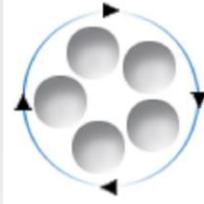
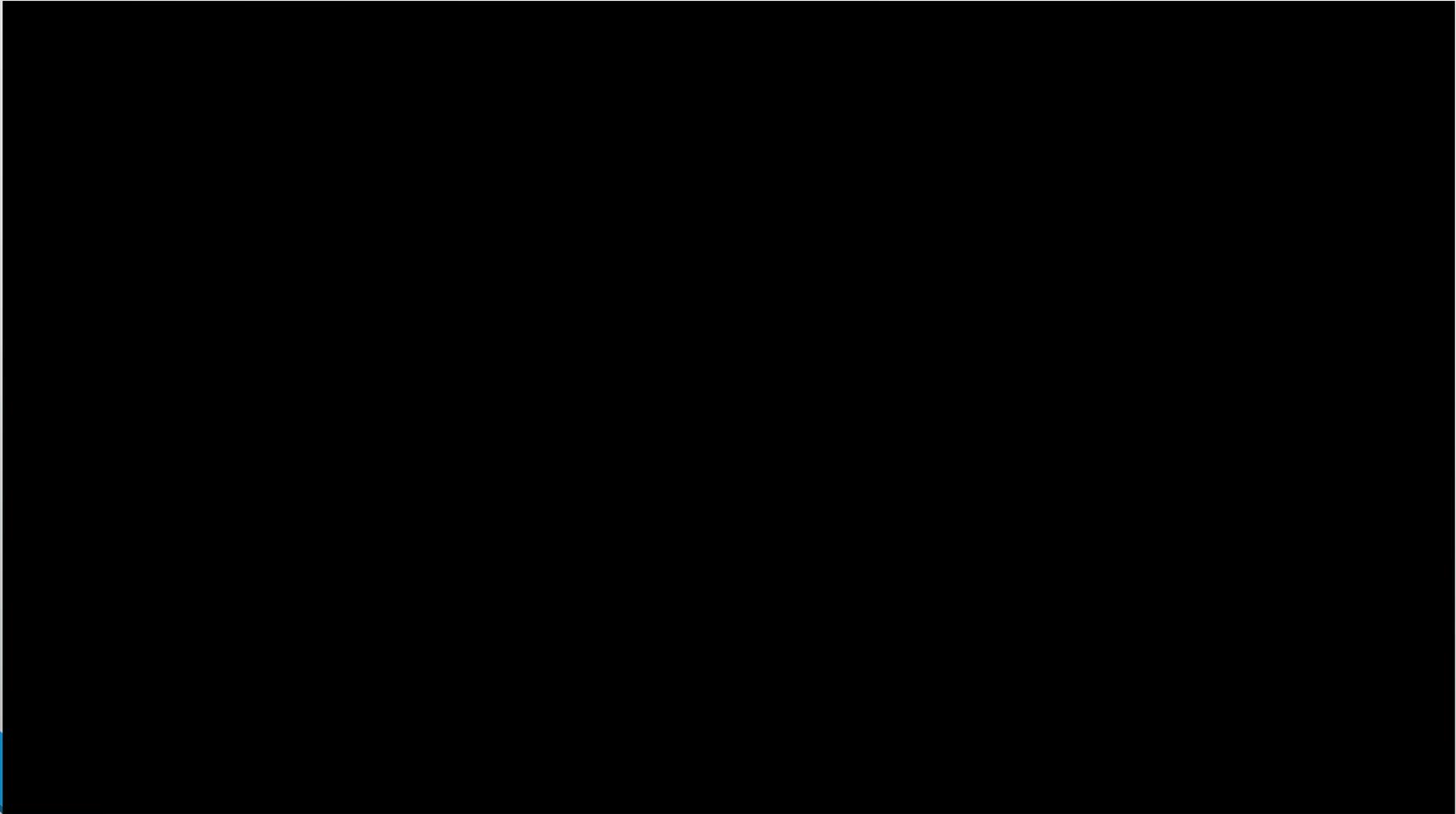


Voice of the Community

Who is



SixSigmaTV.Net
THE NETWORK FOR SIX SIGMA



Who I Am



Mason Gray, ASQ Certified LSSYB

Over 2 years of training, mentoring, and consulting in numerous industries, including Fisheries, Healthcare, & Consumer Goods.

