

2018 ASQ HOUSTON QUALITY CONFERENCE INNOVATION: A QUALITY TOOL



Greater Houston
Section 1405
The Global Voice of Quality™

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INNOVATION: A Quality Tool

- Big Data
- Artificial Intelligence
- Data Analytics

*Upcoming
Events at ASQ
Houston*

2018 ASQ Regional Conference

Fri, Nov. 2, 2018 - Houston, TX

SPEAKERS—AUDITORIUM

SPEAKER 1 Kimberly Watson-Hemphill

Innovation Belt – Tools for Design and Creativity

SPEAKER 2 Eric Helgeson

Innovation, a Quality Tool to increase the value of your Company

SPEAKER 3 Mark Galley, President

Problem Miscommunication: Re-Thinking Root Cause Analysis and the Way People Explain Problems.

SPEAKER 4 Rajdeep Golecha

Application of Big Data and Artificial Intelligence for Business Innovation.

WORKSHOPS - ROOMS I/J

WORKSHOP 1 Fabrice Bouchereau

Quality Powered Culture of Innovation

WORKSHOP 2 Robin Lawton

The Strategy and Tools for Transformation Leaders



SPEAKER 1 — 8:45am to 10:00 am
Kimberly Watson-Hemphill
President, Firefly Consulting. Austin, TX.

Kimberly Watson-Hemphill is the president of Firefly Consulting, a company she founded in 2009. She is a globally known expert in the field of innovation and operational excellence and is the author of *Innovating Lean Six Sigma: A strategic guide to the world's most effective business improvement process* (McGraw-Hill, 2016) and co-author of *Fast Innovation* (McGraw-Hill, 2005). Kimberly has led Lean Six Sigma programs in multiple manufacturing and service industries, including a deployment with a global Fortune 500 company that generated over \$1 billion in savings. She was previously a partner with Accenture and a vice president of George Group Consulting and is currently on the faculty of the Acton School of Business. Her educational background includes a Bachelor of Science Engineering degree in aerospace engineering and a Bachelor of Arts degree in French from the University of Michigan, as well as a master of science engineering degree in engineering mechanics from the University of Texas. She is an ASQ member and certified Master Black Belt. Kimberly spoke at the ASQ World Conference last April.

Innovation Belt – Tools for Design and Creativity

We know that quality is everyone's job, and in the past three decades' organizations have done a great job improving quality with training and organizational initiatives. But what about innovation? Isn't innovation everyone's job? Perhaps now is the time to add the innovation belt to your wardrobe. In this session, we will focus on two main areas (1) the customer experience, (2) and how to maximize the creative potential in all of us.



SPEAKER 2 — 10:15am to 11:30am

Eric Helgeson

Pure Safety Group / SNC-Lavalin / Chrysler

Eric has a twenty-five plus year automotive career with Chrysler, Mercedes-Benz, and Mitsubishi where he gained a wide range of global experience in Lean Manufacturing and Quality Engineering. Along with quality management, his experience ranges from plant manufacturing engineering and equipment maintenance to production and operations management. Also, he was assigned to international assignments with solid understanding of the working environments on three different continents.

After this he was 8 years Quality Director in the Houston Oil and Gas Midstream Industry with SNC-Lavalin and now he is Regulatory and Quality Compliance Director of the world's largest independent provider of fall protection equipment and training, Pure Safety Group.

Innovation, a Quality Tool to increase the value of your Company

Eric has been Quality Director of companies owned by Private Equity Firms where the main target is to increase the value of the company. He team development approach is a combination of classroom training, learning by doing, and personal mentoring. Each individual expert is then empowered to lead and drive continuous improvement in manufacturing and business processes using Lean principles as a foundation. The significant improvement has been documented in terms of internal audit results and more importantly, business unit performance where we consistently exceeded our quality, cost, and delivery targets by as much as 160%.

Eric will share with us practical solutions and strategies to focus on increasing the influence of Quality in the business and help Top Management to do the right thing and sleep better at night.



SPEAKER 3 — 12:30pm to 1:45pm

**Mark Galley, President
Think Reliability, Houston TX.**

Mark Galley is with ThinkReliability, a Houston-based training and consulting company specializing in root cause analysis and work process reliability. Mark has been facilitating investigations, teaching workshops, and speaking on risk and reliability for more than 20 years. His practical experience began at the Dow Chemical Company. He has a Bachelor of Science in mechanical engineering from the University of Colorado, Boulder and has been an ASQ Certified Reliability Engineer (CRE) since 1993. Mark's presentation at the ASQ World Conference in April of 2018 in Seattle was titled "The Fishbone Diagram: Improving an Improvement Tool."

Problem Miscommunication: Re-Thinking Root Cause Analysis and the Way People Explain Problems.

