

Quality Function Deployment

A One Day Tutorial

(choose Friday, 7/26 or Saturday, 7/27)

Barbara A. Bicknell & Kris D. Bicknell

San Francisco Bay Area Chapter of



INTERNATIONAL COUNCIL ON SYSTEMS ENGINEERING

Use the Integrated QFD Approach™ to translate Customer needs into products and services. This one-day comprehensive tutorial focuses on using the Quality Function Deployment techniques to map market needs into product, service and business operations to optimize performance, and achieve repeatable success. The material presented is based on the authors' new book, *The Road Map To Repeatable Success: Using QFD To Implement Change* (copyright 1995, CRC Press, Inc.) (Be sure to take advantage of the book purchase offer below.)

Level of Instruction: From uninitiated new-hire to the experienced manager.

TOPICS:

<p>Introduction to QFD</p> <ul style="list-style-type: none"> • Definition and Background • Potential Benefits/Challenges • Requirements for a Successful QFD <p>Core QFD Matrix</p> <ul style="list-style-type: none"> • Capturing the "Voice of the Customer" • Affinity/Tree Diagrams • Construction of the Core QFD Matrix • Examples of QFD Matrices <p>Core QFD Matrix Workshop</p> <ul style="list-style-type: none"> • Identify and Prioritize Customer Needs • Analyze Competitiveness • Develop and Prioritize Product, Service & Business Operations Requirements • Identify and Select Concepts • Analyze Results 	<p>Developing An Integrated Plan</p> <p>Case Studies</p> <p>Overviews of</p> <ul style="list-style-type: none"> • Facilitation Guidance <ul style="list-style-type: none"> • Roles and Responsibilities • Conflict Management • The Integrated QFD Approach™ <ul style="list-style-type: none"> • Concept Refinement for End Use and Value • Concept Selection • Process Matrix and Control Matrix • QFD and Robust Systems <ul style="list-style-type: none"> • Methods to Reduce Variation • Failure Modes and Effects Analysis • Starting a Pilot Program <ul style="list-style-type: none"> • Management Roles and Responsibilities • Getting Started
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The material presented will focus on the participant's understanding of several key concepts. These concepts include:

- Systematically developing an integrated product development plan
- Reducing design cycle time by 30 to 50 percent
- Reducing engineering changes by 30 to 30 percent
- Systematically converting Customer needs into Customer satisfying attributes
- Developing measurements for programmatic controls

Each attendee will receive a printed copy of the course material.

Date: **Choose Friday or Saturday, July 26 or 27**
 Time: 8 a.m. to 5 p.m. (includes an hour for lunch; lunch is provided)
 Place: San Jose State University, Engineering Building - Alumni Room
 Cost: Space is limited. Be sure to enroll early. Final deadline is July 15.

	INCOSE Member	Non- Member	Non-Member plus Membership *
Early Registration (deadline July 1)	\$65	\$95	\$125
Final Registration (deadline July 15)	\$75	\$105	\$135

Add \$56 to purchase the Bicknell's definitive book on implementing QFD. This book retails for \$61.95 (plus tax) at bookstores.

(* Membership fee is \$60 if joining between 6/1/96 and 8/31/96. Membership is good to 5/31/97. Membership renewal will be \$60 on 6/1/97.)



San Francisco Bay Area Chapter

Read About Our Tutorials and
chapter activities at
<http://www.relay.net/~lew/sfbac.html>

**ENROLLMENT AND
CONTACT INFO ON BACK**

About the Instructors

Barbara A. Bicknell is the President of Bicknell Consulting, Inc. She is a nationally recognized speaker and consultant on QFD, Concurrent Engineering, Systems Engineering, Integrated Product Design and the Repeatable Success Method™. She managed leading aerospace operations achieving breakthrough results on issues involved in simultaneous product and process development using QFD. She has Technical Achievement Awards from Martin Marietta and NASA. Ms. Bicknell is a member of INCOSE and AIAA. She has a Master's in Engineering from the University of Colorado, Boulder and a BSME from the University of Notre Dame.

Kris D. Bicknell is the Vice-President of Bicknell Consulting, Inc. He presented at the National TQM Conference in 1993, 1994 and 1995. He facilitates clients in moving cooperate strategy into daily operations using the Integrated QFD Approach™ and RSM®. His broad background includes corporate consulting, environmental and legal experience. Mr. Bicknell received his JD from University of Denver and his Master's in Communication from the University of Texas in Austin.

INFORMATION

Enrollment Information Enrollment may be made by organizations or individuals. Enrollment is limited to 45 per session and advanced enrollment is required. *If the day you choose is filled, we will contact you.*

How to Enroll Fill out and return the enrollment form provided. Acceptable forms of payment will be personal checks, bank drafts, and money orders (sorry, no purchase orders or credit cards). Fees are payable to INCOSE. If paying with a company check and you would like to "reserve" a space in the tutorial, remit a personal check and attach a note to hold for company payment.

Confirming Enrollment If you do not receive an enrollment confirmation 5 days prior to the scheduled date of the tutorial, contact *to the Last Detail* Special Events Planning and Management. Please contact Ms. Mickey Farrance about enrollment status and status changes. 415-938-0553 or ttld@aol.com

Cancellation Policy Full refunds will be made prior to July 15. No refunds will be made after July 15.

Enrollment Packets Accompanying the confirmation notice will be an enrollment information package. A map to San Jose State and the classroom will be provided as well as parking information and a phone number to be used in an emergency. Course material (and **student guidebook**) will be distributed on the day of the tutorial at the registration desk. Registration begins at 8 a.m. The course is scheduled to end at 5 p.m.

Lunch is Provided A one hour lunch break is scheduled. Lunch will be provided and the entree will be a selection of sandwiches with various meats and cheeses. If you have special dietary needs, please indicate on the enrollment form.

Book Purchase Books ordered by July 15 will be delivered at the tutorial. Books can be ordered at the tutorial.

Our thanks to Dr. Ernest Unwin of San Jose State University for making SJSU facilities available for this tutorial.

For Information about INCOSE Tutorials: Barney Morais, 408-720-8431, veft63a@prodigy.com

✂ ----- complete and mail ----- ✂
Enrollment Form (July 1 Early Deadline, July 15 Final Deadline)

Name _____ (for Certificate of Completion) _____

Mailing Address (home address preferred) _____

Position _____ Company _____

Day Phone _____ Fax _____

Email _____

Circle the fee enclosed	INCOSE Member	Non-Member	Non-Member plus Membership	Choose ___ Friday ___ Saturday Remarks/Request:
Early Registration (deadline July 1)	\$65	\$95	\$125	<i>Remit fee (made out to INCOSE). Mail to: To The Last Detail SFBAC - Tutorial 101 E. Middlefield Rd. #1 Mountain View, CA 94043</i>
Final Registration (deadline July 15)	\$75	\$105	\$135	

I am purchasing the book. ___ \$56 additional is enclosed.