

Course Description

Quality Function Deployment AMS310

Overview

Quality Function Deployment (QFD) focuses on the value of using QFD to identify, understand, prioritize and address the voice of the customer in project management, product development and process management cycles. Participants will take part in discussion illustrating how American and Japanese companies such as Hyundai, Mitsubishi and Ford have successfully used QFD to etch out market share, reduce cost and cycle time.



Learning Objectives

- Understand QFD and its role in company-wide strategic planning
- Drive QFD teams with cross functional communications
- Understand the Kano model of customer satisfaction
- Understand the technical requirements definition
- Plan the House of Quality
- Understand common problems such as key processes, matrices and milestones
- Understand leadership's role in a shifting environment

Format

This course is highly interactive and adaptive to participant's interests and needs. A discussion approach is used and is accompanied by individual and team exercises.

Duration

Two days

Who Should Attend

Individuals representing management, marketing, design and development, engineering, purchasing, quality, manufacturing, sales or service would benefit by taking this course.