Problem solving in companies is fundamentally about people communicating what they know. It's essential to understand why the problem happened and to identify what can be done to prevent it going forward. When a problem occurs typically one person doesn't know all the details. People with different areas of expertise, at different levels within the organization and even across departments may all be connected to a single problem. Collecting and organizing those pieces into an accurate and complete explanation is the essence of root cause analysis – digging into the details. There are a wide variety of interpretations as to what root cause analysis is. This presentation covers first principles of problem solving that can simplify the way people communicate detail, explain complex issues and identify effective solutions.



SPEAKER 4 — 2pm to 3:15pm

Rajdeep Golecha
CEO at Zdaly, Houston TX.

About Speaker:

After spending a decade leading global analysis teams at the world's largest corporations, Rajdeep saw an opportunity to improve organizational decision-making by enhancing intuition with data and insights using Artificial Intelligence and Big Data Technologies. That is when he founded Zdaly.

Zdaly's proprietary Zbot technology collects & curates real-time heterogeneous data from all over the world and delivers user-driven Insightful Analytics at an unparalleled speed with superior foresight.

Rajdeep is nationally acclaimed for contributions to business and research. He has published in world's top scientific journals and has been recognized as a top business leader. He earned his engineering degree from the Indian Institute of Technology and an MBA from Michigan State University.

Topic: Application of Big Data and Artificial Intelligence for Business Innovation.

More data is created in a year than it was created during the previous 20,000 years of humanity. Yet, less than 0.5% of this data could be used for decision making. But now Big Data Technologies and computation power enables us to leverage data using Artificial Intelligence to empower Human Intelligence. In this session, we will cover aspects of these ground-breaking technologies that have revolutionized business decisions making.



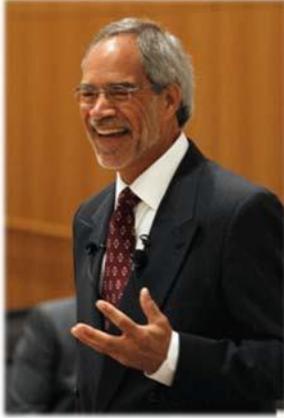
WORKSHOP 1 — 8:45am to 11:30am

Fabrice Bouchereau
ProcessZen Consulting, Houston TX.

Fabrice Bouchereau is a licensed Industrial & Systems Engineer, facilitator and trainer with 18 years of experience managing lean, quality and continuous improvement projects and teams. His experience changing company culture and improving processes covers a broad range of industries including medical devices, pharmaceuticals, oil & gas, heavy equipment manufacturing and textiles.

He is fluent in English, French, and Spanish and has delivered training in the United States, Caribbean, Mexico and Latin America. He founded and manages Houston-based ProcessZen Consulting, which delivers transformational business solutions. The company focuses on process optimization and cultural transformation through facilitation, implementation and training.

Quality Powered Culture of Innovation



WORKSHOP 2 — 12:30pm to 3:15pm

Robin Lawton

C3 Excellence, Inc., Sarasota, Florida

Robert is an internationally recognized author, executive coach and expert in creating rapid strategic alignment between enterprise objectives and customer priorities. Rob has directed strategic and operational improvement initiatives since 1985. He coined the term “customer-centered culture” with *Creating a Customer-Centered Culture: Leadership in Quality, Innovation and Speed* (1993). His fourth book, published in 2017, is *Mastering Excellence: A Leader’s Guide to Aligning Strategy, Culture, Customer Experience & Measures of Success*. Both books are 5-star rated at www.Amazon.com. Thousands of leaders have used his powerful but easy-to-understand principles, strategies and tools to improve and measure service, knowledge work and customer satisfaction. Mr. Lawton has been ranked #1 of 103 speakers by ASQ in 2017

The Strategy and Tools for Transformation Leaders

Your challenge as a 21st Century leader of excellence is to transcend tired practices of the past. It is not enough to improve processes, solve problems and run projects to achieve minimum standards, reduced variation and low costs. The new leader is impatient to achieve “impossible” outcomes, excite customers, engage employees and set new measures of success others can only dream about. It is a tall order requiring an entirely new focus, paradigm and tools. Attend this thought-leading, interactive and entertaining session by one of ASQ’s top-rated presenters and authors to start down the practical road to insightful cultural transformation.

Success requires a transformation system as well as a systems approach to transformation. This session will provide you with both. You will apply unique tools to your own situation and see eye-opening examples others have obtained. Learn how multiple practitioners got lightning fast results such as \$20 million in savings, \$8 million in new monthly revenue, response time reductions of 90%, raving fans and recognition for best-in-class enterprise performance. If you are an executive, change agent, innovation leader or Lean Six Sigma MBB impatient for transformative results, this jargon-free session is for you. Take-aways you can immediately apply include: An Excellence IQ. You will complete this at the start of the session, pin-pointing areas to immediately address. 10 Steps to Customer-Centered Excellence: Your road map and tools. Six Leadership Levers for transformation: Eliminate the sources of ambiguity, confusion, chaos and conflict that prevent cultural change and ISO success.

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