Who I've worked with:

Marin General Hospital

ISS Manufacturing

Trans-Ocean Products

WA State DSHS

Alcoa

BTC (graduate)

Silver Reef Resort Casino

Breakout Session Schedule

What is Lean: The Definition & History

Lean Application: Lean in Every Industry

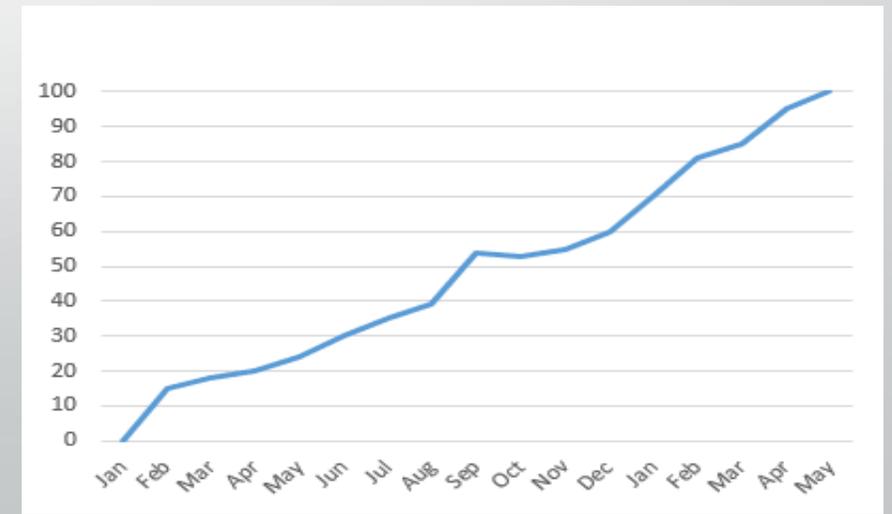
“What do you notice?” Exercise

CTQ: Critical to Quality Definition

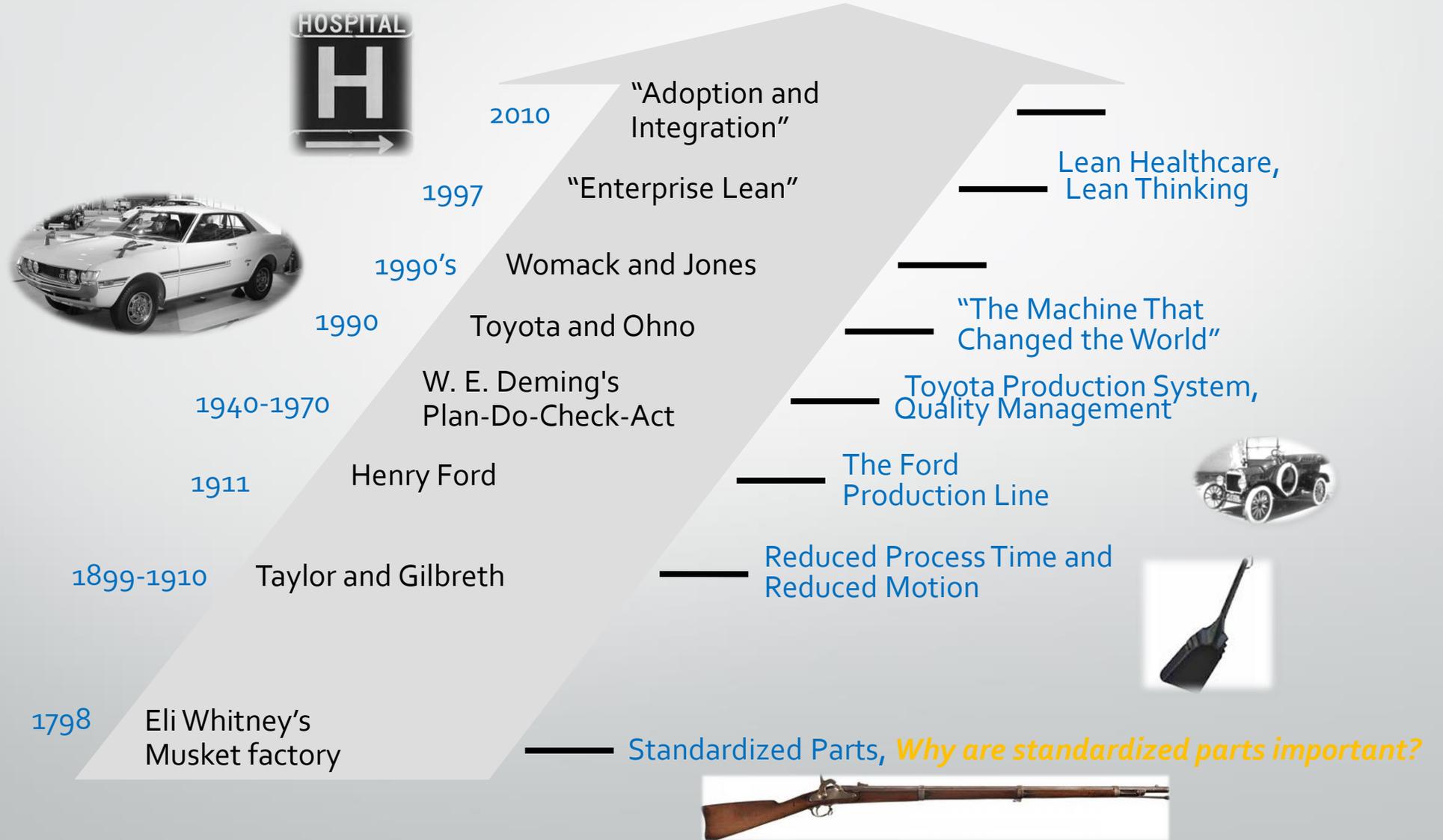
“CTQ Tree” Exercise

What is Lean?

- Lean is **a methodology** that has **been around for over 60 years** in various forms.
- Lean **focuses on improving quality by eliminating and reducing waste** within the processes that deliver value to customers/patients.
