

Turning Obstacles into Opportunities

How top brands have made an impact on their bottom line by implementing key Premedia technology and best practices.

- **Jerry D'Elia Jr.** VP & Director: Hearst Corporation
- **Carol Condon** Product Quality Initiatives Leader: Hallmark Cards
- **Bill Massey:** B. Massey Photographers, Atlanta, GA
- Moderator: Burke McCarthy: Blackbeltmktg.com

Obstacles into Opportunities

- Process
- Tools
- Methods
- Measures
- Best Practices

Relying too heavily on intuition can be costly

Sea Captains sailing to colonial America assumed direct course was fastest.



Those using facts to chart course achieved a more predictable outcomes; they arrived weeks earlier & profited by this knowledge

Routine methods to gather, process & analyze data

- separate opinions from facts
- reduce uncertainty and risk
- identify competitive gaps or opportunities
- ensure actions will achieve desired results

Data – (independent facts)

Information (interpretation of data)

Knowledge (assimilation of info to develop prognosis)

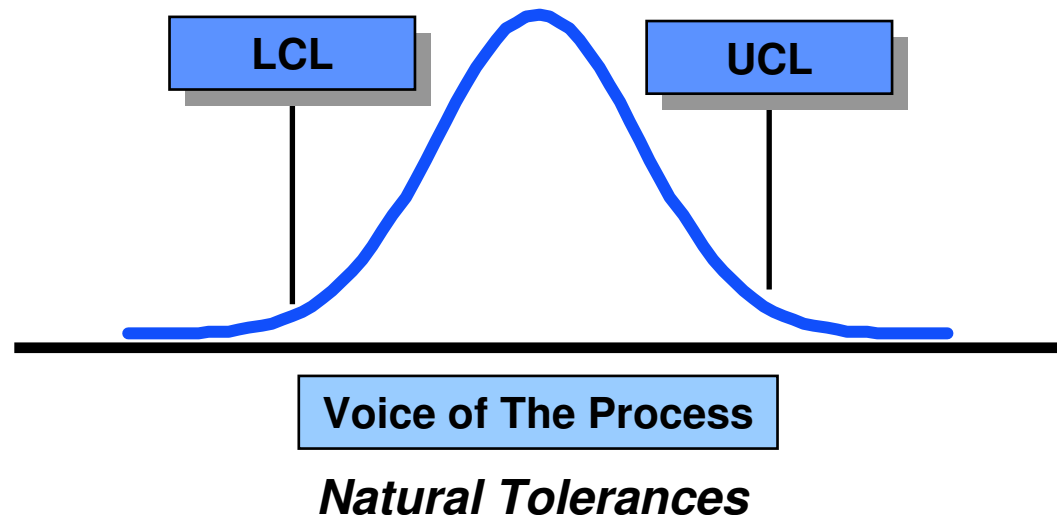
Wisdom (optimization of knowledge to improve decision making)

“Not knowing the difference between opinion and fact makes it difficult to make good decisions...”

Marilyn vos Savant Columnist & Author

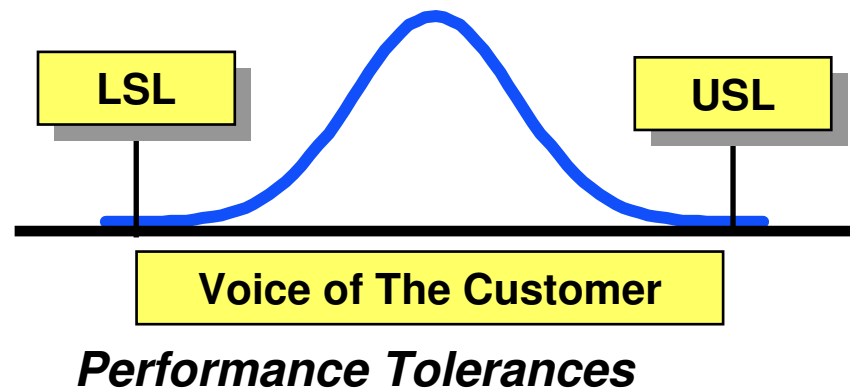
Process Capability

- A process under statistical control is able to have its natural tolerances fitted to it. This is referred to as the Voice of the Process
 - +/- 3 Standard Deviations from the mean response are designated as **Control Limits**
- This measures process capability relative to delivering Customer Value (CTQs)



