

Beyond Zero Defects

You live by Crosby's Four Absolutes of Quality Management™.

Your performance standard is Zero Defects™.

You are adamant about satisfying your customers.

You are not doing enough.

Got your attention?

It has become clear: pursuing customer satisfaction and following the Four Absolutes can still lead to corporate failure. In Philip Crosby Associates' newest seminar, Beyond Zero Defects, attendees will learn why. They will be introduced to Crosby's new Fifth Absolute, which bolsters chances of success. Beyond Zero Defects has been designed to take existing Crosby clients to the next level; it links Crosby's quality management philosophy, concepts and processes to the Six Sigma methodology by giving attendees an introduction to advanced tools and skills to:

- Further Reduce **COSTS**
- Improve Product & Service **QUALITY**
- Spark Corporate **GROWTH**
- Link Quality Efforts to the Overall **BUSINESS STRATEGY**

Additionally, attendees will leave the session with an accurate assessment of their organization's Quality Maturity Level and a game plan to impact their organization's Cost, Quality and Growth initiatives.

Instructor: Kevin Weiss, CEO

Kevin served as one of General Electric's Quality Leaders and Master Black Belts when the company first implemented Six Sigma — a program CEO Jack Welch has attributed with "changing the DNA of GE". He went on to form The Capability Group, which has helped shape the Six Sigma programs of companies such as Shimano, Seagate, American Express and Sony.

Kevin is CEO of The Capability Group and Philip Crosby Associates and is currently writing a book on how the pursuit of customer satisfaction yields failure for many organizations.

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Sign up Today!

Who:

All leaders, managers, and executives actively involved in the quality initiative.

When:

Limited seats are available for this two-day course. Please call for availability.

Cost:

U.S. \$1,850 per person.

Where:

Sessions are held at our training facility in Orlando, Florida. Dedicated onsite sessions can be arranged for companies with 15 or more participants.

For More Information:

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