- Lean methodology fosters **an environment for continuous improvement** by utilizing Kaizen to rapidly improve processes, accelerating the rate of improvement and creating lasting results.
- Lean tools **set up processes for optimization.**



History of Lean



“Planet” Lean



- <https://www.youtube.com/watch?v=hu1h2lUYhRM>

What do you notice?



3 Minute Group Exercise

– *Talk with your neighbor, Prepare to Share!*

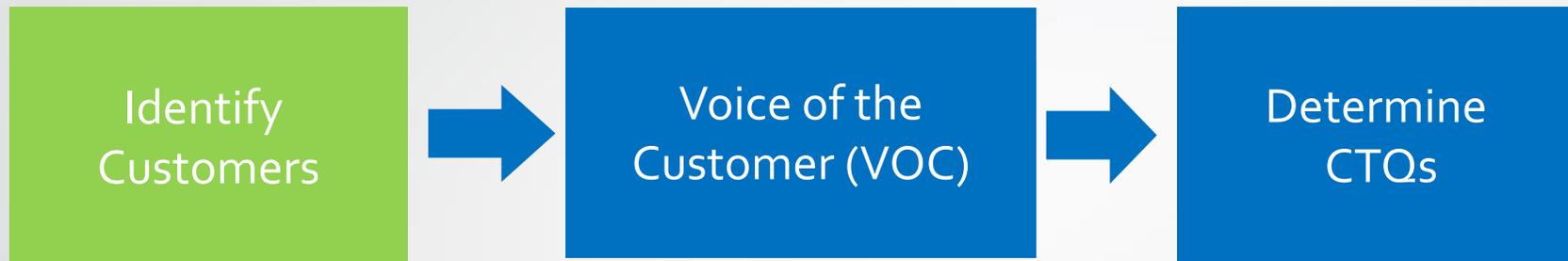
- Are the individuals needs being met in this picture?
- We often **perceive to know what is of value to the customer**, but that perception can be misaligned with their actual needs.
- This emphasizes the need to **define requirements early on in the process** via feedback from the end users.