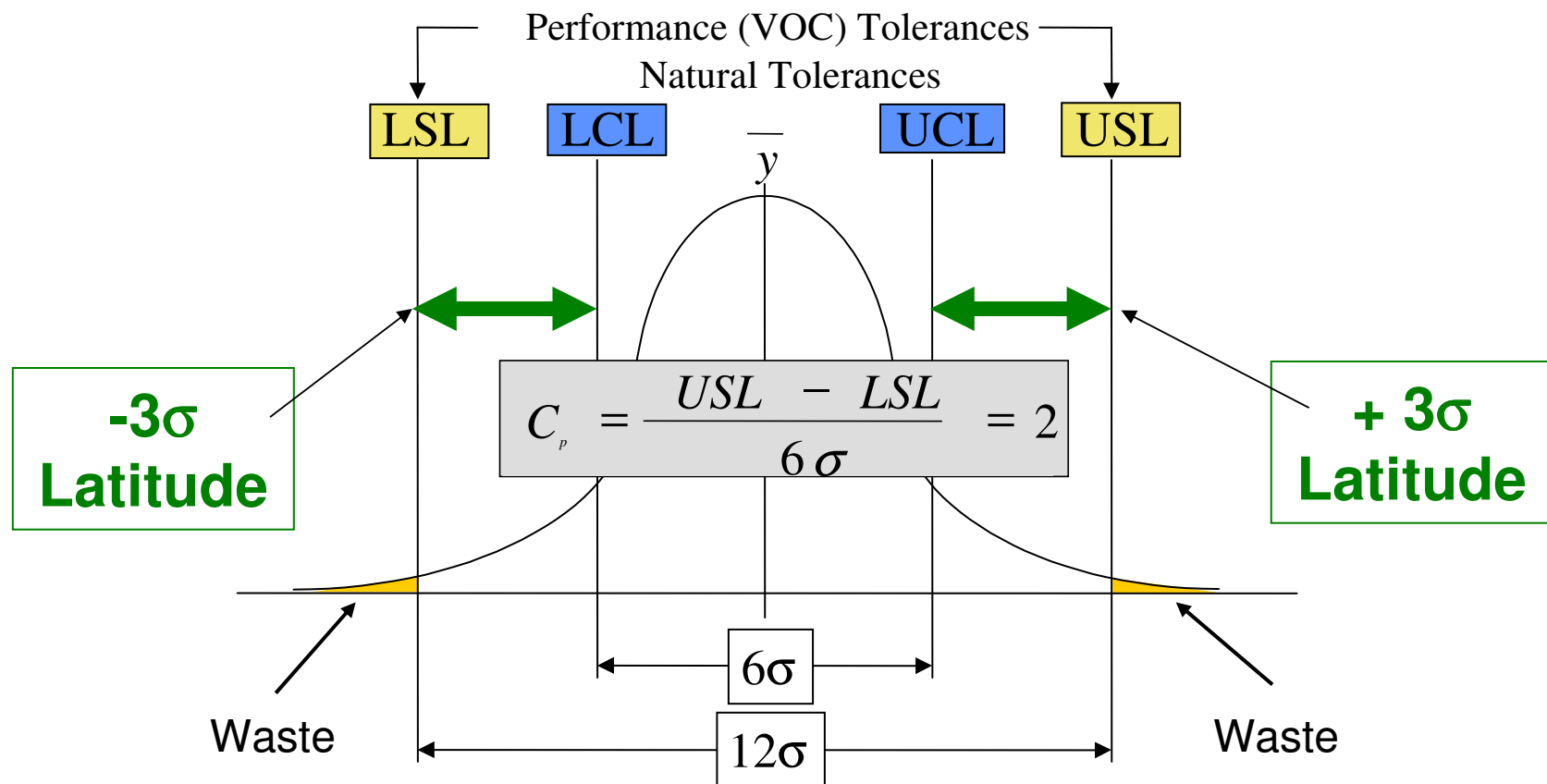
Customer Requirements

- +/- 6 Standard Deviations from the mean response are designated as the Specification Limit. A process will have performance tolerances defined by Voice of Customer
 - This is where customers perceive variation





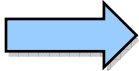


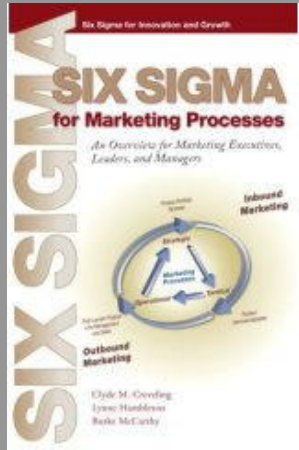
A Statistical Quantity

Six Sigma = the sum of the two green distances
(+ or - 3s between the limits)

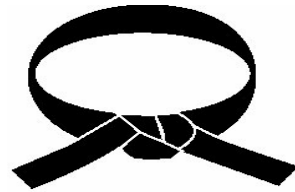


Integrating Six Sigma Concepts & Terms

Critical to Quality (CTQ)		Product or Service Attributes that are most important to the customer
Defect		Failure to deliver on customer requirements
Process Capability		What process is capable of delivering
Variation		Customer experience relative to process aims
Six Sigma Marketing		Measuring and managing marketing & sales processes to achieve desired outcomes more predictably.



Six Sigma Marketing & Sales



Blackbelt Marketing

burkemc@frontiernet.net

www.blackbeltmktg.com 585.490.0009