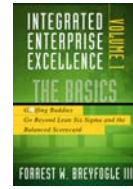
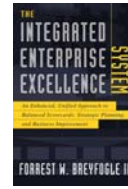


Forrest Breyfogle is coming to Memphis

Integrated Enterprise Excellence
March 10-11, 2009
Memphis, TN



Participants will receive the following books (included in course fee):

The Integrated Enterprise Excellence System

Integrated Enterprise Excellence, Volume 1 - The Basics

Integrated Enterprise Excellence, Volume 2 - Business Deployment

This seminar introduces participants to the Integrated Enterprise Excellence (IEE) system, a set of management techniques that optimizes best practices of the best systems—applying structured metrics and a no nonsense roadmap to initiate process improvement and achieve substantial benefits.

Increasing competitive pressures of a global economy are forcing upper-level management to react faster to changing business conditions and customer requirements while also containing or cutting costs. Line managers and decision-makers need an efficient and effective system for day-to-day business operation with access to performance metrics that lead to the most appropriate and cost effective activities. In short, they need an enterprise-level performance measurement and improvement system to drive financial and operational success under the most challenging conditions.

Who Should Attend

- VPs and managers of operations and administration
- Process and quality engineers and managers
- Manufacturing VPs, engineers, and managers
- CFOs, VPs and managers of finance
- Process, business, and systems analysts
- Members of strategic planning initiatives

Objectives

- Learn how to optimize the “best of” from a variety of improvement theories
- Move beyond “traditional” measures and strategic planning
- Create an enterprise value chain
- Make better use of analytics

Your Instructor

Forrest W. Breyfogle, III, founder and CEO of Smarter Solutions Inc, received the American Society for Quality Crosby Medal in 2004 for his book *Implementing Six Sigma* (2nd ed.). He is a professional engineer, an ASQ Fellow, and a member of the board of advisors for the University of Texas Center for Performing Excellence. Mr. Breyfogle has authored and contributed to several books and published dozens of articles on Lean methods and on Six Sigma. He has also conducted numerous seminars worldwide -- serving a variety of clients, including BAMA, CIGNA, Dal-Tile, Dell, HP, IBM, Oracle Packaging, and TIMET.

Seminar Outline

Traditional Scorecards and Strategy Building

- Traditional performance measures
- Scorecards/dashboards metrics
- Traditional strategic planning
- Hoshin kanri methodology
- The Balanced Scorecard
- Red-yellow-green scorecards
- Process tracking and process capability/performance
- Exercise: Traditional scorecards and strategy creation/deployment – the pluses and minuses

Traditional Process Improvement Strategies

- Total quality management (TQM)
- Six Sigma
- Lean
- Theory of Constraints (TOC)
- Exercise: Traditional improvement strategies – the pluses and minuses

Benchmarking Assessment of Traditional Management Practices

- Characteristics of a good metric
- Deming's 14 points and seven deadly diseases
- Exercise: Benchmarking assessment of traditional management practices

Integrated Enterprise Excellence (IEE) Scorecards

- How traditional scorecards can lead to firefighting
- IEE scorecards vs. red-yellow-green scorecards
- Exercise: Compare IEE metrics to traditional scorecards

IEE Value Chain and Its Performance Metrics

- Process tracking and process capability/performance
- Enterprise process Define-Measure-Analyze-Improve-Control (E-DMAIC) roadmap
- The IEE business system
- Enterprise Process Define-Measure value chain with its performance measures
- Value chain and drill-down examples
- Satellite-level and 30,000-foot-level metrics with prediction statements
- IEE 50-foot-level metrics
- Exercise: Creating an enterprise value chain with an IEE scorecard

IEE Enterprise Process Analyze Phase

- Project selection alternatives: Traditional Lean Six Sigma vs. IEE
- Business goals for satellite-level metrics
- Improvements through the blending of analytics with innovation
- Example: Sales personnel scorecard/dashboard and data analyses
- Creating targeted strategies that have value chain scorecard accountability
- Enterprise Improvement Plan (EIP): Blending analytics with innovation to create strategies that lead to projects for achieving enterprise financial goals
- Example: Enterprise 30,000-foot-level performance metric project-pull-creation system through EIP
- Exercise: Creating a pull for project creation through EIP

IEE Enterprise Process Improve-Control Phase

- IEE improvement methodology
- 30,000-foot-level operational metrics pull for the most appropriate Lean or Six Sigma tools
- Case study: 30,000-foot-level metrics – continuous response
- Case study: 30,000-foot-level metrics – attribute response
- Comparison of IEE with other improvement initiatives
- Exercise: Using analytics to identify improvement opportunity and project execution

IEE and E-DMAIC Application and Infrastructure

- Exercise: Common Six Sigma Problems (and what to do about them)
- Exercise: Successful IEE/E-DMAIC Deployment
- Value chain enterprise process management (EPM) drill down
- IEE organizational and technical relationships
- Exercise: Benchmark assessment of the IEE system

Summary and IEE Deployment

- Comparison of traditional measurement and improvement systems with IEE
- IEE deployment initiation: Starting small and growing big
- On-line resource library

Fee (includes books): \$1,095
 \$895 Chamber or ASQ Discount

Additional Information

Call or email Dr. Loretta Dale (901.543.3528) or ldale@memphischamber.com or Teresa Franks (901.543.3530) or tfranks@memphischamber.com