Critical To Quality (CTQ)

- CTQs are what the customer expects of a product, process or service... the spoken needs of the customer, the Voice of the Customer (VOC).
- *(Was the individuals needs met in the previous slide?)*
- CTQs align improvement or design efforts with customer requirements.
- CTQs represent the product, process or service characteristics that are defined by the customer (internal or external).
 - They may include the upper and lower specification limits or any other factors related to the product, process or service.
 - **CTQs should be interpreted from a qualitative customer statement to an actionable, quantitative business specification.**
- **A CTQ Tree** is an approach of linking measures to an important outcome. It acts as a roadmap for data collection.
- CTQs (Critical to Quality) are the key measurable characteristics of a product or process whose performance standards or specification limits must be met in order to satisfy the customer.

CTQ – How to Develop

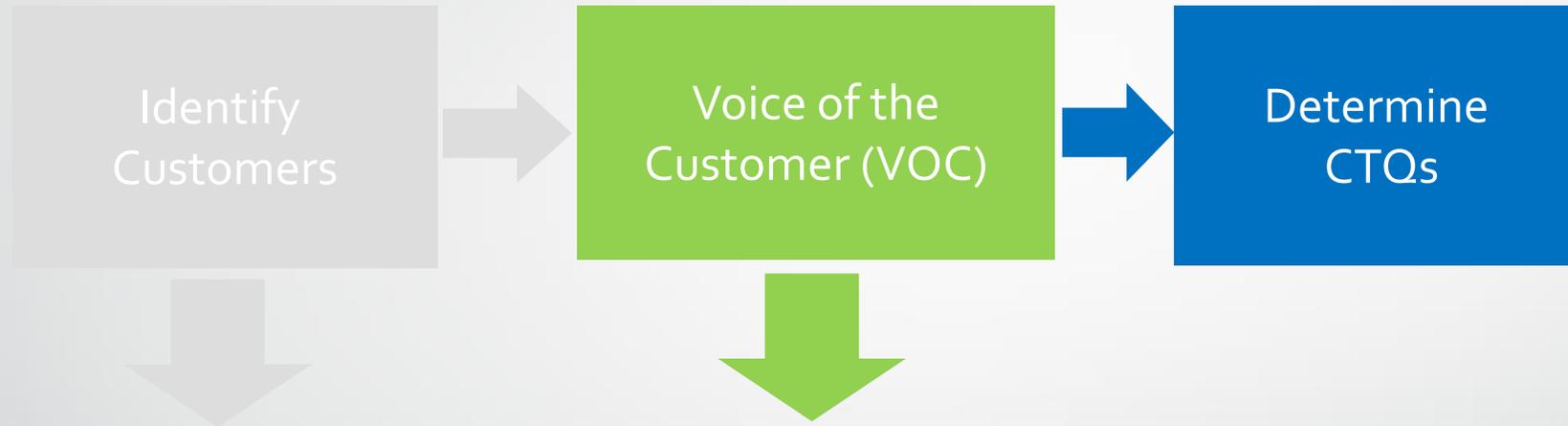
There are three major components of developing CTQs



- List Customers (*Walker*)
- Define the customer segments (*different customer types*)
- Narrow list if needed

CTQ – How to Develop

Capturing the **Voice Of the Customer** is imperative to determining what is considered “critical.”

