

From Cost Reduction to Value Creation

Kick Start Your Continuous Improvement Initiatives and Increase Your Profitability with Value-Driven Six Sigma

Learn how to drive process, people, product or service improvements that will deliver superior value to your most important customers, leading to significant market share gains and improved profitability.

Free Lunch & Learn on September 15 from 11:00am to 1:00pm

[Sigmas Conference and Event Center](#), Pittsburgh, PA

For more information email info@sigmasconference.com or phone 412-821-2530

Description

The early implementations of Six Sigma focused on defect reduction and cost reduction. This presentation will describe what many have called the next generation of Six Sigma - one not focused solely on reducing costs or defects but on increasing revenues and market share. In addition, it will address the keys to successfully starting or dramatically improving your existing continuous improvement efforts.

Areas Covered

As a result of this presentation, you will understand:

- The issues and problems associated with early deployments of Six Sigma and the need for a shift to “Value Driven Six Sigma”
- How to identify and prioritize opportunities that will bring in new customers while increasing the loyalty of the ones you already have
- How to select the improvement initiatives that are most critical to growth
- Avoid the stumbling blocks in any continuous improvement project
- Understand and effectively manage the challenges associated with this dramatic shift in perspective

Who Will Benefit

This presentation will be valuable for:

- Executives in charge of Continuous Improvement
- Six Sigma Champions and Sponsors
- Marketing and Market Research Managers
- Change Management Leaders
- Chief Learning Officers
- Chief HR Officers

Presenters



Reg Goeke
Michael Couch
Sharon Gregory

[Market Value Solutions](#)
[Michael Couch and Associates Inc.](#)
[Hexagon Solutions and Beyond](#)