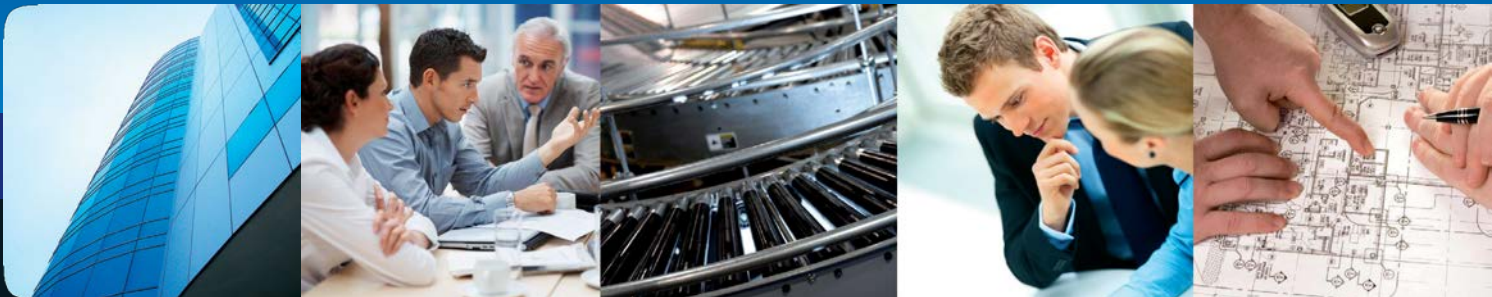


Growth Leader

Using Six Sigma to achieve growth - 6 Days
(Lean Six Sigma Growth Green Belt)



Achieving growth using Six Sigma

All businesses want to grow but what differentiates the real winners is the ability to continue to grow successfully year after year. Six Sigma for growth helps growth leaders identify and execute successful projects that overcome the real barriers to sustainable business growth.

The growth leaders role is to execute projects that not only improve the effectiveness and efficiency of the sales approach, but achieve alignment of growth efforts with business growth goals.

Purpose & aims

The programme is designed to develop growth leaders so they are capable of using Six Sigma for business growth tools and methods in growth projects.

Students will learn how to:

- ✓ Support the execution of the growth strategy.
- ✓ Identity, prioritise, select and manage growth projects successfully.
- ✓ Lead growth teams and influence stakeholders.
- ✓ Understand how to analysis markets, customer value, processes, key accounts and pricing.
- ✓ Use proven tools and methods to identify barriers to growth.
- ✓ Think creatively and prioritise growth actions.
- ✓ Ensure sustainable growth.
- ✓ Integrate into and support an existing Six Sigma programme.

Target audience & pre-requisites

Sales and marketing professionals who are responsible for business growth. Candidates should possess the potential to quickly develop an understanding of the processes to be improved and have the perseverance to succeed.

The course assumes no prior knowledge of Six Sigma and is suitable for those committed to improvement, in either sales, marketing or commercial environments.

“The best Six Sigma projects begin not inside the business but outside of it, focussed on answering the question: how can we make our customers more competitive? What is critical to our customer’s success?”

Jack Welch



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The Programme

It is a practical and highly interactive workshop taught over three blocks for two days (six days in total). It covers the six sigma for growth methodology and foundation level tools.

Delegates are encouraged to apply what they learn to a live project within their own organisations during the training while having coaching sessions throughout the programme by one of SigmaPro's experienced Consultants. This approach enhances learning and ensures an early return on investment.

Programme content:

Introduction to Strategic business growth

- Explains the background and basic ideas behind the Six Sigma for growth approach.
- Successfully identify, select and launch projects

Creating an action plan

- Ensuring alignment with Strategy
- Assessing organisation current state
- Developing individual and organisational plans & gaining commitment

Launching a project

- Use proven methodologies to plan an improvement project
- Analyse the Voice of the customer to determine what customers really want.

Measuring and modelling process

- Use process mapping to understand processes and identify improvement opportunities.
- Decide project data required and plan data collection
- Measure processes and establish baseline performance

Identifying Opportunities for Growth

- Decide where and when to focus improvement effort for best results
- Assess market opportunities to drive profitable growth
- Identify waste in process to drive efficiency improvements

Process improvement and optimisation

- Generate new ideas using a structured approach to creativity
- Utilise testing to optimise the marketing and sales approach
- Implementing the revised approach

Controlling and sustaining the gains

- Developing control plans to sustain the gains
- Structured methods to identify and reduce risk

Approach

The programme is a mix of classroom teaching, individual and group exercises, case studies and real world examples. Accelerated Learning approaches are extensively used to ensure rapid learning and maximum knowledge retention. Students are encouraged to share experiences from their own projects with the training group.

The programme is typically delivered in 3 blocks, allowing students to carry out project work whilst being supported throughout by an experienced Coach to help them apply learning. In house programmes can be varied in content and delivery duration to ensure alignment with specific organisation needs.

Project progress is tracked during the programme and reports issued to the organisation after each training block to assist evaluation of return on investment.

Certification

Candidates that complete the programme will become SigmaPro certified Growth Leaders. Certification requires completion of training, passing the exam and submission of a live project.

All training material is provided in hard copy folders as well as digitally.

“ Every salesforce has a few outstanding performers. What is it in their way of working (process) which makes them outstanding? If we can identify these processes and give them as tools to the rest of the organisation we will increase sales effectiveness. ”

Steffan Ternstroem

Benefits

The skills developed by the students enable them to make a more effective contribution to the organisation in developing relationships, building teams and influencing others, leading to more effective leadership, problem solving and performance improvement.