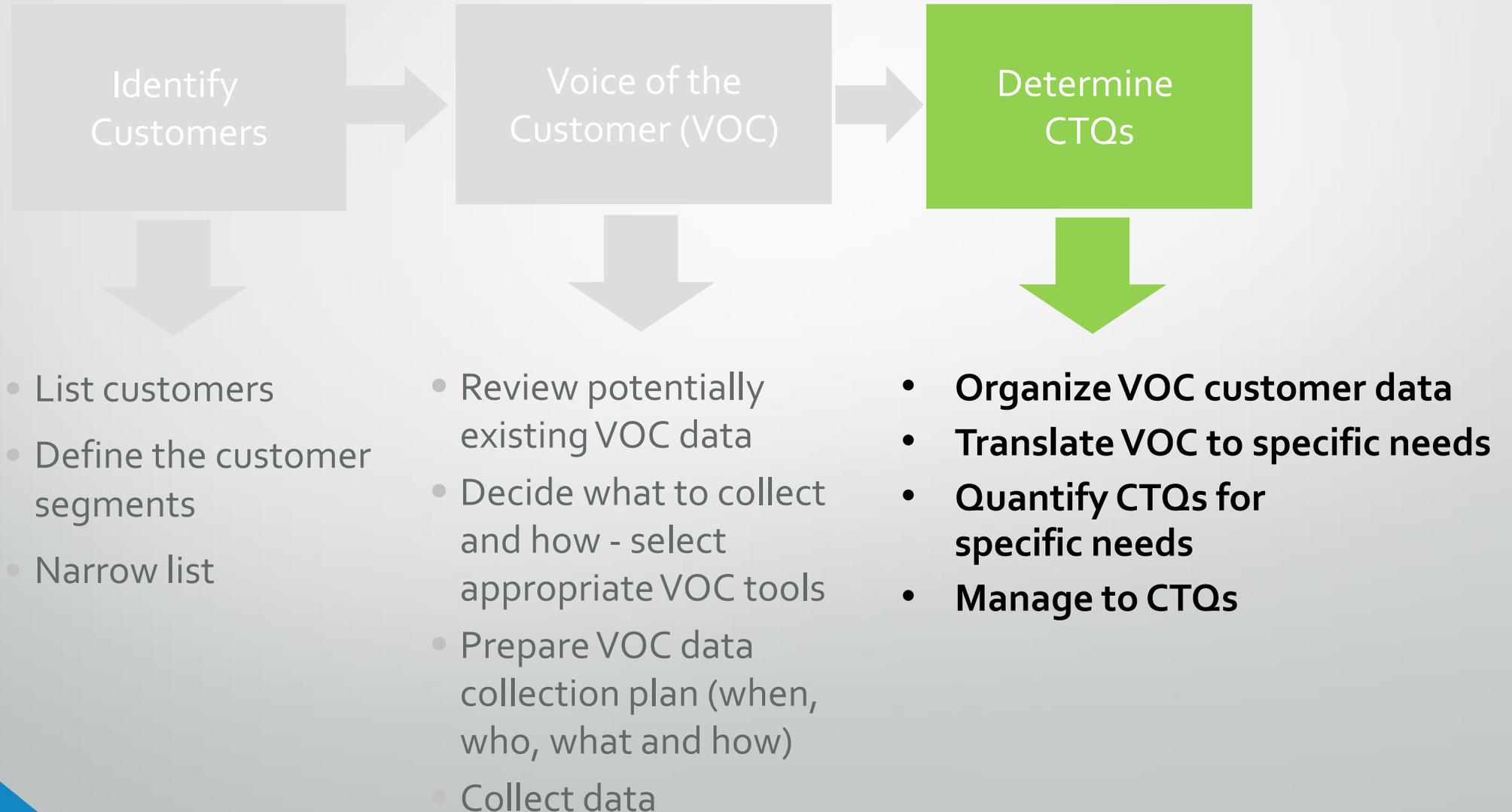


- List customers
- Define the customer segments
- Narrow list

- **Review existing VOC data**
- **Decide what to collect and how, select appropriate VOC tools (*survey, reviews*)**
- **Prepare VOC data collection plan (*when, who, what and how*)**
- **Collect data**

CTQ – How to Develop

Once the data is collected, A CTQ Tree is developed.



Translating the VOC into CTQs

Voice of the Customer	Key Issue	CTQ
"I hate filling out this long survey"	Takes too long	The survey takes less than 5 minutes to complete
"I'm always on 'hold', or end up talking to the wrong person"	Wants to talk to the right person, quickly	Customer reaches the correct person the first time, within 30 seconds
"This software doesn't work"	The software needs to do what the vendor says it will do	<ul style="list-style-type: none">• All needed design features built-in• Software is fully operational on customer's existing system

Knowing the CTQ does not imply that the appropriate process has been isolated to improve it

How do you feel?

