



# Motorola Six Sigma® Business Improvement Campaigns

— for Breakthrough Performance  
and Sustainable Results!

*Our Six Sigma  
methodology is a  
proven tool set for  
driving sustainable  
business improvement.*

# It's all about Six Sigma<sup>®</sup> Speed, Results, and Sustainability

“There are no speed limits on the road to excellence.”

*David W. Johnson,  
Professor and Author*

As the inventor of the Six Sigma methodology for business improvement, Motorola offers a variety of Six Sigma services to you through our corporate change agent, Motorola University.

Motorola University extends the benefit of our Six Sigma experience to you, whatever the size or nature of your business. We implement our methodology with speed, results, and sustainability.

Motorola University offers:

- Business Improvement Campaigns for top-down implementation,
- Launch packages for small to mid-size organizations,
- Convenient open enrollment programs, and
- Cost effective licensing options.

Although commonly associated with manufacturing, Six Sigma can be applied to any business process in any industry. Our methodology has also proven successful for telecomm, utilities, financial services, and healthcare.

## Six Sigma Business Improvement Campaigns

Our Six Sigma campaigns help organizations worldwide align, mobilize, accelerate, and govern business improvement efforts.

### Align

At the leadership level, we link your customer requirements to your business strategy and core business processes. We then create relevant improvement targets, stretch goals, and appropriate measures. The purpose is to provide you with results that are sustainable, measurable, and aligned to your business goals.

### Govern

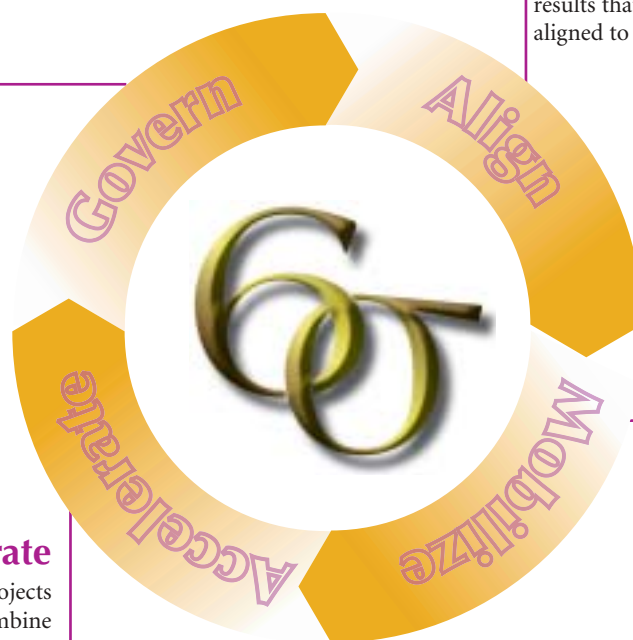
We help you define leadership roles and responsibilities. We work with you to develop an infrastructure that drives your projects to completion.

### Accelerate

It is essential to guide projects to timely results. We combine structured education with real-time project work to quickly move your team from learning to doing.

### Mobilize

Our focused project management methodology drives your teams to action. We organize customer-focused team efforts with clear charters, success criteria, and rigorous reviews. Your teams receive just-in-time training and are empowered to act.



# A Business Improvement Process That Works

“We have a proud tradition of quality improvement, including developing the Six Sigma process more than two decades ago.”

Chris Galvin,  
Chief Executive Officer,  
Motorola

*“Sigma” is a measure of goodness using a universal measurement scale.*

*Six Sigma translates to virtually defect-free processes capable of consistently delivering to your customers' requirements.*

The current global economy demands the best from your business. Competition and financial pressure are intense — causing you to do more with less. To succeed, your organization needs to make customer-focused decisions that lead to profitable results.

- How can you improve your customer focus?
- What efforts will reduce your cost of poor quality?
- How are you streamlining your support processes?
- How can you increase production capacity?

With our Six Sigma® methodology, Motorola helps you strategically focus on these questions.

Motorola created the Six Sigma process in 1986 as a way to achieve our goal of a hundred-fold improvement in quality within five years. Our application of Six Sigma contributed to Motorola's winning the Malcolm Baldrige National Quality Award in 1988. Since then, the impact of Six Sigma on Motorola business performance has been dramatic and well documented. It has resulted in savings of more than \$16 billion for our organization.

