

Lean Six Sigma in Quality Management and Public Relations

Special Workshops
Berlin (Germany)
13 - 17 Jan 2025

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Lean Six Sigma in Quality Management and Public Relations

Ref: 321546_130230 **Date:** 13 - 17 Jan 2025 **Location:** Berlin (Germany) **Fees:** 4200 **Euro**

Introduction

One of the most important things to do in strategic planning is to align Lean Six Sigma efforts with the organization's overarching strategic goals. Identifying where and how Lean Six Sigma efforts can support organizational goals, vetting this alignment with organizational leadership, and communicating the alignment to staff serves to strengthen the Lean Six Sigma Program.

Course Objectives of Lean Six Sigma in Quality Management and Public Relations

- Examine the development of Corporate Affairs tools
- Understand how to develop and coordinate strategy, plans, and tactics
- Evaluate the use of research
- Define and understand Six Sigma and why it is necessary to sustain business improvement
- Apply the DMAIC problem-solving method
- Explain the role of Six Sigma in customer service and continual improvement

Lean Six Sigma in Quality Management and Public Relations Course Outlines

Day 1

Definitions of Six Sigma

- What is Six Sigma and What Does Sigma Mean?
- History of Six Sigma
- Six Sigma in Customer Service
- Effects of Six Sigma on Customer Satisfaction and VOC
- Levels of Sigma Performance
- The Kano Model and Quality Function Deployment

Day 2

Implementing Six Sigma

- The Methodology
- The DMAIC Stages Define, Measure, Analyze, Improve, and Control

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- Statistical Analysis in Six Sigma
- Sigma as a Metric
- Sources of Variation
- Calculation of Process Capability and Sigma Level
- The Commute Example

Day 3

Six Sigma Tool Box

- Control Charts
- Pareto Charts
- Cause and Effect Diagrams
- Why-Why Diagrams
- Scatter Diagrams
- Deployment of Six Sigma
- Project Selection and Charter Importance
- Leadership and Employee Involvement
- Corporate Commitment: 10 Questions for Leaders
- Selection of Six Sigma Projects: Guidelines

Day 4

The Power of Communication

- Programme overview, design, and options
- Opening exercise: goal setting
- The Big Picture: overview and PR strategy
- From the Inside Out: Crafting Consistent Messages
- The expectations of employees and employers
- Understanding audiences: segmenting and prioritising
- Plotting the stakeholder communication journey

Day 5

Risks & Threats: Their Identification and Management

- Planning for the unexpected
- Using communication activities to manage risk to reputation
- Corporate Communications / PR in the Corporate Mix
- Media Relations best practices
- Effective event management
- Powerful and Persuasive Planning
- 10 stages of PR planning
- Using market research to plan PR activities
- Developing measurable objectives for activities

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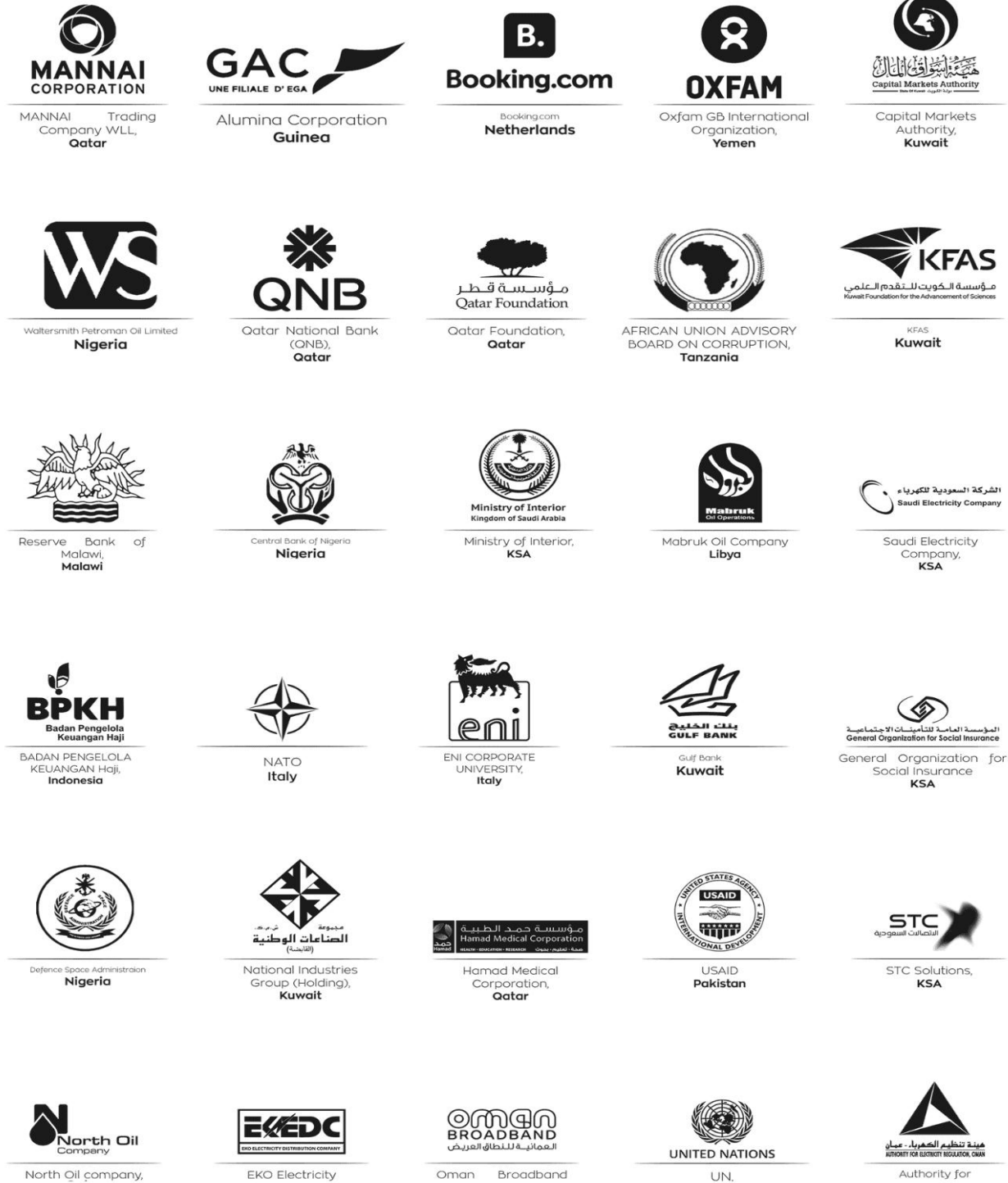
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