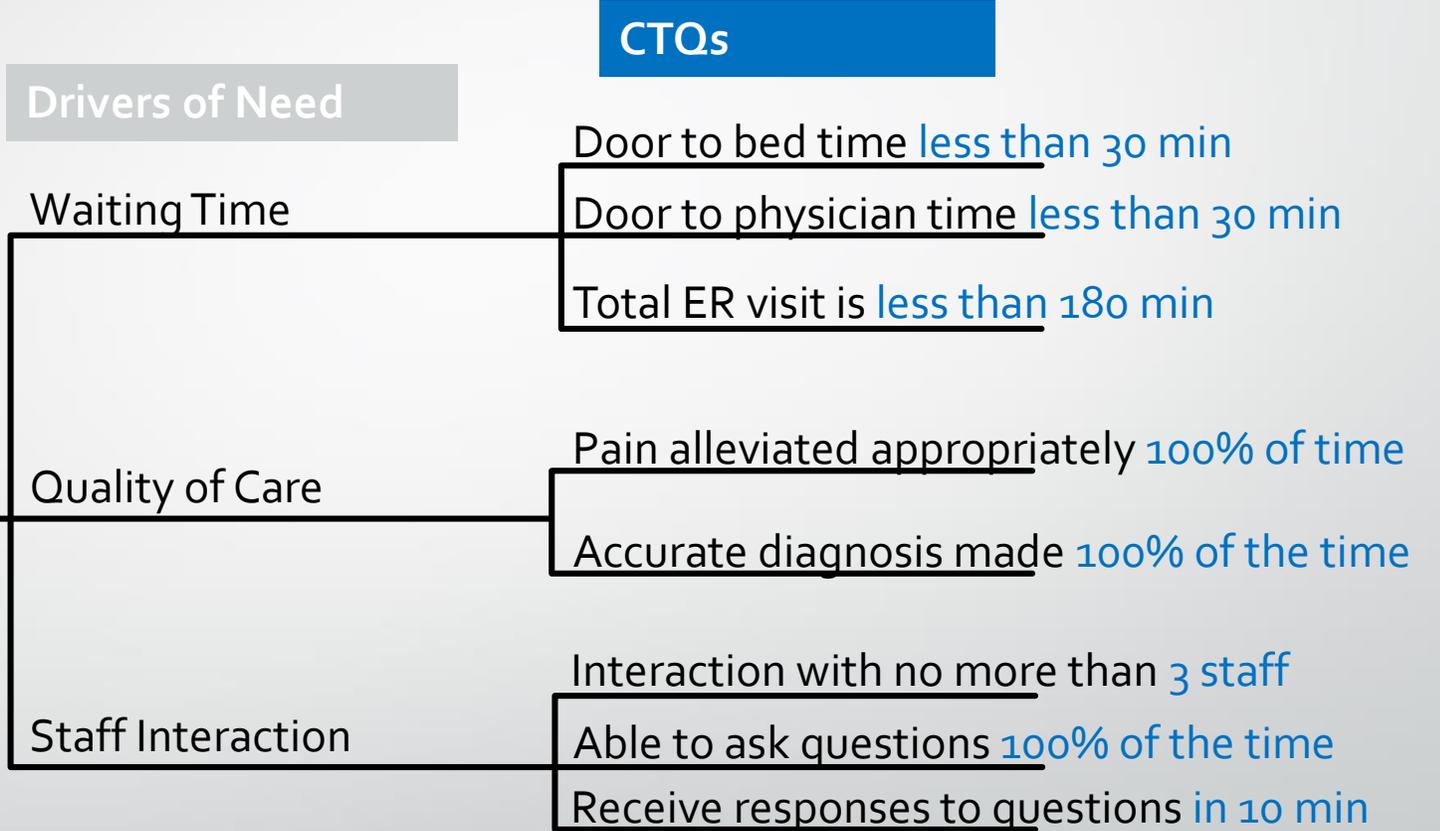


- <https://www.youtube.com/watch?v=oRqDrQPgWGc>

VOC → CTQ

Interpretation. When populating the CTQs, be as specific as possible. The CTQs should be measurable elements of the “Drivers of Need.”