We have evolved Six Sigma beyond a manufacturing approach for counting defects to a strategic methodology that applies to all business functions. Today, Six Sigma is widely used by leading organizations, like yours, to drive customer satisfaction, continuous improvement, and cost reduction.

Six Sigma is a proven tool set for driving sustainable business improvement. As a business improvement methodology, it focuses your organization on:

- Customer requirements,
- Process alignment,
- Analytical rigor, and
- Timely execution.

*The Return on Investment (ROI) for Six Sigma projects varies, but the typical range is between 10:1 and 50:1.*

# Six Sigma<sup>®</sup>

Results in

## Customer Satisfaction

Motorola's Business Improvement Campaigns provide the structure, tools, training, and support you need to implement Six Sigma successfully.

Our approach:

- Drives prioritization of the right projects,
- Ensures that all improvement projects are integrated, and
- Provides just-in-time training in relevant methodologies.

Your customized campaign can include the following key components:

### Leadership Jumpstart

Days: 2

Audience: *Senior Management*

The purpose of this session is to align the Six Sigma Business Improvement Campaign with your overall business strategies and goals. The result of the Jumpstart is a set of high impact projects for implementation and your Six Sigma Campaign Plan.

### Champion Training

Days: 2-3

Audience: *Managers*

Your Six Sigma champions receive intensive training that prepares them for managing resources in a Six Sigma environment and conducting ongoing project reviews.

### Black Belt Training

Days: 20

Audience: *Project Team Leaders*

Black Belts are experts in applying statistical process control techniques to improvement opportunities. The program is four weeks over a four month time frame and is constructed upon the DMAIC methodology. As participants complete each segment of training, they will immediately apply the concepts and tools learned to the projects you've identified.

### Green Belt Training

Days: 5

Audience: *Team Members*

Green Belt training cascades Six Sigma approaches and techniques throughout your organization. Green Belts receive training that covers a subset of the comprehensive Black Belt program.

### Project Coaching

Motorola University experts help your teams apply the tools and techniques taught in training to their real-time improvement projects.

### Results and Opportunities Review

We facilitate a session with your leadership team to review the results of your Six Sigma efforts and plan the next phase of activity.

### Establishing Governance

Motorola offers Governance consulting as a key component of your Six Sigma campaign. We provide specific processes, tools, and activities that are essential to ensuring the success and sustainability of Six Sigma in your organization. For example, we can support your leadership team in the critical areas of project selection, project review, and ongoing communication.

Leadership Jumpstart

Champion Training

Black Belt Training  
Green Belt Training

Project Coaching

Results and Opportunities Review

Establishing Governance

# Additional Six Sigma® Options and Resources

## BREAKTHROUGH PROCESS RE-ENGINEERING

*Your organization may find that improving upon existing processes is not sufficient. To yield the results you need, new processes must be developed. For you, Motorola University offers Breakthrough Process Re-engineering Campaigns tailored to your business objectives.*

*Through a series of kaizen-type workshops, our Breakthrough methodology effectively engages cross-functional frontline teams in designing and implementing breakthrough process innovations.*

## Taking the Next Step

Please contact us to learn how we can help your organization implement Six Sigma.  
[www.motorola.com/mu](http://www.motorola.com/mu)

## Launch Packages

As a cost-effective solution, Launch Packages are an excellent option for small to mid-size companies that may not have the resources for a full Six Sigma Campaign. These packages make it possible for all companies to get Six Sigma efforts underway.

## Open Enrollment Programs

Motorola University offers open enrollment programs at convenient locations worldwide for individuals wanting to obtain Six Sigma Black Belt or Green Belt certification.

## Licensing Options

For organizations looking for self-sufficiency with their Six Sigma efforts, Motorola University offers instructor certification and program licensing options.

*Six Sigma Black Belts  
can help organizations  
generate \$500K to \$1M  
in savings per year!*

*You also can obtain information by calling  
**1-800-446-6744** (toll-free within the U.S.) or  
**1-847-576-1310** (from outside the U.S.).*




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For more information  
about our organization,  
visit us on the Internet at:  
[www.motorola.com/mu](http://www.motorola.com/mu)

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