded internal goals, BCBSF sought to drive even greater results in both regards. In this session, see how BCBSF uses Six Sigma to drive customer benefits in tandem with internal cost reductions and is accelerating these benefits by evolving their project selection, methodology training/application, and Belt deployment strategies.



**Gregory Eads**, Master Black Belt, **BlueCross BlueShield of Florida**

**4.50 Grounding organizational success in your people and culture**

Top performing organizations establish a comprehensive approach to transfer critical business issues into business process improvement applications. Creating a high performing culture involves supporting it with proven applications that drive continuous improvement, performance consulting, timely/flexible learning and operational metrics aligned and integrated to operational strategies. This session will cover how the

development and positioning of key elements applied in a timely sequence can build off each other to support a holistic approach to achieving industry leading organizational success.

- Driving program maturity tied to organizational maturation
- Integrating proven tools and applications in a sequence to ensure success
- Transitioning a grassroots effort into a corporate driven initiative

- Building a common approach that works in different locations and cultures
  - Driving a winning culture powered by organizational/individual ownership
- Christina Y. Chen**, Director, Global Business Process Improvement, **Dell**

5.30 Chairman's closing remarks



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