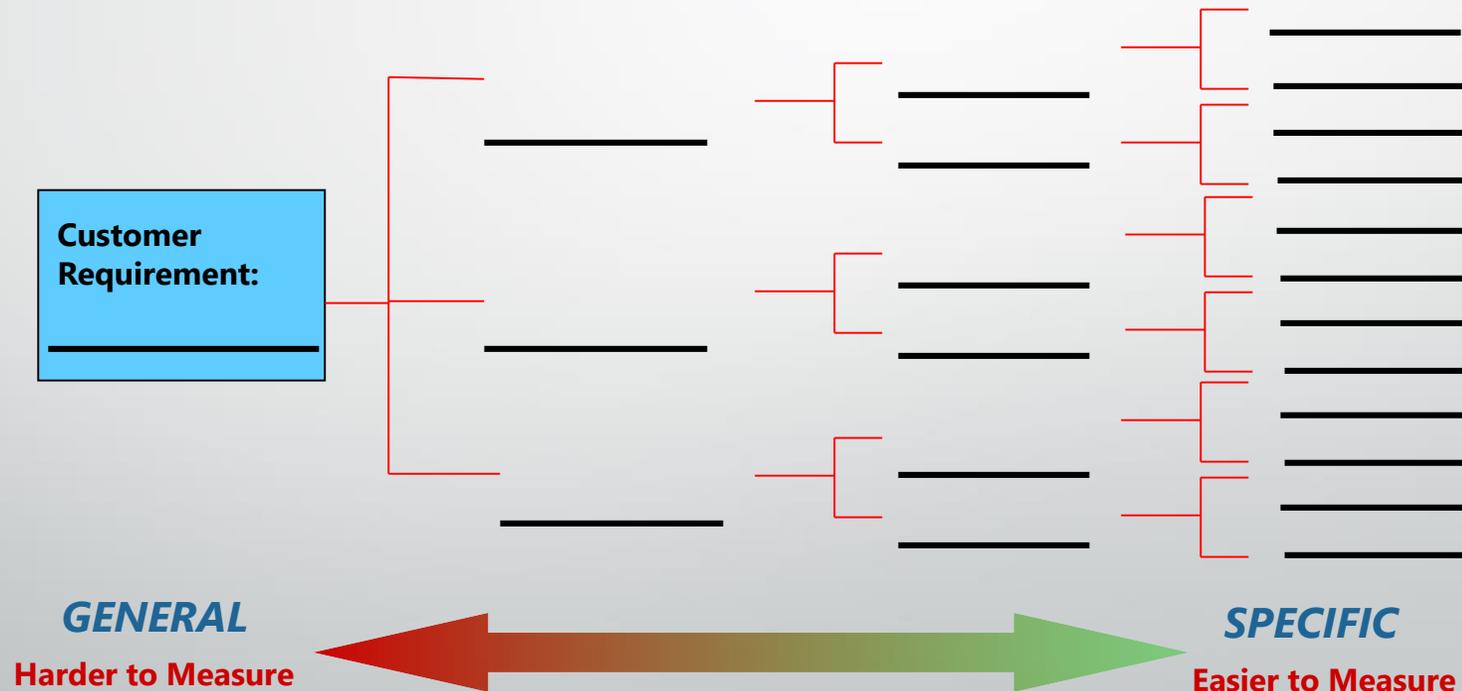
I need..
I need a good ER Visit



CTQ Exercise

With your neighbor, take 5min to develop a CTQ Tree about Traffic. Focus on the high-level **needs** for driving A to B, and then move to the right through the tree to determine specific, measurable characteristics that represent the customer-defined requirements CTQs (develop 2 specific CTQs for this Exercise).

Be prepared to share your findings to the group in 8 minutes.



Remember...

"Courage, Connection, Community - getting better together."

Thank You

For your attention, one of the greatest gifts you can give...