

Motorola Design for Six Sigma[®] for Product Development



Program Participants

Participants will learn a structured methodology and comprehensive set of tools specifically for new product development. People who have responsibilities in product or service development are ideal candidates for this program. Candidates should have a foundation in applying the DMAIC methodology to improve existing services or products.

Program Overview

Design for Six Sigma (DFSS) is a methodology for driving breakthrough performance in new product development.

This program is structured around the DMADV* model - a five phase model similar to the more traditional DMAIC model. DMADV is about “designing in” quality, cost savings and faster time-to-market. To achieve this, the DMADV model places special emphasis on the following:

- Understanding and quantifying market needs and customer needs
- Translating customer needs into service or process specifications
- Quantifying allowable variability
- Delivering innovative design solutions
- Applying robust design techniques

Program Length

Five days

DFSS Certification

We offer the option of formal Design For Six Sigma certification. It requires that your Design For Six Sigma candidates complete training, pass a test, and demonstrate results on one improvement project

Software

Participants need to bring a laptop computer preloaded with Excel and the trial version of Crystal Ball[®]

Location

This program is available either as open enrollment training at Motorola in Schaumburg, Illinois or as an onsite training at a location of your choice.

*The **DMADV** model is a systematic approach to product development. It consists of five phase:

- **Define Requirements**
- **Measure Performance**
- **Analyze Relationships**
- **Design Solution**
- **Verify Functionality**



Our Design for Six Sigma program provides a practical approach to product development projects. The program focuses on implementing a defined Product Development Process and applying relevant DMADV tools in each stage to launch new products in support of the established business case, on time, within budget, and at unprecedented quality levels.

SCHEDULE/PHASE

TOPIC

Day 1

Define Phase

Introduction and Overview

Define Requirements

- Develop team charter
- Clarify mission/vision/scope
- Identify customer needs
- Define customer-focused metrics
- Establish business case and decision tollgate process

Day 2

Measure

Measure Performance

- Prioritize measurable CTQs
- Benchmark performance comparisons
- Define performance metrics
- Identify data sources
- Quantify allowable variability
- Set design goals

Day 3

Analyze

Analyze Relationships

- Develop initial transfer function models
- Prioritize X's
- Quantify variability
- Develop CTQ flow-down
- Identify innovative design alternatives

Day 4

Design

Design Solution

- Validate/refine transfer function models
- Select among design alternatives
- Identify trade-offs
- Predict performance

Day 5

Verify

Verify Functionality

- Validate predictions
- Predict product life/develop warranty policies
- Identify and remediate failure modes
- Conduct pilot/prototype and verify functionality
- Demonstrate attainment of design goals and CTQs
- Deliver detailed design

**Taking the
Next Step**

Please contact us for more information by visiting www.motorola.com/mu
or by calling **1-800-446-6744** (toll-free within the U.S.)
or **1-847-576-1310** (from outside the U.S.).